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**MIAMI'S VIPS BOARDED PRIVATE YACHT FOR EXCLUSIVE
POP-UP BEAUTY LOUNGE HOSTED BY GBS, THE BEAUTY STORE
As Part of The Welcome Channel's Toast to Social Season
2009**

*More Than 400 Guests Attend Fête For The Launch Of Kim Vo's New Hair Care
Collection at GBS in South Florida*

MIAMI, FL – (September 24, 2009) – Thursday evening marked a star-studded celebration as **Kim Vo**, master colorist and celebrity hair expert, hosted a red carpet party aboard a private yacht to celebrate the launch of his eponymous hair care collection available at all six GBS stores and salons across South Florida. The hair, beauty and style guru behind the celebrity manes of **Kate Hudson, Britney Spears, Paris Hilton, Goldie Hawn, Sylvester Stallone** and **Jenny McCarthy**, has blended ancient Vietnamese botanicals with the latest French nanotechnology to create luxury hair care and styling products for color-treated and chemically-treated hair.

Miami's top VIP guests attended the pop-up salon aboard a private yacht docked at the Epic Hotel's River Lounge, with private DJ entertainment. Guests enjoyed passed hors d'oeuvres by Café Prima Pasta and complimentary wine as a preview of the 2009 Miami International Wine Fair. Mini makeovers and gift bags stuffed with beauty products courtesy of GBS, The Beauty Store were an added treat.

Guests in the main lounge, and outdoor balcony were treated to exotic desserts courtesy of Pasha's Healthy Mediterranean Cuisine, as well as performances by The Tony Wilson Godfather of Soul Band that rocked the house. A Welcome Toast was given by April Donelson of The Welcome Channel, and Chanel Caton, of Leading Ladies League, Inc. a non-profit organization assisting women and children in need throughout Miami, with Creativas Group welcoming guests at the door.

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Vo, who was only in Miami for less than 24 hours before returning to Beverly Hills for the Emmy Awards, mingled among guests where he provided expert color consultations in between interviews and photo shoots.

GBS, The Beauty Store

As profiled in *InStyle* and *Allure* magazines for bringing the best in beauty to South

Florida, GBS, The Beauty Store stocks more than 18,000 brands of cosmetics, skincare, bath and aromatherapy essentials, nail-care, and hair-care products. Celebrities such as Paris Hilton, Vivica A. Fox and Cindy Crawford, as well as the leading stylists in the industry, shop GBS due to its unparalleled selection of marquee beauty brands and knowledgeable staff of experts.

All six locations of GBS, The Beauty Store are open Monday through Saturday from 9:00 a.m. to 7:00 p.m. On Sundays, shop GBS from 12:00 p.m. to 6:00 p.m. at Pinecrest, Aventura, Ft. Lauderdale and Coral Gables. For additional information on GBS, The Beauty Store, please visit www.gbsbeauty.com.

The Welcome Channel

The Welcome Channel is the premiere visitor entertainment channel for Miami & the Beaches more exclusive hotel and resort locations, such as: The Fontainebleau Miami Beach, Trump International, Westin Diplomat, Loews Miami Beach, JW Marriott, and LeMeridien, to name a few. The Welcome Channel updates the 15th of each month, and airs 24 hours a day, 7 days a week. Targeting our international and domestic travelers alike, The Welcome Channel keeps our viewers tuning in, and showcases the very best to do, see, and experience while enjoying their stay right here in Miami & the Beaches, or traveling abroad. For more information on The Welcome Channel, please visit www.welcomechannel.tv

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