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**JANE WURWAND, DERMALOGICA FOUNDER TO DELIVER GUEST KEYNOTE PRESENTATION AT THE SHINE 2011 CONFERENCE**

*Wurwand will speak on the opening day of SHINE 2011—entrepreneur mentor Ali Brown's annual event for women entrepreneurs taking place November 2-4, in Dallas, Texas.*

(LOS ANGELES, CALIF.) July 13, 2011 -- Ali International ([www.AliBrown.com](http://www.AliBrown.com)), provider of education, resources, and community for women who want to start or grow their own business, today announced that Dermalogica Founder **Jane Wurwand** will deliver the guest keynote presentation at **SHINE 2011**, which takes place November 2-4, 2011 in Dallas, Texas.

Created and hosted by Ali International Founder and CEO Ali Brown, **SHINE** is the premier event for women entrepreneurs, attended by hundreds of women from around the globe who want to learn practical business growth strategies, while networking with success-oriented women at all levels of experience.

**Jane Wurwand** will deliver the keynote presentation on the opening day of this highly anticipated annual event. Wurwand has not only built the #1 professional skin care brand **Dermalogica**, but she's also leveraged her multi-million dollar business to help found **joinFITE**—Financial Independence Through Entrepreneurship—a global empowerment platform that provides women entrepreneurs access to small loans in order to help them start or grow a business.

"I'm thrilled to bring in a global influencer of this nature to be our guest keynote speaker," says Brown. "This year's theme for SHINE is reinvention, and women are truly reinventing success. Jane is a stellar example of not only reinventing her own life and the lives of the 80,000 skin care professionals that Dermalogica trains, but now also the lives of thousands of women in developing countries worldwide. I am thrilled at the beginning of this powerful partnership between SHINE and joinFITE... to help empower women at all levels around the world."

Past SHINE speakers have included maternity-wear designer Liz Lange, real estate mogul and star of ABC's *Shark Tank* Barbara Corcoran, Baby Einstein® founder Julie Clark, best-selling author of *Sex and the City* Candace Bushnell, and Academy Award® winning actress Marlee Matlin.

More information about SHINE including program, speakers, and event details are available at [www.ShineEvent.com](http://www.ShineEvent.com).

### **About Ali Brown and Ali International**

Ali Brown has fast become regarded as the voice for women's entrepreneurial success. After launching her first business from her tiny New York City studio apartment in 1999, she has grown it into what is today Ali International, a multimillion-dollar enterprise that ranked in 2009's Inc. 500 list of fastest growing private companies in the nation.

Brown is the inspirational driving force behind a rapidly expanding multimillion-dollar empire that includes her Millionaire Protégé Club® and SHINE, her annual conference for women entrepreneurs. Ali has been featured as a business expert in *The New York Post*, *Investor's Business Daily*, and on TV, including Fox Business Network, ABC News Now, E!, and news and morning shows around the country. Ali was named one of 2010's *Enterprising Women of the Year*, one of *Ernst & Young's Winning Women* for 2010, and one of *Forbes' Women to Watch* for 2011.

Ali was also featured on the season finale of ABC's hit primetime show *Secret Millionaire* in April 2011.

While her accolades are numerous, it's Ali's personal work with women around the world that drives her success. She designed her Millionaire Protégé Club® to be the world's premiere coaching club for women who would like to grow their businesses, or those who are ready to leave corporate jobs and become entrepreneurs. And, Brown's annual live event SHINE (November 2-4, 2011 in Dallas, Texas) is designed to inspire entrepreneurs to thrive no matter what state the economy is in. Brown provides hands-on exercises and mentoring at each of her events, where she has interviewed numerous inspiring women, including maternity-wear designer Liz Lange, real estate mogul and star of ABC's *Shark Tank* Barbara Corcoran, Baby Einstein® founder Julie Clark, best-selling author of *Sex and the City* Candace Bushnell, and Academy Award® winning actress Marlee Matlin.

Ali provides business and success advice and resources to nearly 50,000 members around the world via her offerings at [www.AliBrown.com](http://www.AliBrown.com).

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