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**BEAUTY BUSINESS SUMMIT**  
INSPIRING BEAUTY INDUSTRY PROFESSIONALS

**THE BEAUTY BUSINESS SUMMIT WILL GIFT A \$20,000 GRANT  
DURING A 2 DAY SUMMIT IN ST. PETE BEACH, FLORIDA**

ST. PETE BEACH, FLORIDA February 26, 2021- The Beauty Business Summit, taking place October 3-4, 2021, has a two-part mission; commitment to help beauty industry professionals improve their small business, and give back to small (beauty) business owners with a \$20,000 Grant. Two \$10,000 grants will be awarded to two beauty business owners dedicated to making the biggest positive change in their business and community post-COVID-19.

This two-day business and marketing intensive is held at the Don Cesar Beach Resort in St. Pete Beach, Florida. Licensed beauty professionals will be given leadership, business, and marketing education from industry icons, presenters, and authors. Attendees will leave with the resources to build, grow, and scale their businesses.

In addition to the educational commitment to beauty professionals, the Beauty Business Summit will pay it forward by gifting a small (beauty) business owner(s) a \$20,000 Grant. Small business owners submit a video application stating their mission, intent, and use of the grant money. Five finalists will present their vision on stage and the winner will be announced on October 4, 2021, at the Summit. Attendees vote for the two winning beauty business owners.

*“Licensed beauty professionals provide one of the last ‘hands-on’ experiences for consumers. Human touch is vital for our existence. Helping our small (beauty) businesses is the first step.”*, says **Maxine Drake - Founder of the Beauty Business Summit and face behind Maxine Drake Consulting For Spa Professionals.**

**The 3rd annual Beauty Business Summit** continues to shape the future of the beauty industry by providing education to industry professionals and rewarding leadership and positive actions in the form of \$10,000 Grants. This year, Char Fontanills, CEO of Confidence By Char, matches the \$10,000 BBS Grant by also gifting an additional \$10,000, making the 2021 total grant of \$20,000.

## **ABOUT THE BEAUTY BUSINESS SUMMIT**

The Beauty Business Summit is a premier gathering for world-class beauty professionals who stay committed to advancing their own personal and business development so they can continue to make a positive impact on the world around them. Industry sponsors help make the event world-class and the speakers are known for bringing incredible value. Pay it Forward Concept: 100% of proceeds are gifted to small (beauty) business owners.

## **ABOUT MAXINE DRAKE CONSULTING**

Published author of The Esthetician's Guide To Outstanding Esthetics, Maxine Drake's mission is to elevate the beauty industry through leadership and business and marketing education. She believes this training must come first in order to have a profitable practice. Maxine enjoys helping licensed beauty professionals to show up fully and execute at their highest level.

Maxine is the founder of The Esthetician Business Academy®, an online learning platform that helps beauty professionals turn passion into profits by sharpening their business and marketing skills.