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FOR IMMEDIATE RELEASE

ASCP President Katie Armitage Announces Retirement

Lauren Snow to Serve as Association's Executive Director

GOLDEN, Colo. (May 17, 2017)—Associated Skin Care Professionals (ASCP) announced the retirement of President Katie Armitage on May 17, 2017. Armitage will continue to consult for the organization on an as-needed basis. Lauren Snow, formerly ASCP's director of membership, will now serve as the company's executive director.

Armitage served as president of ASCP for 10 years and, more recently, her role included president of Associated Hair Professionals and Associated Nail Professionals. Armitage also served as vice president of operations and executive director for Associated Bodywork & Massage Professionals (ABMP) during this time.

Since joining ASCP's sister association ABMP in December 1993, Armitage has been the longest-serving employee in the association's history. She's made significant contributions in a variety of roles, including managing the membership department, insurance programs, and oversight of day-to-day operations.

Under Armitage's leadership, ASCP has reached nearly 17,000 members and has earned the reputation of offering the most valuable resources (and membership) for skin care professionals. In 2007, Armitage was voted Spa Person of the Year by the Day Spa Association.

In announcing her retirement to ASCP staff, Armitage said, "It has been an honor to have helped so many members reach their career goals. The most rewarding part of my career has always been hearing their stories and tracking their successes. I'm going to miss my talented colleagues immensely, but I am leaving ASCP in capable hands with the leadership of Lauren Snow and Jesse Cormier [director of industry relations]."

Snow joined ASCP in May 2012 as a membership coordinator and served as ASCP's program coordinator before becoming director of membership. In the director role, she's led the company's growth strategies and membership benefit operations.

For more information about Armitage's departure and future plans, visit the ASCP [blog](#).

About ASCP

Associated Skin Care Professionals, based in Golden, Colo., is the largest national association of estheticians. ASCP, which leverages its extensive expertise, talented staff and high competencies in beauty and wellness to bring helpful, valuable products to the industry, is celebrating its 10th anniversary in 2017. ASCP is also the proud publisher of *ASCP Skin Deep* magazine, an award-winning member publication. The company is a sister of Associated Bodywork & Massage Professionals, Associated Hair Professionals, and Associated Nail Professionals. Collectively, all four associations boast nearly 96,000 members across the United States. The company enjoys a strong reputation among estheticians, educators and industry leaders for quality and excellence in customer service. For more information, visit www.ascpskincare.com.

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