



Debbie's Club™

DISCOVERING MYTRUEBEAUTY™ FOR GIRLS

FOR IMMEDIATE RELEASE

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**Debbie's Club Camp Inspires New Book for Teen Girls; Author Debra Penzone
Combines Fun, Friendship and Facts in Book for Girls**

Columbus, OH— Last summer, as a part of the development of her new book, [Debbie's Club™ Discovering MyTrueBeauty™ for Girls](#), author [Debra Penzone](#) planned three themed days to host 14 teen girls from central Ohio: MyTrueStory™, MyTrueSelf™ and MyTrueBeauty™. Those three days became known [as Debbie's Club Camp Days](#). During those days, Debbie shared her struggles as a teen through childhood stories, guided self-reflection, self-discovery and shared conversation on handling pressures facing teen girls, and led exercises for these young women to discover their personal inspirations and true beauty from the inside out. Throughout the pages of her new book teen girls everywhere can become a part of Debbie's Club™, live the camp experience through colorful photographs, learn valuable lessons from Debbie and discover and cherish their unique beauty.

When it comes to enthusiasm for sharing her knowledge, Debra Penzone, author of **Debbie's Club™ Discovering MyTrueBeauty™ for Girls**, has a contagious energy. That energy knows no boundaries... including generational ones. In speaking to groups of middle- and high school-aged girls through her consulting practice over the past several years, Debra recognized a personal passion to share her childhood stories and lessons she has learned to inspire young women to love who they are and to be the best they can be. The feedback she received from the girls in the audience helped Debra recognize the need these girls had for someone to guide them.

Even when Debra was a teen in the 1980s there was peer pressure. Today, as the world has evolved into thousands of media impressions a day, dual income households and more socially-lax standards of conduct, the pressures facing teens have increased and are causing new concerns like "cyber bullying" and anorexia, among others. We've all heard the news stories of the tragedies peer pressure can cause. **Debbie's Club™ Discovering MyTrueBeauty™ for Girls** combats some of the core issues and can help teens deal with peer pressure including self-respect, self-confidence and being comfortable with and proud of personal uniqueness.

For one mother, Kathy, whose 15-year-old daughter Lexie was among the 14 girls who attended Debbie's Club™ Camp Days, the experience was very positive. "It can be difficult to talk with a daughter about the importance of confidence, first impressions, body language and inner beauty. Debbie engaged Lexie and the other girls in an open dialogue about these topics and more. Most importantly, I feel Lexie walked away learning the value of being true to her, and that inner beauty comes from within."

- more -

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For author Debra Penzone, the Camp Days were some of the most memorable days of her lifetime. "To see these young women blossom and grow their self-confidence right before my eyes has been life-changing," states Debra. "It has been transforming to me to witness the impact the information in my book has had on the 14 amazing girls who are the foundation of Debbie's Club™. It is extremely exciting for me to know that through my book we can reach young women everywhere who need guidance in discovering the special person from within and the confidence to express that unique beauty to the world.

TaKeysha Sheppard Cheney, publisher and editor in chief of *The Women's Book* describes **Debbie's Club™ Discovering MyTrueBeauty™ for Girls**, as a "fabulous hands-on tool for girls." Stacey Soble, editor in chief of *Salon Today* wrote, "if only Debbie's Club™ had been available to navigate me through puberty—a time when insecurity, fear and self-doubt were my best friends. I can't wait to share this book with my own daughter!"

Debbie's Club™ Discovering MyTrueBeauty™ for Girls will be available for purchase online at www.debbiesclub.com or any of the Charles Penzone Grand Salon locations in central Ohio beginning Tuesday, August 2, 2011. Purchase price is \$24.95. A portion of the proceeds from the sale of all books will be donated to [Earth Angels—The Debra Penzone Foundation](#) to benefit and empower girls. The Foundation has already supplied books to A Kid Again for 60 girls over the age of 13 with cancer in conjunction with a [Mother/Daughter Spa Day](#) that took place on July 17, 2011 at The Grand Salon in Dublin.

About the Author

For over 20 years, Debra Penzone has served as an artistic director, training director, senior vice president and now president of [The Charles Penzone Salons](#), an award-winning and industry-leading pioneer of luxury salons and day spas. Debra also founded [Debra Penzone LLC](#), a training and consulting practice that works with local, national and international organizations on engaging topics such as "Creating a Purposeful Work Environment," "Re-energizing Your Career, Renewing Your Spirit, and Re-inventing Your Image," "Going the Distance—Delivering Guest Services like a Champion," and the MyTrueBeauty™ program. Debra was recognized as one of the 20 Most Remarkable Women in central Ohio and a Forty under 40 recipient from *Columbus Business First*. She was listed in *Smart Business* "Power 100" as a central Ohio leader who makes things happen. She was also chosen as one of the "20 Most Intriguing Salon Owners" by *Salon Today* magazine. Debra's contributions and involvement in community causes has been extensive. She continues to donate her passion, leadership and a portion of the proceeds earned from her seminars and book to help many non-profit organizations through Earth Angels—the Debra Penzone Foundation administered by The Columbus Foundation.

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