



CONGRATULATIONS,
SANDY!

American
Beauty
Star

AMERICAN BEAUTY
STAR WINNER

SANDY POIRIER

Boston celebrity hairstylist and owner of the popular SHAG Salon, Sandy Poirier, has been named World's Most Talented Beauty Director by panel judges made up of the industry's best including Russell James, Sarah Brown and Christie Brinkley.

Sandy was selected as a first season contestant on Lifetime's hit reality show, *American Beauty Star*, hosted and produced by supermodel Adriana Lima. Lima was born in Brazil and moved to New York when she was 16, pursuing a modeling career and eventually becoming a Victoria's Secret Angel. She has enjoyed immense success as a model, featured in campaigns for the likes of Guess, Bebe and Keds and appearing on the cover of *Marie Claire* and *Vogue* magazines. *American Beauty Star* premiered on September 20, and followed 12 stylists competing in weekly challenges as beauty directors for models. The contestants had their share of trials and tribulations, but Sandy proved triumphant in the end. He has been in the industry for years, knowing just where innovation and tradition meet for that perfect style, which gave him a strong edge. Sandy will now be given the opportunity to work on a *Teen Vogue* editorial shoot with model Jasmine Sanders, also known as Golden Barbie. With his accolades as a stylist, this is one more exciting step forward in his career. See what all the hype is about with a visit to his salon, whose services include haircuts, blowouts, updos, highlights, hair extensions and coloring.

