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## Expert Witness, Consultant, Author, Educator, Entrepreneur Cosmetology + Spa/Med Spa + Fashion Industries

Laura DuPriest  
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### **PROFESSIONAL FOCUS**

To provide investigative work, expert opinions and consulting services to salon and med spa professionals, the legal community, and to provide expert testimony to the courts.

### **SCOPE OF EXPERIENCE AND EXPERTISE**

- Cosmetology standards of care and practice
- State cosmetology regulations
- Salon/spa policies, protocols, processes, and procedures
- Salon/spa technical service policies and employment policies
- Salon/spa safety practices
- Salon/spa safety manuals, procedure guidelines, manuals, and handbooks
- Salon/spa sanitation, disinfection protocols, sanitation records
- Salon product patents invalidity and infringement
- Manicuring /pedicuring, artificial nails, UV lamp curing, gel nail polish, diabetic nail care
- Skin care, facials, chemical peels, micro dermabrasion, micro planning, micro needling, , waxing/ hair removal,
- Makeup, airbrush, permanent makeup
- Eyelashes, false strip lash application, eyelash extensions, eyelash perming, eyelash tinting/dyeing, eyelash treatments
- Eyebrows, waxing, threading, microblading, eyebrow tinting/dyeing, eyebrow perming
- Body care, body wraps, massage therapy, tanning, far infrared therapy, light therapy
- Hair services including:
  - Cutting, styling, braiding, cleansing, and conditioning
  - Bleaching, lightening, coloring/dyeing and corrective color
  - Permanent waving, straightening/relaxing, keratin treatments and smoothing treatments
  - Hair extensions, hair integrations, wigs, and hair replacement

### **BIOGRAPHY**

Ms. DuPriest is an accomplished cosmetologist, esthetician, manicurist, spa therapist and industry entrepreneur with 46 years of experience. She has researched, formulated, and created a full line of skin, hair and body care products for the discerning consumer. Ms. DuPriest began her career as a runway, print and TV model in the United States and Europe. She has extensive academic and real-world knowledge of esthetics, makeup, manicuring, hair styling and salon and day spa management. Ms. DuPriest was responsible for the creation of the policies, procedures and daily practices of her salon and day spa operations. Her keen interest in natural products with a focus on alpha hydroxy acids and their effect on skin lead to the development of a full line of botanical-based skin care products used in her salons for 35 years. In 2001 to 2005, she presented a weekly TV educational segment on beauty and makeovers on ABC's News 10 in Sacramento, CA. Public Television then invited DuPriest to co-write

and host an educational series on how to use fruits, vegetables, and kitchen staples to prepare natural beauty care that would deliver results that compete with top selling skin care brands and high-end salon treatments. In 2003 her show, **Natural Beauty - Pamper Yourself with Salon Secrets at Home**, debuted on PBS and was nominated for an Emmy Award. Random House Publishing commissioned DuPriest to author a comprehensive how to book using the same natural ingredients. **Natural Beauty**® became the most popular beauty book on Amazon in December of 2003. In 2005 Random House released her second book, **A Beautiful New You**®, and DuPriest launched **Radiance Essentials**®, a patented, plant infused formulation make-up line on America's Store and Home Shopping Network. Ms. DuPriest has been recognized for her accomplishment with editorial features in numerous beauty publications and she has served as a Beauty Ambassador and Media Spokesperson for Maybelline, Covergirl, Waterpik, Venus and Appearix. Founder and President of Laura DuPriest Inc. that produces beauty products and provides consulting and expert witness services for the salon and day/med spa industry.

## **LICENSES**

1981 Manicurist, State of California, License # M28833  
 1987 Esthetician, State of California, License # 8216  
 1999 Cosmetologist, State of California, License #368077  
 2023 Cosmetologist, State of North Carolina, License #C124946

## **EDUCATION**

Elite Academy, Sacramento, CA, Cosmetologist Certification 1999  
 Federico's Academy, Sacramento, CA, Esthetician Certification 1987  
 Kenneth's Beauty College, Sacramento, CA, Manicurist Certification 1980  
 California State University at Northridge, Music Performance 1975-78

## **EMPLOYMENT**

**Consultant, Cosmetologist, Esthetician, Manicurist, Educator, Author** **2023 to present**  
**President, Laura DuPriest Inc., Winston-Salem, NC**

Master Hairstylist, Make-up Artist, Esthetician, Manicurist and President of Laura DuPriest Inc. providing personal service to private clientele and manufacturing of Laura DuPriest products including online store. Consultant to the salon and beauty industry, expert witness support, and educator for salon licensees.

