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Bronner Brothers, Inc., the premier global hair and skin care company catering to African-Americans, presents the 65(th) International Hair Show, August 4-7, 2012 at the Georgia World Congress Center (GWCC) in Atlanta, GA. Recognized as the world's largest beauty and trade show of its kind, the event attracts over 60,000 beauty industry professionals, manufacturers and cosmetology students who participate in educational seminars, competitions and special events. Over 300 exhibitors and 500 distributors will also showcase their products and services throughout the four-day convention. Bronner Bros. has established the industry's foremost reputation for showcasing innovative techniques and hair artistry at its legendary Barber Battle. The ticketed event returns on Sunday, August 5(th) at 9 pm, featuring some of the nation's most avant guard talent who will compete for $25,000.00 cash. Bernard Bronner will present the grand prize to the winning barber.

"For over six decades the Bronner Bros. International Hair Show has represented the pinnacle of African-American culture and its global influence on beauty and style," said Bernard Bronner, President, Bronner Bros., Inc. "Once again, we are excited to have a number of iconic brands partner with us to offer an experience that's unsurpassed in the industry."

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Other exciting attractions include:

-- Ford Motor Company will give convention-goers a chance to win a 2013 Ford Escape. Attendees can also test drive new Ford vehicles on Sunday, August 5th from 10 am - 5 pm at the GWCC Green Lot. The first 300 people to take a test drive will receive a free ticket to the Bronner Brothers VIP Lounge.

-- UnitedHealthcare will host the "Stylin' Healthier Futures" class and Hair Fitness Competition featuring celebrity stylist Elgin Charles and United States Surgeon General Dr. Regina Benjamin. The competition supports Bronner Bros.' and UnitedHealthcare's efforts to encourage healthy living and enhance the well-being of African American communities.

-- Clairol Professional will select the "Go for Pro" Hair Color Competition grand prize winner on Sunday, August 5(th)during the Barber Battle. In its second year, the competition aims to reward up-and-coming stylists who show incredible talent and promise. Education classes hosted by the Design Team focus on Clairol Pro's commitment to the salon industry, educating stylists, and to delighting clients with a modern definition of beauty.

-- Interactive displays by CVS introducing the national retailer's newest beauty product line; and the Centers for Disease Control (CDC) hair competition in support of HIV/Aids Awareness.