

FOR THE LADIES...

Annual Hair Care Conference Picks "Total Look" Hair Style



Grand Prize-Winning Hair Style

OCHO RIOS, JA—A highly creative hairstyle featuring curls and waves and a one-sided effect was the winner in the "Total Look Styling

Competition" held recent in Ocho Rios, Jamaica.

The "Total Look Styling Competition" was a feature attraction for over 300 hair

stylists who attended the Second Annual Sof N' Free® International Hair Care Conference sponsored by Atlanta-based M & M Products Com-

pany.

Only 30 hairstylists participated in the prestigious competition which was held during the Conference at the Mallards Beach Hotel in Ocho Rios, Jamaica in early Summer.

A New Jersey hairdresser, Susie Pridgen, was the winning hair stylist. She was presented with the grand prize of \$1000 cash, a trophy and Sof N' free products.

According to one member of the panel of judges, the "artistic content of the style was very high . . ."

PROFILE: MARY G. WINSTON

President, Winston Janitorial Service, Inc.
Indianapolis, Indiana

Beneath Mary Winston's soft-spoken exterior lies a successful, hard-driving businesswoman. Success was unlikely for Winston, daughter of an Alabama sharecropper and the eldest of 25 children. She was only 11 when her own mother died, forcing her to leave school to care for her younger siblings. (Her father later remarried.) Determined to better herself, she continued her education through correspondence courses.

Today, at 64, she stands at the helm of Winston Janitorial Service, a company with 270 employees and annual revenues of more than \$3 million.

Her rags-to-riches story is characterized by a series of hardships. In addition to her mother's untimely death, Winston has weathered the loss of the two most important men in her life: her father and, 11 years ago, her

husband, John. "I've had my share of obstacles and stumbling blocks, but I've always been able to overcome them," she offers. Faith in God and impatience with self-pity have guided her through rough times.

Her idea for a business came in 1953. While working full-time supervising the cleaning force at Fort Benjamin Harrison, a U.S. Army base, she began taking part-time jobs cleaning houses to supplement the family income. Her husband, a foundry worker, often moonlighted with her until 2:30 in the morning and on weekends.

In 1966, Winston left her job to develop her cleaning business full-time, gradually shifting her emphasis to commercial cleaning. Four years later, her husband quit his job to join her, and the couple grew their business slowly and steadily.

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Commercial value was the strong point of the two runners-up in the Competition (commercial value refers to the practicality and appeal of the hairstyle and cut for everyday wear). The second prize winner was Yvette Koko from Curacao, N.A. who received \$500 cash. Another New Jersey hairdresser, Mary Culvert, took

the third prize of \$250 cash.

Participating stylists were challenged to create designs presenting a total look for models with hairstyles complementing clothes. Styles reflected the trend-setting cuts and looks taught in the intensive hair cutting clinics conducted by leading North American hair design experts.

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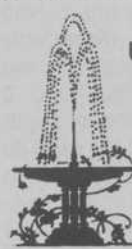
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Second Place Winning Style

The panel of judges included hair care and high fashion professionals from the U.S. and abroad.

The thirty styles designed by participants in the Competition were displayed by 30 models from Jamaica's leading modeling and production agency, Pulse.

A sparkling fashion show featuring designs by top Jamaican fashion houses followed the display of hair creations and the announcement of winners.

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