**Owner, Salon President, Cosmetologist, Esthetician, Manicurist** **2021 to 2023**  
**Laura DuPriest Salon, Fountain Valley, CA**

Master Hairstylist, Make-up Artist, Esthetician, Manicurist and President of Laura DuPriest Inc. providing personal service to private clientele and manufacturing of Laura DuPriest products including online store.

**Owner, Salon President, Master Stylist, Esthetician, Manicurist** **2013 to 2021**  
**Laura DuPriest Salon, Huntington Beach, CA**

Master Hairstylist, Make-up Artist, Esthetician, Manicurist and President of Laura DuPriest Inc. providing personal service to private clientele and manufacturing of Laura DuPriest products.

**Independent Master Stylist, Esthetician** **2011 to 2013**  
**KE Salon, Costa Mesa, CA**

Independent Contractor in Master Hairstyling and Esthetics for private clientele evaluating customer needs in advanced color and chemical services including extensions and custom hairpieces, skin

analysis, manicuring, product recommendations, airbrush makeup, red carpet hairstyling, paramedical makeup applications and technical training.

**Owner, Salon President, Master Stylist, Esthetician, Spa Therapist** **2005 to 2010**  
**Laura DuPriest Salon & Day Spa, Roseville, CA**

Owned and managed salon and day spa operations and Laura DuPriest products including training and licensing apprenticeships for the State of California. Salon operations included 8 hair stations, 4 manicure/acrylic nail stations. Day Spa operations included 2 pedicure whirlpool stations, 3 esthetic and massage suites and 2 makeup stations. Personally performed advanced esthetic services including chemical peels, phyto peels, microdermabrasion, acne treatments, massages, body wraps, waxing and hair removal, manicuring and master hair services.

**Celebrity Hair Stylist for Michael Patrick Gallagher** **2002 to 2004**  
**Riverdance, The Show, U.S. Tour**

Designed and created lead dancer's image and line dancers' styles including color, extensions, and headpiece attachments. Responsible for traveling to monthly venues and maintaining the hair color and styles for the lead, ensemble dancers and production staff.

**Owner, Salon President, Master Stylist, Esthetician, Spa Therapist** **1995 to 2005**  
**Laura DuPriest Salon & Day Spa at The Hyatt, Sacramento, CA**

Owned and managed Sacramento's largest salon and day spa operations for the premier location at the Hyatt Regency in Sacramento earning the right to have the Hyatt in our business name. Salon operations included 6 hair stations and 4 manicure/acrylic nail stations. Day Spa operations included 3 pedicure suites, 4 esthetic and massage suites and 2 makeup stations. Daily operations required extended hours, 7 days a week servicing a diverse clientele of hotel and convention guests as well as the State Capital and legislative/lobbying community. Personally performed advanced esthetic/spa services including body wraps, massage, chemical peels, phyto peels, microdermabrasion, acne treatments, waxing and hair removal, manicuring, bridal and red-carpet makeup and Master hair services. Hosted the ABC Monday Makeover including the artistry for on camera makeup and hairstyling. Hosted PBS Natural Beauty and Home Shopping network series with a full line of Laura DuPriest Hair, Skin and Body products. Responsible for the creation, development, production, and marketing of Laura DuPriest signature products including sales, inventory management and distribution.

**Owner, Salon President, Esthetician, Manicurist, Spa Therapist** **1990 to 1997**  
**Laura DuPriest Salon at The Pavilions, Sacramento, CA**

Managed and operated Sacramento's first salon and day spa fully supervising operations in the field of cosmetology including proper and safe handling of customers including facials, extractions, hair coloring, bleaching, cutting, thermal styling, extensions, manicuring, pedicuring, artificial nails facials, makeup, massage, body wraps hot stone therapy and spa services. Performed advanced esthetic services including massage, body wraps, chemical peels, phyto peels, microdermabrasion, acne treatments, makeup, eyelash perming /tinting, manicuring, waxing and hair removal. Developed natural skin and hair treatments and launched the Laura DuPriest Hair, Skin and Body line. Designed and launched company website for strategic marketing and e-commerce.

