

I MINA'TRENTA NA LIHESLATURAN GUÅHAN
2009 (FIRST) Regular Session

Resolution No. 105 (LS)

As amended.

Introduced by:

B. J.F. Cruz
R. J. Respicio
Judith P. Guthertz, DPA
T. C. Ada
F. B. Aguon, Jr.
F. F. Blas, Jr.
E. J.B. Calvo
J. V. Espaldon
T. R. Muña Barnes
Adolpho B. Palacios, Sr.
v. c. pangelinan
M. J. Rector
Telo Taitague
Ray Tenorio
Judith T. Won Pat, Ed.D.

Relative to commending and congratulating Riccardo and Tony Altieri, also known to many as the Altieri Brothers; to bestowing best wishes and commending their company Altieri International, Inc.; and to extending a heartfelt "Thank You and *Dångkulo na Si Yu'os Ma'åse*" for their tremendous contributions to the beauty industry on Guam and to the community.

1 **BE IT RESOLVED BY I MINA'TRENTA NA LIHESLATURAN**
2 **GUÅHAN:**

3 **WHEREAS**, in recognition of Riccardo and Tony Altieri's professional
4 success, community involvement, and unselfish dedication to the beauty
5 industry internationally and on Guam, focusing specifically on improving the
6 beauty industry on Guam by providing educational and artistic opportunity
7 to all licensed cosmetologists and barbers locally; and

8 **WHEREAS**, in their fifteen (15) years as international platform artists,
9 Riccardo and Tony Altieri have conducted over three thousand (3,000) live
10 educational events, assisted in the development of hundreds of products, and
11 co-created the Craft cutting system; and

12 **WHEREAS**, after the sale of Matrix to L'Oreal, Riccardo and Tony
13 Altieri sought to develop a unique product line to address the needs of
14 modern hairdressers and their clients; and

15 **WHEREAS**, the Altieri Brothers, in conjunction with famed chemist,
16 Henri Mastey, created the "PowerHair" brand professional product line.
17 Together, they came up with a 100% natural, high performance professional
18 product line focused on empowering the salon professionals and their clients;
19 and

20 **WHEREAS**, the Altieri Brothers PowerHair is a mixture of truly unique
21 products and a refinement of existing liquid tools; and

1 **WHEREAS**, PowerHair premiered at the CosmoProf convention in Las
2 Vegas on July 15, 2007. Since that time, the Altieri Brothers have opened this
3 exciting new product line in over twenty (20) states, including Guam; and

4 **WHEREAS**, Altieri Brothers PowerHair lists excellent companies as
5 authorized American distributors: Salon Essentials (Maine); Professional
6 Salon Services (Rhode Island, Eastern Massachusetts and Connecticut); W.S.
7 Beauty Supply (New Hampshire and Western Massachusetts); Paramount
8 Beauty Dist. Company (New York); Color Mid-Atlantic (New Jersey and
9 North Carolina); Professional Beauty Supply (Washington D.C., Virginia,
10 Delaware, and Maryland); Salon Services Group (Missouri, Kansas, Oklahoma;
11 Kentucky, Tennessee and Arkansas); Stardust Salon Systems (Nevada);
12 Exclusive Beauty Group (Southern California); and JUA Beauty Distributor,
13 L.T.D. (Guam); and

14 **WHEREAS**, in addition to quality products, the Altieri Brothers provide
15 national, regional, and local education to PowerHair clients, having
16 developed a unique, self-liquidating show and hands-on workshop that has
17 SOLD OUT with every distributor. Furthermore, the Altieri Brothers
18 themselves have established a framework of “multi-day upper level
19 education” offered free of charge to Altieri Brothers users; and

20 **WHEREAS**, the Altieri Brothers are committed to the utmost in skill and
21 professionalism, having provided training to Guam cosmetologists and
22 barbers on three (3) separate occasions; and

1 **WHEREAS**, the Altieri Brothers hold their seasonal “Hollywood
2 Academy”. This three (3) day intensive workshop focuses on boosting the
3 participants’ skills and techniques to truly master haircutting and styling; and

4 **WHEREAS**, legendary platform artists, Riccardo and Tony Altieri,
5 developed the Academy over their fifteen (15) years and three thousand
6 (3,000) live presentations on stage and in classrooms throughout the United
7 States and its territories; and

8 **WHEREAS**, unlike most classes that teach rote cutting, the Altieri
9 Brothers seek to illuminate the understanding of both the theory and art of
10 cutting hair, integrating hair coloring into all hairstyles and styling finishes;
11 and

12 **WHEREAS**, in addition to the Altieri Brothers, many other world class
13 platform artists, color specialists and educators interact with Academy
14 participants, and as an added treat, the stylists are given in-depth knowledge
15 in the science of hair and hair chemicals by legendary chemist and master
16 formulator, Henri Mastey; and

17 **WHEREAS**, the Altieri Brothers train artists on Guam to bolster both
18 confidence and proficiency in their artistic expression in haircutting, hair
19 coloring and hairstyling; and

20 **WHEREAS**, the Altieri Brothers explode onto the Main Stage with their
21 trademark high energy to premier their new, high performance PowerHair
22 professional only product line. Riccardo and Tony Altieri shatter pre-

1 conceived notions and perceptions with a showcase of bold and unique
2 visions into future trends; and

3 **WHEREAS**, the Altieri Brothers demonstrate their PowerHair cutting
4 and styling system, which empowers hairdressers to incorporate technically
5 and esthetically forward focused styles into their repertoire; and

6 **WHEREAS**, the Altieri Brothers continue to provide training and staff
7 development to cosmetologists and barbers throughout the United States and
8 Guam; now, therefore, be it

9 **RESOLVED**, that *I Mina'Trenta Na Liheslaturan Guåhan* does hereby, on
10 behalf of the people of Guam, commend and congratulate Riccardo and Tony
11 Altieri for their untiring efforts in providing repeated training workshops to
12 local cosmetologists; and be it further


13 **RESOLVED**, that *I Mina'Trenta Na Liheslaturan Guåhan*, does hereby on
14 behalf of the people of Guam, acknowledge the Altieri Brothers for their
15 unwavering devotion to the perpetuation of quality cosmetological
16 establishments and continuing education for those licensed under the
17 cosmetic arts; and be it further

18 **RESOLVED**, that *I Mina'Trenta Na Liheslaturan Guåhan*, does hereby on
19 behalf of the people of Guam, salute all of the many collaborators of the
20 Altieri Brothers who have assisted in the development of activities and events
21 to promote excellence in the field of cosmetology; and be it further

22 **RESOLVED**, that the Speaker certify, and the Legislative Secretary

1 attest to the adoption hereof, and that copies of the same be thereafter
2 transmitted to Riccardo Altieri; to Tony Altieri; to Sun Ja "Sunny" Oh Choi; to
3 JUA Beauty Distributor, L.T.D.; to Total Image Hair and Body Salon; to Altieri
4 International, Inc.; to Marcy Tiong, Chairperson, Guam Board of Barbering
5 and Cosmetology; to Mr. Joseph Artero-Cameron, Educator, Pivot Point
6 International ; and to the Honorable Felix P. Camacho, *I Maga'lahaen Guåhan*.

DULY AND REGULARLY ADOPTED BY *I MINA'TRENTA NA LIHESLATURAN GUÅHAN* ON THE 1ST DAY OF MAY, 2009.



JUDITH T. WON PAT, Ed.D.
Speaker



RORY J. RESPICIO
Acting Legislative Secretary