

April 2020

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 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
- Manicuring /pedicuring, artificial nails
- Skin care, facials, chemical peels, microdermabrasion, eyelash extensions, waxing/ hair removal, makeup/airbrush, permanent makeup
- Body care, body wraps, massage therapy, tanning, far infrared therapy, light therapy
- Hair services including:
 - Cutting, styling, 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 40 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 a full line of botanical based skin care products used in her salons for 32 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. She is currently the 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

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

Owner, Salon President, Master Stylist, Esthetician, Manicurist **2013 to 2020**
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 including the management of two online storefronts.

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, body wraps, waxing and hair removal, manicuring and master hair services.

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

2002 to 2004

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
Laura DuPriest Salon & Day Spa At The Hyatt, Sacramento, CA***

1995 to 2005

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 and Master hair services. Hosted the ABC Monday Makeover, 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
Laura DuPriest Salon At The Pavilions, Sacramento, CA***

1990 to 1997

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, 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
Laura DuPriest Artistic Grooming, Sacramento, CA***

1986 to 1990

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
Roseville Chamber of Commerce
California Chamber of Commerce
Better Business Bureau

PROFESSIONAL TRAINING

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, Mark Barrington
Certification Brazilian Blowout Expert
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 Middy 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 2003
ABC Extreme Makeover, 2002

PUBLICATIONS

"That Facial Looks Great", The Business Journal, March 1991
"Taking Care of Number One", Sacramento Magazine, May 1993
"A Beautiful Bride", Sacramento Bride and Groom, Fall/Winter 1995
"Beauty and The Beast", The Sacramento Bee, April 1997
"A Day At The Spa", Sacramento Magazine, May 1998
"Sensations", Day Spa Magazine, October 1999

"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
 "Flyaway Hair/Riverdance", The Sacramento Bee, June 2001
 "Secrets of Beautiful Women", Sacramento Magazine, May 2003
 "Real Weddings", The Knot Magazine, June, 2003
 "Frumpy to Fabulous", City Girl Magazine, 2004
 "Makeup Dynamo/National Icon", Sacramento Bee, May 2004
 "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
 "Homemade Mists For Beauty Treatment", Delicious Living/Whole Foods Magazine, January 2006
 "The Long and The Short of It", The Sacramento Bee, March 2007
 "Summer Hair Guide", Vegetarian Times Magazine, July 2007

EXPERT WITNESS, LITIGATION SUPPORT EXPERIENCE

Expert Witness - Walker v. Erie Insurance Company, New York, 2020, (P)
 Insurance liability research, pending
 Expert Witness - Kamryn Schaeffer v. Downtime Salon, Pennsylvania, 2020, (P)
 Permanent Injury and hair loss due to highlighting service, pending
 Expert Witness - Hernandez v. Bun Lo, California, 2019, (P)
 Permanent injury to nails following manicure and pedicure service, pending
 Expert Witness - Andrea Lively v. Pepper Alphin and Bella Vita Spa and Salon, Washington, 2019, (D)
 Alleged Scalp injury after a highlighting service, pending
 Expert Witness - Desiree M. Ranshaw v. Edwards and Fresh Start Aesthetics, Arizona, 2019, (P)
 Skin injuries and permanent scarring following a microdermabrasion treatment, pending
 Expert Witness - Brian Blanton v. Jennifer Tang, California, 2019, (D)
 Alleged amputation following a pedicure service
 Expert Witness - Joy Mello v. Lily Nails dba China Nails and Spa, California, 2019, (D)
 Alleged finger injury following a nail service, pending
 Expert Witness - Lungren v. Studio 55 Salon, California, 2019, (D)
 Alleged allergic reaction from color service, pending
 Expert Witness - Tavella/Zirilli v. Ratner Companies LLC, Pennsylvania, 2019, (D)
 Alleged allergic reaction from color service, pending
 Consulting Expert - Bosen v. Planet Fitness, California, 2019, (D)
 Auto accident following a pedicure service
 Consulting Expert - Haapala v. JC Penney, Michigan, 2018, (D)
 Alleged allergic reaction following a hair color service
 Expert Witness - Dahlia Fakhouri v. Creative Hairdresser Inc., Florida, 2018, (D)
 Alleged chemical reaction to hair coloring service
 Consulting Expert - Sambeth v. Best Hair Salon, California, 2018, (P)
 Scalp Burns, permanent hair loss, pending
 Consulting Expert - Pepper v. Starwood Hotels, Arizona, 2018, (P)
 Wrongful Termination, facial protocol standards
 Consulting Expert - Balderas v. Kosmo Salon, Texas, 2018, (D)