**Owner, Salon President, Esthetician, Manicurist** **1986 to 1990**  
**Laura DuPriest Artistic Grooming, Sacramento, CA**

Managed daily operations of salon and performed manicuring, esthetics services and introduced a natural line of skin care featuring botanical extracts and alpha hydroxy acids.

***Independent Manicurist  
Mannikin Manor Salon, Sacramento, CA***

**1981 to 1986**

Provided nail services for salon clientele including manicures, pedicures, acrylic nails and extensions.

**PROFESSIONAL MEMBERSHIPS (PAST AND PRESENT)**

California Cosmetology Association  
Professional Beauty Association  
Salon Spa Professional Trade Association  
Sacramento Chamber of Commerce  
California Chamber of Commerce

**PROFESSIONAL TRAINING**

Advanced Permanent Waving Certification  
Repairing Damaged Hair Certification  
Cutting and Styling Natural Curly Hair Certification  
Curl Cult Texture and Perm Certification  
Radio Frequency Master Certification  
OSHA Health Hazard in Nail Salons Certification  
Safety Laser Certification  
Barbicide Certification  
IPL Premier Laser Certification  
Acrylic Nail Design, Creative Nail Design  
Sculpted Nail Design, OPI  
Advanced Skin Technologies, Dermalogica  
Advanced Skin Peeling, 5-Star Formulations  
Bio Med Seaweed Body Wrap  
Dr. Haushka Spa and Wraps  
Color Corrections, Schwartzkoph  
Color and Style, Paul Mitchell Academy  
Lash Extensions and Perming, Mei Che  
Airbrush Techniques, Temptu  
GiGi Advanced Waxing Technique  
Men's Hair Color Technique, Goldwell  
Professional Color, Loreal  
Level 3 Critical Color Replacement, Primary Synergy  
Master Class Hair Replacement Certification, Mark Barrington  
Brazilian Blowout Expert Certification  
Redken Shades EQ Master Class

**AUTHOR**

"Natural Beauty, Pamper Yourself with Salon Secrets at Home", 2003, Random House  
"A Beautiful New You", 2005 Three Rivers Press/Random House

**TV CREDITS**

PBS Viewfinder, "Boomers: Talkin' 'Bout My Generation", 2005  
ABC Monday Midday Makeover – Live segment every Monday from 2001-2005, 250 appearances  
Home Shopping Network, Sept. 2005, Host for Radiance Essentials by Laura DuPriest  
America's Store Network, Jan. – June 2005, Host for Radiance Essentials by Laura DuPriest  
PBS "Natural Beauty with Laura DuPriest", Host and Co-writer, 2003, National Tour and  
Nominated for an Emmy Award in Education, 2003  
ABC Extreme Makeover, 2002

## **PUBLICATIONS**

"Summer Hair Guide", Vegetarian Times Magazine, July 2007  
 "The Long and The Short of It", The Sacramento Bee, March 2007  
 "Homemade Mists For Beauty Treatment", Delicious Living/Whole Foods Magazine, January 2006  
 "Good Hair Day", Sacramento Magazine, Spring 2005  
 "Book Bites", Edmonton Sun Times, Canada, March 2005  
 "Fortify Your Face", Delicious Living/Whole Foods Magazine, March 2005  
 "Author Urges Women To Take Time For Beauty", Davis Enterprise, April 2005  
 "Magic Wand", SELF Magazine, April 2005  
 "Self-help Advice That Really Works!", Woman's World, March 2005  
 "How To Draw The Perfect Bath", Oxygen Magazine, March 2005  
 "Mind Over Matter", Ottawa Citizen Review, Canada, July 2005  
 "Perpetual Pampering", The Business Journal, July 2005  
 "DuPriest Shines on HSN", The Sacramento Bee, September 2005  
 "Frumpy to Fabulous", City Girl Magazine, 2004  
 "Makeup Dynamo/National Icon", Sacramento Bee, May 2004  
 "Secrets of Beautiful Women", Sacramento Magazine, May 2003  
 "Real Weddings", The Knot Magazine, June 2003  
 "Flyaway Hair/Riverdance", The Sacramento Bee, June 2001  
 "Endpapers", Modern Salon Magazine, March 2000  
 "Great Hair", Sacramento Magazine, September 2000  
 "Ready, Set, Glow", Sacramento Bride and Groom Magazine, Fall/Winter 2000  
 "Celebrity Look-alikes", Sacramento Magazine, December 2000  
 "Sensations", Day Spa Magazine, October 1999  
 "A Day At The Spa", Sacramento Magazine, May 1998  
 "Beauty and The Beast", The Sacramento Bee, April 1997  
 "A Beautiful Bride", Sacramento Bride and Groom, Fall/Winter 1995  
 "Taking Care of Number One", Sacramento Magazine, May 1993  
 "That Facial Looks Great", The Business Journal, March 1991

