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INTERCOIFFURE NOMINATES LEON DE MAGISTRIS FOR PRESTIGIOUS INTERNATIONAL AWARD

Salon Owner Selected for "Chevalerie Knight" Award

Boston, Mass...Leon de Magistris, owner of Leon & Co. of Belmont is one of a handful of names worldwide recently nominated to receive Intercoiffure's annual *Ordre de la Chevalerie Knight Award*. Kenneth Anders, President of Intercoiffure America/Canada made the nomination for the international honor that will be awarded in Paris, France, this September.

Intercoiffure Mondial, the international trade association of qualified hair salons, has been presenting Chevalerie Awards since 1972 to recognize members who have made outstanding contributions to the development of their trade over a sustained period of time. The presidents of each of the association's four regions (Europe, Asia, North America and South America) nominate a short list of member stylists to receive one of three Chevalerie awards -- Knight, Officer and Commander. Since 1979, only 31 Knight awards have been given. Previous winners include Julius Caruso, Horst Rechelbacher (founder of Aveda) and John Dellaria.

"Throughout the years, Leon has truly gone above and beyond as a member of Intercoiffure," said President of Intercoiffure America/Canada, Kenneth Anders. "He has always given generously of his time from performances to education and has been a major force in strengthening our ties to the European group via his connections in Italy. There is no one more deserving of this honor," he continued.

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De Magistris will travel to Paris for the “Night of Stars” gala on September 14th where he is expected to receive the award before an international audience.

A 30-year industry veteran and native of Candida, Italy, de Magistris is one of the region’s most prolific hair stylists. He is active on the international fashion and beauty stage as well as committed to keeping his Belmont salon on the leading edge of hair trends. de Magistris often sponsors workshops at his salon featuring renowned stylists from Paris, Italy and New York City.

Located at 84 Leonard Street in Belmont Center, Leon & Co. has been a leader in Boston’s beauty/fashion community for more than 20 years. Leon & Co. is a three-time recipient of “Best of Boston” awards from *Boston Magazine*, most recently receiving a 2002 *Best of the West /Hair Cut* award. De Magistris and the salon have also been recognized by publications such as *Allure*, *Glamour* and *The Improper Bostonian*. In addition, de Magistris has developed his own line of hair care products called “E,” (for Erba – Herb in Italian). Products include a Citrus Purifying Shampoo with Lemon, a Citrus Hydrating Serum and a Citrus Shampoo and Body Wash with Grapefruit. Products range from \$12.50 to \$18 and are only available at the salon.

About Intercoiffure

Founded in 1925, Intercoiffure Mondial is the first international trade organization of high quality hairdressing. The organization consists of more than 2,500 member salons from 40 countries. Intercoiffure works to foster creativity and growth among its members worldwide through various activities and projects such as the Guillaume Foundation, established to develop talents of the membership’s youth.

For more information, please call Lisa O’Neill at 617-734-1317.

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