



MEDIA RELEASE

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For immediate release

JUST CUTS OWNERS LAND IN ALICE SPRINGS FOR 2018 INTERNATIONAL CONFERENCE FEATURING ANTONY WHITAKER KEYNOTE, ROYAL FLYING DOCTOR FACILITY VISIT & 10K DONATION PLUS PRISCILLA QUEEN OF THE DESERT AWARDS NIGHT!

Just Cuts Owners from all over Australia and New Zealand will arrive in Alice Springs, NT today to kick off the 2018 Just Cuts International Conference. This conference marks a return to the Northern Territory for Just Cuts after visiting 20 years ago for the conference of 1998.

Antony Whitaker of Grow My Salon Business has once again been invited as the keynote speaker for this year's event after building a great rapport with the Just Cuts community over the last 3 years. Antony is based in the UK and has a worldwide reputation based on more than 30 years' experience in the hairdressing industry. He is internationally acclaimed as a gifted, multi award-winning stylist-turned-educator, motivator, business coach and best-selling author.

Delegates will also make a trip to the Royal Flying Doctor Service (RFDS) facility on Tuesday evening for a very special BBQ event to celebrate a long-term partnership. During the visit Just Cuts Owners will be handing over a \$10,000 donation cheque to the Royal Flying Doctor Service. Since partnering with the RFDS, Just Cuts has donated over \$400,000 to the cause, helping the RFDS of Australia provide extensive primary health care and 24-hour emergency services to people living in rural and remote areas of Australia. This figure is made up from donations made by Clients, Stylists and Owners in salons across Australia and through various fundraising initiatives throughout the year.

"We're really looking forward to spending time at the RFDS Alice Springs facility during conference. It's an opportunity to see first-hand how our partnership supports the amazing work they do. It's going to be a really special evening sharing this experience with so many of our Owners. It's their salons, Teams and Clients that raise all the funds in the donation boxes so to see how their support makes a difference will be amazing. Our Owners are really excited to be delivering a cheque for \$10,000 to the RFDS during the event." Said Amber Turnbull, Just Cuts General Manager.

And, this year's conference finale party will literally bring the glitter and glam to the outback! The Awards night theme is Priscilla Queen of the Desert. The entertainment is going to be absolutely fabulous and all delegates have been encouraged to dress the part! "We can't wait to share the news of our 2018 award winners and of course, the photos from the event. They're going to be fun and fantastic this year!" Amber said.

The conference agenda also includes the 2018 NEW product launch event for JUSTICE Professional, Just Cuts exclusive haircare and styling brand.

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For further information and to organise an interview or photo with Amber Turnbull, General Manager of Just Cuts please contact:

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More about Just Cuts

Just Cuts™ is a hairdressing salon that bridges the gap between the old-style barber shop and the high end hair salon. Our fixed price, no appointment system is a convenient and practical solution for our Clients, offering them convenient, quality Style Cuts™ cuts from fully qualified Stylists at an affordable price.

Just Cuts™ was the brainchild of Denis McFadden, who, back in 1982 turned a simple idea into a business concept that would change the hairdressing industry forever. Always one to make the most of every situation, McFadden decided to run a promotion at his humble Sydney salon to boost business and offered all Clients a “no appointment, \$6 Style Cut”. The response was outstanding and the idea of Just Cuts™ was born.

The following year, the inaugural Just Cuts™ salon opened its door to the public. And in 1990, the first Just Cuts™ franchise opened in the suburb of Engadine, in the south of Sydney. Our brand has continued to expand ever since, with over 200 locations in Australia, New Zealand and the United Kingdom now open.

And in 2013, we answered the calls of our Clients and Stylists and launched JUSTICE Professional™ – a range of salon quality, paraben free haircare and styling products available exclusively in all our salons at a competitive, affordable price. The JUSTICE Professional™ line has something for everyone, including everyday shampoos and conditioners, anti-dandruff and dry scalp treatments, toning products, nourishing leave-in treatments and a range of hair styling waxes and sprays.