Alleged allergic reaction to hair color service
Expert Witness - Pinchasi v. Tutti Floris Nails & Spa, New Jersey, 2018, (P)
Tissue laceration during a wax service
Expert Witness - Ortiz v. Cost Cutters Salon, Texas, 2018, (D)
Alleged scalp injury following a hair color service
Consulting Expert - Kassab v. Supercuts, California, 2018 (P)
Alleged Facial burns and eye damage
Consulting Expert - Acosta v. LA Nails, California, 2017, (P)
Alleged skin burns during a pedicure service
Expert Witness - Heather Kilburn v. Mitchell's Salon, Ohio, 2017, (P)
Burns, Tissue Damage and Permanent hair loss from a hair service
Expert Witness - Lisa R. Mackelprang v. Arrowhead Mall Nails and Spa, Arizona, 2017, (P)
Tissue damage and complications from infections following pedicure service
Expert Witness - Lempert v. Ly Profession Nail, California, 2017, (D)
Alleged finger infection
Expert Witness - Nancy Call v. Queen Bee Nails and Spa, California, 2017, (D)
Skin burns during pedicure
Expert Witness - Fernandez v. Magaly Spa, Pennsylvania, 2017, (P)
Skin burns from post-surgery light therapy
Expert Witness - Mangan v. The Threading Salon, Illinois, 2016, (D)
Alleged nerve damage to upper lip from waxing service
Expert Witness - Meagan Martin v. Upson Enterprises, Texas, 2016, (D)
Scalp trauma, hair loss following a hair color service
Expert Witness - Parchment v. Image 2000, New Jersey, 2015, (P)
Burns from Far Infrared body wrap
Expert Witness - Boyle v. Warner, California, 2015, (P)
Wrongful eviction, intellectual property valuation
Expert Witness - Amber Prieto v. Signature Nails & Salon, California, 2015, (D)
Chemical burns on ankles during a pedicure
Expert Witness, - Jessica Wells v. Joseph Cozza Salon, California, 2014, (P)
Neck injury during shampoo service
Expert Witness - Klipper v. Nelson /Glow Salon, California, 2013, (D)
Alleged Facial scarring claim from misuse of equipment
Expert Witness, Consulting - Pallis v. Dakar, California, 2013, (P)
Facial scarring due to aggressive skin treatments
Consulting Expert, - DesBarres v. AMA Wellness, California, 2013, (D)
Eye injury related to topical anesthetic during a facial service
Expert Witness, - Gustin v. Mid-century Insurance Co., California, 2012, (D)
Wage and earnings research and validation for injured stylist
Expert Witness, - Mary Casamento v. Colours Salon, California, 2012, (D)
Adverse reaction to keratin treatment, salon service
Expert Witness, - Morin v. Arizona Hair Co., Arizona, 2012, (P)
Eye injury, ocular herpes acquired during salon service
Expert Witness, - Oku v. iSalon, California, 2011, (D)
Chemical burns affecting scalp and resulting in permanent hair loss during a hair color service
Expert Witness, - Hathaway v. Tru Spa, California, 2011, (D)
Facial pigmentation and scarring due to salon chemical peel
Expert Witness, - Agnew v. Debru, California, 2011, (P)
Chemical burn to scalp and permanent hair loss during a hair color service
Expert Witness, - Flippin v. Split End Salon, Oregon, 2005, (D)
Chemical burn to scalp and permanent hair loss during a hair color service