



The Essentials Beauty named as one of the region's best Boutique Salons – as they reach the finalists stage of Professional Beauty Regional Awards 2018

The Essentials Beauty, located in Coleshill, Birmingham, has been named as a finalist in the Midland's Boutique Salon of the Year category at the Professional Beauty Regional Awards 2018. Having wowed the judges, the salon has been named as one of the best within the Midlands.

Commenting on the announcement, Emma owner of the salon, said, "We have been working so hard over the past twelve months to deliver the exceptional service our clients deserve; and so, to have been recognised for this regionally is absolutely amazing. We now can't wait to attend the Professional Beauty Regional Awards ceremony in October – now all we have to do is decide on what to wear!"

The Professional Beauty Regional Awards is the most prestigious and established awards scheme for the beauty, spa, nails and aesthetics markets, recognising those who make a real difference to the industry and encouraging their development.

Speaking of the Awards, Mark Moloney managing director of Professional Beauty, said, "The beauty industry is often one of the unsung heroes of the British economy – with many not realising that it employs over 300,000 individuals and generates £7bn in revenue. Through these awards we aim to champion the very best within our sector; those who have trained the hardest, developed the customer experience and those whose passion for beauty extends into everything they do.

"By holding the Regional Awards, we are able to seek out the sometimes-lesser known salons and spas that are exceptional at that they do. For the thousands of men and women who visit a salon and spa each year, it is because of these therapists that they experience the wonderful treatments which make them feel a million dollars, and as such, these businesses should be recognised for their expertise."

The winners of the Regional Awards will be announced on 21st October 2018 during a gala dinner at the Principal Hotel in Manchester. The event gathers together the best spas and salons in the country, to network and celebrate excellence. For further details on the awards visit <https://professionalbeauty.co.uk/RegionalAwards>