



To Our Valued Customers:

We are thrilled to announce that as of January 2022: Art of Business and East Coast Salon Services will be joining forces; merging as a single, cohesive company – Ethos Beauty Partners. With a combined 7 generations and 147 years of experience, our two families have come together to provide all of our professional beauty customers with unparalleled support, selection, opportunity, and service.

The complete collection of products and services currently available through Art of Business and East Coast Salon Services, will be offered to you – all under one roof. No matter where, or how, you shop, you will still find your favorite brands - and now, even more. While a lot of the things you loved most about us will remain, we are also creating something new, better, and more beautiful together.

So, now, what is Ethos? Ethos is defined as the distinguishing character, sentiment, moral nature, or guiding beliefs of a person, group, or institution.

Ethos is character. Character defined by our core, guiding beliefs. As we embark on the journey of melding two long standing family traditions into one modern day company, we can easily see a few differences, but what we have found to be undeniable are what we have in common – those core guiding beliefs.

We love this industry. We love to see our customers' success. We love our community. This is what brings us together. This is what defines our character as we embark upon the lofty task of serving this beautiful industry to the best of our collective abilities. This is our Ethos.

You may still have some questions about the logistics of moving forward. Rest assured we are here to answer them! See our attached FAQ for some of the basics. Beyond that, as always, you should feel free to reach out to the sales consultant or customer service team you know to answer any more specific questions! And as a reminder, no changes will occur until the beginning of the new year.

Most Importantly, we would like to thank you, our amazing family of customers, for allowing us to support you thus far. We are excited to have you join us on this journey of bringing the best of what we have to offer and making this industry more beautiful together!

With sincere gratitude and excitement,

Josh Hafetz
President,
Art of Business

Kara Klet
President and CEO,
East Coast Salon Services



You probably have a lot of questions. Hopefully this can help answer some of what is on your mind:

What brands will Ethos Beauty Partners carry?

Ethos Beauty Partners will carry all the combined brands of AOB and ECSS beginning in January. After the merger is complete this coming January, you will be able to browse the full product offerings at ethosbeauty.com

Do I need to open a new account?

No need for any work on your end! Whether you are a customer of ECSS, AOB, or both, we will automatically transfer your full information over to an Ethos Beauty Partners account.

Who will my sales person be?

As we combine our sales teams to one united group, your salon will only have one sales consultant from Ethos Beauty Partners. For the most part, that means you will continue to work with the sales consultant (from either ECSS or AOB) that you currently have. If there will be any changes, your sales representative will reach out to you in advance, but feel free to contact us with any specific questions!

Where do I place an order?

For now, continue to order from each respective company just as you always have. Once we integrate into the combined Ethos Beauty Partners team in January, you will place all orders via your sales representative, over the phone at 1-800-257-7104 or online at ethosbeauty.com.

Are Art of Business and East Coast Salon Services going away?

In short, yes. Each corporate identity will independently step aside in order to unite together under one new brand - Ethos Beauty Partners.

What website do I use to shop online?

Upon integrating in January, our new website for all things Ethos Beauty Partners, including ordering, will be ethosbeauty.com