

MILADY'S
STANDARD
COSMETOLOGY



Milady's Standard Cosmetology

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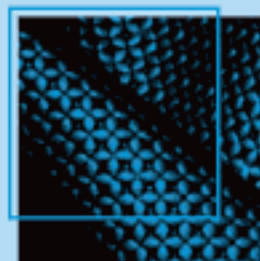
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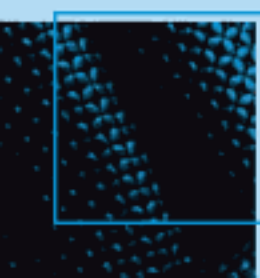
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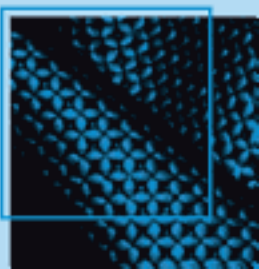
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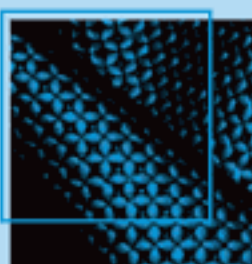
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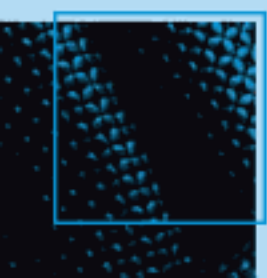
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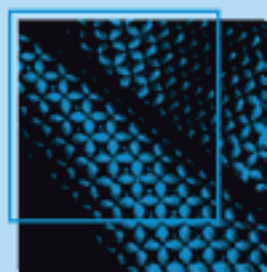
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MILADY'S STANDARD COSMETOLOGY

Congratulations! You are about to start on a journey that can take you in many directions and holds the potential to make you a confident, successful professional in cosmetology. As a cosmetologist, you will become a trusted professional, the person your clients rely on to provide them with ongoing service, enabling them to look and feel their best. You will become as personally involved in your clients' lives as their physicians or dentists are, and with study and practice, you can be as much in demand as a well-regarded medical provider.

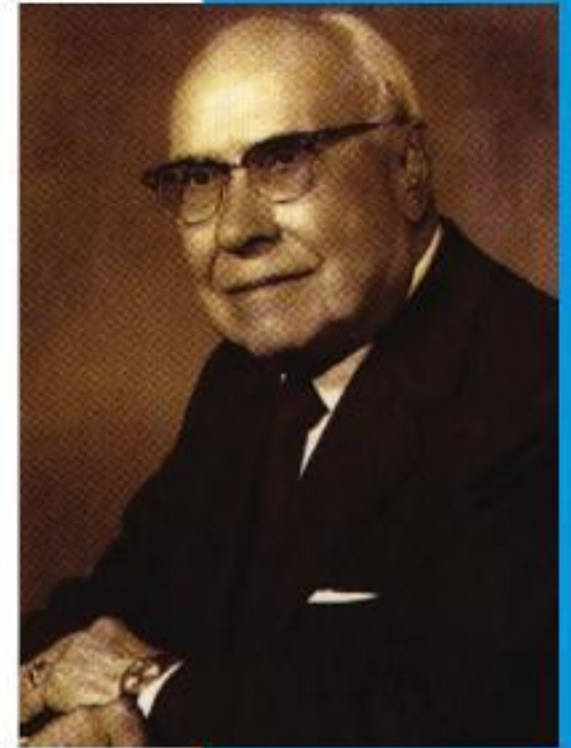
Milady's Standard Textbook of Cosmetology was the creation of Nicholas F. Cimaglia, founder of Milady Publishing Company, which he established 80 years ago, in 1927. He began his career in the beauty business as a salesman for a beauty supply distributor, selling his book, the *New York State Barbering Exam*, along with hair tonics and razors, door to door to barber shops in New York City. In 1938, Nick Cimaglia published the first edition of *Milady's Standard Textbook of Cosmetology*, and it has since been the textbook of choice for cosmetology education, undergoing many revisions.

Throughout its lifetime, it has consistently been the most-used cosmetology textbook in the world. With the many changes in the field of cosmetology, new editions of the text are needed periodically, and Milady is committed to making it the best cosmetology educational tool available.

THE INDUSTRY STANDARD

This edition of *Milady's Standard Cosmetology* provides you with the information you will need to pass the licensure exams as well as the most contemporary techniques to ensure your success once you are on the job. Before beginning this revision, Milady surveyed hundreds of educators and professionals, held focus groups, and received in-depth comments from dozens of reviewers to learn what needed to be changed, added, or deleted. Next we consulted with educational experts to learn the best way to present the material, so that all types of learners could understand it and remember it. Then we went to several experts in various cosmetology-related fields to write or revise the chapters. Finally, we sent the finished manuscripts to yet more subject experts to ensure the accuracy and thoroughness of the material. What you hold in your hands is the result.

