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‘Project: Beyond Beauty’ Launches Free Salon Services for Michigan’s Unemployed

BIRMINGHAM, Michigan, April 8, 2009 – Azenza Salon & Spa, in partnership with two state agencies, will launch the first salon and spa program created specifically for the state’s unemployed residents in southeastern Michigan.

“Project: Beyond Beauty” is a new initiative created by Azenza owners Daniel Zavala and Joan Cauzillo, and their staff of expert stylists, to offer complimentary salon services for unemployed Oakland and Livingston County residents actively participating in the Jobs, Education, and Training (JET) program in the Oakland County Michigan Works! and Livingston County Michigan Works! agencies.

These residents are no longer receiving unemployment benefits and are actively participating in the minimum mandatory 20 hours per week program which provides them with education and job training, resume writing, interview skills training, career counseling, and occupational skills training.

“The staff at Azenza has, collectively, been working in southeastern Michigan communities for many years and the economy has affected a great number of our clientele,” said Daniel Zavala, Azenza’s co-owner. “We’ve experienced, first hand, how devastating the rising unemployment rate is for our customers and their families, and how the draining and difficult process of job hunting can wear on their overall well-being. We want to do whatever we can to help empower those hit so hard by this economy to help them regain their confidence and be successful in their job hunt.”

The salon will be open on Sunday, April 19, from 10 a.m. to 4 p.m. to celebrate the launch of “Project: Beyond Beauty” where JET participant clients will be treated to complimentary cut and styling, color and highlights, and other general salon services. JET participants must call the salon to schedule an appointment. Following the April 19 launch, Azenza salon will continue to offer these complimentary services, by appointment, during normal business hours.

Joining Azenza in sponsoring “Project: Beyond Beauty” is Goldwell-North America, a leader in innovative hair color products, and their product distributor Beaute Craft.

“We are proud to partner with Azenza on this important project that projects both the passion and creativity of the professional stylist community to the less fortunate in this tough economic environment,” said Mario Argenti, president and CEO of KPSS (Goldwell and KMS California). “These are uncertain and challenging times for everyone and it is inspiring to see our stylists reaching out to the community bringing both beauty and compassion to clients when they need it most. It is great to know that salons, product manufacturers and distributors can come together to make a difference”

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"I sat down with the owners of Azenza Salon & Spa to discuss 'Project: Beyond Beauty' and how important it was to their community," said John Petroff, vice president of Beauty Systems Group. "I was thrilled to offer the necessary hair color products they needed to support this worthwhile endeavor."

As the unemployment rate in Michigan continues to rise, Zavala and his staff are working to recruit salons and service providers throughout the surrounding communities to join them in donating services to support people who have been hit hard by this economic downturn. J. Christopher Salon in Howell is the first salon to join "Project: Beyond Beauty" to provide complimentary services to participants in Livingston County.

"Our passion for the industry has spurred us forward in our personal and professional lives as hair creatives," says Jason Kunnert, owner of J. Christopher Salon, "With each client's transformation, we recognize how we touch lives, not just with beauty but with compassion, which is why we were excited to participate in this opportunity to give back to our community utilizing 'Project: Beyond Beauty.'"

In addition to J. Christopher Salon, several stylists from the surrounding areas have volunteered to support "Project: Beyond Beauty" by donating their time to the April 19 launch event at Azenza.

"When you look, you feel good and you're more confident," said Doug Williams, director of the Oakland County Department of Human Services, which administers the JET program. "This is important when one goes on a job interview. The cuts and styles being offered to our community's unemployed job seekers through 'Project: Beyond Beauty' couldn't come at a better time!"

Michigan Works! Agency is recognized nationally as the largest and most progressive workforce development agency in the country. The agency's members are the Workforce Development Boards, local elected officials, and Michigan Works! agency directors from all of Michigan's 25 workforce areas. There are 11 Michigan Works! sites in Oakland County that support JET program participants. Residents serviced through these sites have exhausted all unemployment benefits and are actively seeking new skills and job interviews. For more information about Michigan Works! log on to <http://www.michiganworks.org>.

J. Christopher Salon is located at 201 South Michigan Avenue in Howell, MI. To make an appointment contact Jason Kunnert at 517-522-1380. For more information about J. Christopher Salon visit their website at <http://www.j-christophersalon.com>.

Azenza Salon & Spa opened in August, 2007 and is a full-service salon and spa. Located at 130 W. 14 Mile Rd., Birmingham, Michigan, Azenza is co-owned by Joan Cauzillo and Daniel Zavala. For more information about Project: Beyond Beauty, to make an appointment, or to volunteer, please call 248-594-6600 or email at azenzasalon@gmail.com. To learn more about Azenza Salon, visit their website at <http://www.azenzasalon.com>.

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