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UNIQUE CAREER LEAP IN THE HAIRDRESSING INDUSTRY:

HAIRDRESSER FROM GRAZ BECOMES HEAD OF SALES AT HAIRDREAMS

Graz, Austria - Sandra Schmidbauer, a hard-working hairdresser from the small town of Graz, has made a unique career leap worldwide. From her training as a hairdressing apprentice to the position of Sales Director at Hairdreams, the leading company for hair extensions and thickening, she has achieved impressive success with her commitment and expertise. After completing her hairdressing apprenticeship in the 90s, Sandra Schmidbauer became a close colleague of the company founder Gerhard Ott at "Hairdreams". Right from the start, she was fascinated by the endless possibilities of hairstyle design with the help of Hairdreams' first-class extensions. Thanks to her talent and passion for her work as a hairdresser, she quickly built up a loyal customer base and very soon became the salon manager and regional manager for the company's own Hairdreams salons in Graz, Vienna, Düsseldorf, Los Angeles and Singapore. Today, these salons are among the most internationally renowned addresses for hair extensions and are characterized by exceptional customer satisfaction. Sandra knows that the secret of success lies in the careful selection of highly motivated staff, excellent service and product quality and, in particular, the hand-picked Hairdreams hair.

In the course of Hairdreams' expansion, Sandra Schmidbauer has continued to expand her role and was appointed Master Trainer. As Education Manager, she has established the Hairdreams Academy worldwide, expanding to Berlin, Dubai, Hong Kong, Las Vegas, London, Los Angeles, Milan, Paris, Singapore and many other cities. This ensures that hairdressers who work with Hairdreams hair extensions receive the best possible training.

Their expertise, commitment and great enthusiasm have contributed significantly to the worldwide success of Hairdreams. With innovative ideas and an uncompromising commitment to the highest quality, she has helped Hairdreams to become the leading international provider of professional luxury hair extensions.

Now as the new "International Sales Director" at Hairdreams, Sandra Schmidbauer speaks directly to her sales staff and board colleagues as a top professional hairdresser with thoughts and knowledge from the salon, fashion shows and the education side, representing the voice of a hairdresser who has learned the hair extension business and the salon business from the ground up.

Sandra Schmidbauer's promotion to the position of Director of International Sales takes her one step higher on the career ladder. In her new role, she will lead the Hairdreams sales team and be responsible for the sale of Hairdreams products in over 50 countries. She faces this challenge with determination and confidence. After almost 30 years of experience "behind the hairdressing chair" as a hairdresser, salon manager and education manager, she knows the wishes and needs of hairdressers and hair extension wearers at close quarters. Together with her great colleagues, her goal is to promote Hairdreams' position as the global number 1 and to make more people happy with Hairdreams products every day.

Sandra Schmidbauer's unique career leap is hard earned.