## **EXPERT WITNESS, LITIGATION SUPPORT EXPERIENCE**

Expert Witness – Connie Laster v. Busch Nails, Florida, (D)  
 Alleged infection from a manicure, pending  
 Expert Witness – Fradricka Holden v. Henkle Corp., Nevada, (P)  
 Confidential, pending  
 Expert Witness – William Horton v. Nailport Express, Virginia, (P)  
 Serious burn injuries to both feet during a pedicure  
 Selena Slastikhina v. Studio 34, Florida, (P)  
 Serious chemical burns resulting in hair loss  
 Expert Witness – Ray Drott v. Supercuts, California, (D)  
 Standard of Care policies of operations  
 Expert Witness – Confidential, District of Columbia, (D)  
 Salon/consumer product patent invalidity  
 Expert Witness – Confidential patent contentions, Utah, (D)  
 Alleged patent infringement, pending  
 Expert Witness – Anitra Hester v. Pro Nails Salon, Michigan, (P)  
 Serious finger infection and damage from an acrylic nail service involving a nail drill  
 Expert Witness - Consultant - Hardin v. 5 Star Nails, Florida, (D)  
 Confidential  
 Expert Witness – Danita Miles v. Bloomfield MassageLuXe, Michigan, (P)  
 Abdomen burns from a facial steamer  
 Expert Witness – Barton Wallace v. Bora Bora Nail Spa, Texas, (P)  
 Serious injuries to both feet from a pedicure

Expert Witness – Ranae Spina v. Latitude 33 Hair Artistry, California, (P)  
Extreme hair loss and damage from a hair treatment

Expert Witness – Jose Solano v. Princess Nails, California, (P)  
Critical infection from a pedicure

Expert Witness – Zoraida Cruz v. Laserderm Med Spa, Florida, (P)  
Confidential Isabella Graef v. CC Salon,

Expert Witness – Terri Megge v. VIP Nails, Michigan, (P)  
Finger injury from a gel nail service, pending

Expert Witness – Larry Hardin v 5 Star Nails, Florida (D)  
Alleged injury from a pedicure

Expert Witness – Daphne Douglas v. Lifestyles Nail Bar, Maryland, (P)  
Toe cut during a pedicure with complications,

Expert Witness – Lynette Johnson v Miami Nails, LLC, Michigan, (P)  
Severe finger injury requiring surgery from an electric file

Expert Witness – Jibrie Johnson Jackson v. Modern Nails, LLC, Michigan, (P)  
Finger injury from an electric file, acrylic nail service

Expert Witness – Marleeta Veeder v. Kiss Nails, Michigan, (P)  
Severe finger injury requiring surgery from a nail service

Expert Witness – Confidential, Hair Brand v. Manufacturer, Texas, (D)  
Evaluation of product performance and manufacturing standards

Expert Witness – Min v. You & Young Enterprises, California, (P)  
Scalp injury, hair loss during a hair color service

Expert Witness – Mueller v. Luxe Nails Lounge, Texas, (P)  
Skin injury, chemical burn during an eyebrow waxing

Expert Witness – Michael Manning v. Floris Nails, Pennsylvania, (P)  
Serious burns to feet during a pedicure

Expert Witness – James v. Erma Deli, New Jersey, (D)  
Alleged causation of injury dispute after a nail salon visit

Expert Witness – Yenniree Rodriguez v The Spa at West Glen, Iowa, (P)  
Skin burns from a hair removal service

Expert Witness – Claudia Porter v. SND Signature Cut, Florida, (D)  
Hair extensions installation

Expert Witness, Greenwood v. Cambridge Wax Group, Florida, (D)  
Alleged complications following wax service

Expert Witness – Iurilli v. Regal Salons, LLC, New Jersey, (D)  
Consulting on blow dry technique

Expert Witness – Confidential, Texas, (D)  
Salon/consumer product patent invalidity

Expert Witness - Nichole Young v. Season Nails, Minnesota, (D)  
Alleged injury to fingers and toes from manicure/pedicure services

Expert Witness – Confidential, Colorado, (P)  
Permanent scarring and skin damage for IPL laser service

