



FOR IMMEDIATE RELEASE

Press Contact: Marianne Dougherty
marianne.dougherty@gmail.com

**PROFESSIONAL KERATIN SMOOTHING COUNCIL SCHEDULES PRESS
CONFERENCE ON MAY 24 , 2011**

The keratin smoothing treatment category has experienced significant growth over the past several years. Now a number of the top companies in the category, such as Cadiveu, Keratin Complex, Marcia Teixeira, SalonTech and Aerovex Systems have joined forces to form the **Professional Keratin Smoothing Council (PKSC)** to advocate for this continually expanding segment of the industry.

Join us for lunch from **11:30-1:30** at the **Viceroy Hotel in Santa Monica, CA**, on **May 24, 2011**, when we will provide information about this revolutionary new category of products and address questions about the controversy that began to unfold in the press last year. Some topics that will be discussed include:

- **A brief history of the keratin smoothing category and why consumers are demanding the services**
- **The causes of the controversy surrounding the claims concerning the safety of keratin smoothing treatments**
- **The true state of facts about these claims, including the actions being taken by the members of the Council to ensure the safe use of their products**
- **How the Council is advocating to keep the category healthy and growing**
- **Education the Council will provide to industry professionals and consumers**
- **CIR, Health Canada's OSHA action, and how the Council is working to meet all required standards set by these and other regulatory agencies**
- **How salon professionals and consumers can join the Council**

RSVP to 310-802-7880