Milady's Standard Cosmetology contains new information on many subjects, including sanitation and infection control, and haircoloring. As a part of your cosmetology education, this book will serve as a valuable guide, and you'll refer to it again and again throughout your career.



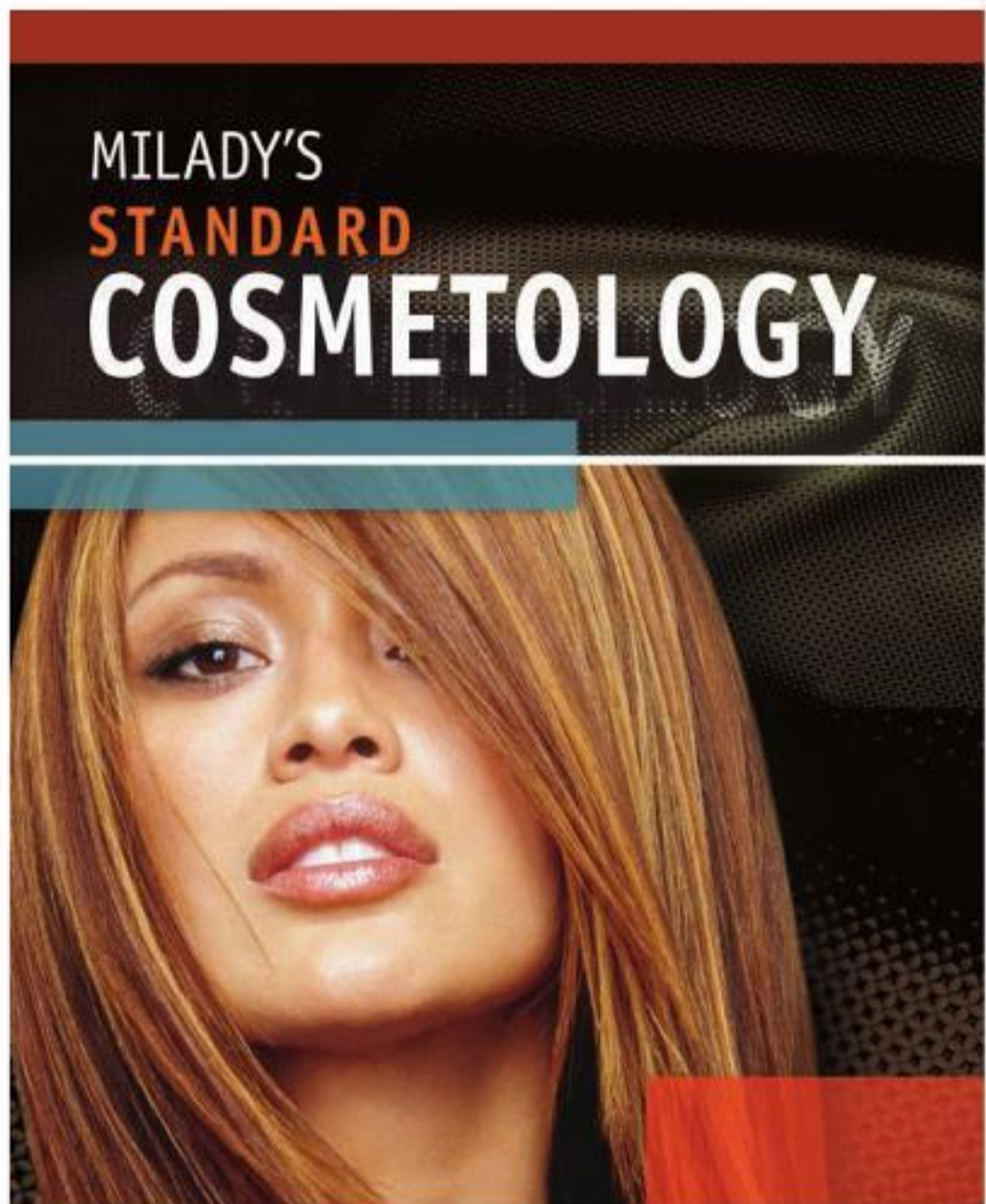


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FEATURES OF THIS EDITION

In response to the suggestions of the cosmetology educators and professionals who reviewed the *Milady's Standard Cosmetology* and to those submitted by the students who use this text, this edition includes many new chapters. We've aligned our core textbooks so that information appearing in any book that is also in another text, whether it be cosmetology, nail technology, or esthetics, now matches from one book to another.

