

Presenting the FINALISTS

By John S. Soet

Every year, salon owners are invited to show the tanning world their style and creativity by entering the *Today's Image* Salon Decor and Salon Image competition. Decor competitors are judged on overall design and how well the design theme has been incorporated throughout the entire salon. Image competitors are judged on promotional materials, and how well the image is presented to the community through these materials.

This year was an exceptional challenge! We received over 100 entries, the vast majority of them outstanding. To say narrowing the field down to five finalists was difficult would be an understatement. Our staff mulled over the decisions for days, reluctantly making cuts, and ultimately coming up with the final list of contenders.

Now the time has come to select the winner in each category, to be announced onstage at the House of Blues party, June 29 in Las Vegas. The winner of the decor competition will receive \$1,000, with \$500 going to the winner of the image competition. The winning salons will also be presented next month in our annual *Bronze Book* buyer's guide. Read on and select your personal favorite—and see who takes home the grand prize from the *Today's Image* 2006 Indoor Tanning EXPO!



Pictures from the 2006 Indoor Tanning EXPO



The winner was announced onstage at the House of Blues party June 29 in Las Vegas. We were thrilled to make the top five finalists out of over 100 entries!

