

Uniting Latino Pros

There are more than 45 million Hispanic Americans. Collectively, they represent \$600 billion in purchasing power. Ninety-two percent live in metropolitan areas, and one in 10 is a business owner. With numbers like these, it's not surprising that more and more Hispanic Americans are entering the beauty industry. If anyone on your spa staff is part of the Hispanic population, becoming familiar with the National Latino Cosmetology Association NLCA might prove worthwhile.

The NLCA offers resources to further the success of this group of professionals. It brings together product manufacturers and distributors, salon and spa professionals, and beauty-focused school programs. Membership is open to everyone in the Latin beauty industry—professionals, students, manufacturers and distributors.

The benefits of belonging to the NLCA include support and direction for business development, training and education, advertising and marketing. Many beauty professionals cite networking as a primary perk; distributors and manufacturers appreciate the connections to key customers.

According to the Hispanic Business Association and Hispanic Trending, the NLCA is the fastest growing **Latino professional salon/spa organization** in the nation with more than 18 chapters expected to form within the next eight years.

"I see the NLCA serving all interests and helping further the prominence and success of Latin salon professionals," says Julie Zepeda, president and founder of the NLCA. For inquiries about membership, call 702/448-5020 or go to nlcamerican.org.