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Professional Beauty Association and Barbicide® Team Up to Help Salon/Spa Industry with H1N1 Education and Preparedness

Milwaukee, WI (November 5, 2009) – The **Professional Beauty Association (PBA)** and **Barbicide®** announced today that they are working together to create an industry response program that addresses the H1N1 influenza virus that has impacted the United States, and countries across the globe.

“King Research, the makers of Barbicide® is a strong supporter and member of the Professional Beauty Association, and it is critical that we support the salon/spa industry as it looks for tools and information on preventing the spread of the H1N1 virus,” said Alan Murphy, President of King Research. “Our contagious disease experts and in-house researchers are key contributors to the tools and programs King Research has launched and we want to share that information with the beauty industry.”

While the initial wave of the H1N1 flu this past spring was relatively moderate - President Obama recently declared a national emergency to deal with the "rapid increase in illness" from the H1N1 influenza virus. For small businesses – particularly salons/spas – employee absenteeism from the flu can be very disruptive to business operations. Federal and state authorities have been urging small businesses to be proactive in flu prevention and preparedness.

“We have seen an increased demand for H1N1 resources and information from salon/spa owners across the country,” said Steve Sleeper, Executive Director of the Professional Beauty Association. “The Professional Beauty Association is committed to providing timely and relevant resources to the beauty industry and we are excited to be working with one of our valued members. Their expertise on salon/spa sanitation and disinfection is an invaluable resource as we develop resources and information for the beauty industry”.

The H1N1 education and preparedness effort will kick off with the launch of a robust online toolkit that will feature information and resources geared specifically towards the salon/spa environment. In addition to the online toolkit – the effort will also include a webinar on salon/spa sanitation and disinfection best practices and several workshops during the International Salon & Spa Expo in Long Beach, California January 30 - February 1, 2010.

About the Professional Beauty Association

The Professional Beauty Association is made up of salons and spas, distributors and manufacturers dedicated to improving their individual businesses and the industry as a whole. Led by industry volunteers, the association offers: business tools • education • government advocacy • networking • and more. Visit www.probeauty.org or call 800.468.2274 to learn more.

About King Research

Founded in 1947, King Research is the global leader in disinfecting and cleaning solutions for salon professionals. Known for their distinctly blue Barbicide® disinfectant solution, the company continues to grow with their new Barbicide® product line including Barbicide® Wipes, Barbicide® Hand Sanitizer and Barbicide® Spray Disinfectant. Headquartered in Milwaukee, Wisconsin, King Research reported more than 50 percent growth from 2006 to 2009, with future plans to expand their business in healthcare, agriculture and education. Visit www.barbicide.com or call 800.222.8160 to learn more.