

JOSÉ EBER : THE ICON

Thousands of women across the world from all walks of life have been transformed by his artist's eye and inspired touch. He has coiffed the hair of some of the most famous heads in Hollywood. His vision, talent and impeccable timing have created an empire. And, he is as much of a celebrity as some of his most famous clientele. Whether superstar stylist or burgeoning businessman, José Eber is synonymous with glamour, style, and everything fabulous.

Since the age of 26 when he arrived in America from his native France with only a few dollars in his pocket and guided by a strong belief in his abilities, José Eber has become the most celebrated name in hair and beauty. Firmly entrenched in the American pop culture lexicon, his name might complete a Los Angeles Times crossword puzzle or be the answer to the \$500,000 question on "Who Wants to Be a Millionaire."

Even as a 15-year-old in France, Eber was an expert at recognizing beauty. After perfecting his techniques in Paris, he moved to Los Angeles in 1976. Working from a small boutique in Beverly Hills, he quickly developed a reputation for the savage repertoire of looks that propelled him to stardom. The novel new styles he created for Farrah Fawcett, the two other original Charlie's Angels, Elizabeth Taylor and Cher, among others, created a stir in the fashion world that has yet to be replicated. From conducting makeovers in convention halls in the Mid West to show-stopping seminars on stages in Las Vegas, Eber has inspired crowds not only with his charm but his innate knowledge of what women want.

Through his almost four decades as a stylist, Eber has perfected his trademark beauty recognized philosophy. Realizing that beauty is more than hair, facial features and body type, Eber is regarded not simply for making women beautiful, but for showing them that they already are. When he meets a woman, within seconds he knows how she can become more beautiful. He works with his clients to create a unified image of beauty that radiates from within. While hairstyles have come and gone, Eber's promotion of self-acceptance and individuality combined with his artistry have stood the test of time.

In a bold move to make his vision of beauty available to women and men everywhere, Eber and his business partners have built a collection of salons in fashion forward cities throughout the U.S. From his flagship salon in Beverly Hills and nine other locations, José Eber Atelier has become the most prominent brand in the industry. In 1999, Eber forged a strategic and financial alliance with Opal Concepts, Inc., one of the world's largest professional haircare organizations. Tirelessly committed and attentive, Eber visits each salon on a regular basis and personally directs and trains the artistic team.

The author of two best-selling books entitled: Shake Your Head Darling and Beyond Hair: The Ultimate Makeover Book (Simon & Shuster) and an instructional home video "Why Do I Call You Sexy?", Eber is forever in demand for guest appearance on programs such as "Oprah", "Entertainment Tonight", CNN, and NBC's "Today Show."

Eber has also found satisfaction sharing his talents with more than Hollywood's A-list. Victims of domestic violence and illness have experienced his transforming touch through his involvement with charities including the Make-a-Wish-Foundation, the Elizabeth Taylor AIDS organization, AmFar, and the Sojourner Organization.

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