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**[WWW.ASCPSKINCARE.COM](http://www.ascpskincare.com) WINS EXCEL AWARD  
FROM LEADING PUBLISHING ASSOCIATION**

(Evergreen, Colo., July 19) -- Associated Skin Care Professionals (ASCP) today said its [www.ascpskincare.com](http://www.ascpskincare.com) won a silver EXCEL award from the Society of National Association Publications (SNAP), a leading publishing organization that's shaped industry standards for nearly three decades. The members' section of ASCP's website competed among thousands of entries across multiple categories to win.

"In a year with a record-breaking number of entries, it was more difficult than ever to win an award," said SNAP executive director Amy E. Lestition. She noted ASCP's submission displayed "superior quality," calling it among "the best and the brightest in the association community."

Lara Evans Bracciante, ASCP online properties director, accepted the award this summer in Washington, D.C.

"ASCP's online member section is strong on problem-solving tools for its members and puts essential information at their fingertips," said Bracciante. "In a profession that's changing as quickly as skin care, these tools are simply invaluable."

The customized marketing and educational materials the site provides save skin care therapists the considerable time and expense of creating their own brochures, newsletters, websites, photography, business cards and forms," Bracciante said. "The free materials that come with membership allow professionals to focus on their customers instead of administrative tasks.

"The create-your-own website and business e-mail account are easy to use even for people without much computer experience," Bracciante said. "All of that links seamlessly to the consumer search tool linking prospective customers with our qualified skin care professionals."

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Other tools include the online forums where members can trade information and ideas, classified ads and helpful links to skin care resources.

“We’ve received great feedback on the easy navigation and aesthetically pleasing appearance of the site,” Bracciante said. “And, we are especially pleased to be recognized for a site that’s only been online six months.”

Associated Skin Care Professionals (ASCP) was launched in January 2007 to address the insurance and business needs of skin care therapists. It is the nation’s first and largest organization devoted solely to insuring and professionally supporting practitioners, instructors and students in the skin care profession.

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