

J & WHITE ASSOCIATES

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March 30, 2011

FOR IMMEDIATE RELEASE:

YOUNG NAILS LAUNCH AT GOLDWELL NY AN OVERWHELMING SUCCESS

J. White & Associates is pleased to announce the official launch of Young Nails at Goldwell of NY on March 1, 2011. The two-part kickoff was an overwhelming success, beginning with a sold-out launch class for 65 nail techs on February 28. Greg Salo—President of Young Nails — and three of his top mentors led the eager group in an exciting day of technique and business building instruction. The class was followed by a launch meeting for Goldwell’s DSCs and store managers on March 1.

“Greg and Habib [Salo, brothers and President and CEO of Young Nails, respectively] can get a crowd educated and motivated to sell like no one I’ve ever seen,” states Kristel White, VP of J. White & Associates. “The seasoned sales team from Goldwell NY left the training with a renewed energy and a plan to significantly and organically grow their territories. They are already off to a tremendous start, and we look forward to a long and mutually prosperous relationship!”

Goldwell of NY, led by president Steven Neumaier, is the exclusive distributor for Young Nails in the upstate NY region.

J. White & Associates, based in Charlotte, NC, is a national firm specializing in placing emerging market leaders with key distribution partners. J. White & Associates supports the Common Good Foundation™.

To contact J. White & Associates, call (704) 335-1502 or e-Mail sales@jwhite-assoc.com.



Young Nails display at Goldwell NY's HQ store.

J. White & Associates — THE link between innovative manufacturing and targeted distribution.

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