Expert Witness – Yohanna Lara v. Cambio Extremo Beauty Center, Massachusetts, (P)  
Skin injury and escalated infection, necrosis from illegal injections

Expert Witness – Roperto v. Laser Skin Clinic, Florida, (D)  
Alleged injury from facial service

Expert Witness – Teixeira v. JUUT Midwest, Minnesota, (D)  
Defense of hiring and training practices

Expert Witness – Keisha Jackson v. Hollywood Nails, Virginia, (P)  
Serious finger infection following an acrylic nail service

Expert Witness - Repudentia Sonkey v. Myran Thomas, California, (D)  
Alleged scarring from a microneedling service

Expert Witness – Judith Tutler v. Rosa Nails, New Jersey, (P)  
Serious complications from a cut during a pedicure

Expert Witness – Calie Powell v. Nationwide, Arizona, (P)  
Permanent hair loss following bleach treatment

Expert Witness – Hoting v. Kiss of Style, Arizona, (P)  
Permanent scalp injury and hair loss following a hair bleach service

Consultant – Confidential Case, Texas, (D)  
Analysis and research, franchise dispute involving false eyelashes

Expert Witness – Nikki Rivera v. Lehigh Nails Salon Group, Pennsylvania, (P)  
Burn injury from a pedicure service

Expert Witness - Kirra Baney v. JC Penny, Ohio, (D)  
Scalp injury from a hair color service

Expert Witness - Juanisha Munford v. Elite Nails & Spa, Virginia, (P)  
Foot injury during a pedicure service

Expert Witness – Victor Tofaeono v. Best Nails & Spa II, Inc., Nevada, (P),  
Serious injuries and toe amputation following a cut from a pedicure service

Consultant – Jane Doe, California, (P)  
Salary projection for career trajectory, sight impairment due to fireworks accident

Expert Witness – Carlina Barton v. Olga Flores Esthetic Center & Spa, New York, (P)  
Burns from post-surgery treatment

Expert Witness - Dery v. Famous Nails, California, (D)  
Eye infection allegedly following a waxing service

Consultant – Ana Abbiati v. Olga Flores Esthetic Center & Spa, New York, 2023, (P)  
Abdominal burns from heat lamp treatment

Expert Witness – Chavez v. Hon Enterprises, California, (P)  
Serious injury resulting in death from a puncture wound during a pedicure

Expert Witness – Loran Moore v. Tina Nguyen, California, (P)  
Serious injury resulting in death after a pedicure service

Expert Witness – Schmitt v. Studio Branca, Missouri, (D)  
Alleged scalp injury after salon bleach service

Consulting Expert - Marissa Holzmilller v. BodyBrite Spa, Colorado, (P)  
Burns, infection and permanent scarring following an IPL photo facial service

Expert Witness – Henderson v. Safety Nails, Tennessee, (D)  
Alleged injury from a pedicure service

Expert Witness – Schlenger v. Sunjara Salon, Iowa, (D)  
Alleged scalp injuries following a salon service

Expert Witness – Shelley Wijnhamer v. Main Street Salon, Arizona, (P)  
Permanent scalp injuries following a color service

Expert Witness – Kara Steinmetz v. The Salon Powered by Toni and Guy, California, (P)  
Scalp burn and permanent hair loss following a bleach service

Expert Witness – Vanessa Bolic v. LA Salon, New Jersey, (D)  
Alleged scalp injury hair loss and permanent from balayage

Expert Witness - Rebecca Ramirez v. HDL Enterprises, New Jersey, (P)  
Permanent hair loss following color service

Expert Witness - Lisa Willburg v. Vicara Salon, California, (D)  
Alleged scalp injury from a color service

Expert Witness - Esperanza Mendivil v. Sol Skin and Beauty, LLC, Arizona, (P)  
Permanent scarring from a chemical peel

Expert Witness - Jayne Sharp v. Jazzy Nail Bar, Tennessee, (D)  
Alleged nail injury from a manicure

Expert Witness - Gloria Jimenez v. Visible Changes Salon Inc., Texas, (P)  
Tissue laceration, disfigurement from haircut

Expert Witness – Kelly Thomas v. CJS Sunlights, West Virginia, (D)  
Alleged liability from hair product

Expert Witness - Marissa Keeling v. Salon by SM Inc., L'Atelier De Sophia, New Jersey, (P)  
Hand injury from manicure