Milady has also dramatically changed the design of the textbook to reflect the innovative and unique energy and artistry found in a career within the beauty business and we've included new photography and illustrations to bring you the most valuable, effective educational material available.

To get the most out of the time you will spend studying, take a few minutes first to learn about the textbook and how to use it before you begin. Use the Preface information that follows as a guide to lead you through the special features the textbook provides to help you learn, understand, and retain the important information within.

NEW ORGANIZATION AND CHAPTERS

By learning and using the tools in this text along with your teachers' instruction, you will develop the abilities you need to build a loyal and satisfied clientele. To help you locate information more easily, the chapters are grouped in six main parts.

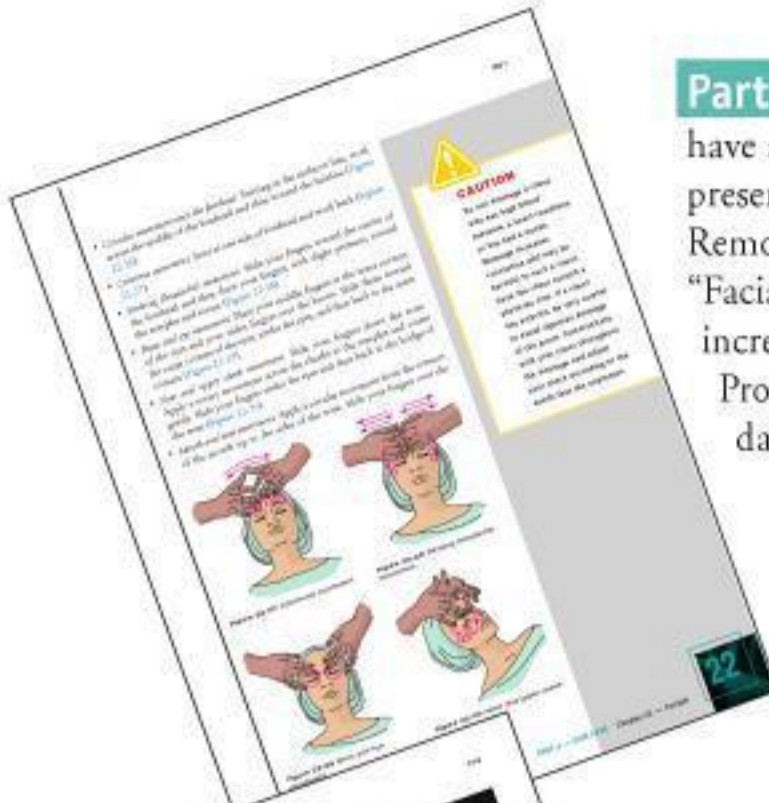
Part 1: Orientation consists of four chapters that cover the field of cosmetology and the personal skills you will need to become successful. The first chapter, "History & Opportunities," outlines where cosmetology came from and where it can take you. In "Life Skills," the second chapter, the ability to set goals and maintain a good attitude are emphasized along with the psychology of success. "Your Professional Image" stresses the importance of inward beauty and health as well as outward appearance, and "Communicating for Success" describes the important process of building client relationships based on trust and effective communication.

Part 2: General Sciences includes important information you need to know to keep yourself and your clients safe and healthy. "Infection Control: Principles & Practice" offers the most current, vital facts about hepatitis, HIV, and other infectious viruses and bacteria and tells how to prevent their spread in the salon. "General Anatomy and Physiology," "Skin Structure & Growth," "Nail Structure & Growth," "Properties of the Hair & Scalp," "Basics of Chemistry," and "Basics of Electricity" provide essential information that will affect how you work with clients, service products, and tools.

Part 3: Hair Care offers information on every aspect of hair. "Principles of Hair Design" explores the ways hair can be sculpted to enhance a client's facial shape. The foundation on which almost every hair service is built is covered in "Shampooing, Rinsing, & Conditioning," followed by a totally updated "Haircutting" chapter, complete with step-by-step procedures for core cuts with fantastic new glamour shots to show the finished look. Step-by-step procedures are also found in "Hairstyling," along with information on new tools and techniques. Another revised chapter, "Braiding & Braid Extensions," is followed by "Wigs & Hair Enhancements," and both "Chemical Texture Services" and "Haircoloring" reflect the most recent advances in these areas.



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Part 4: Skin Care focuses on another area in which new advances have altered the way students must be trained. The basics about skin are presented in “Skin Diseases & Disorders.” The popular topic of “Hair Removal” covers waxing, tweezing, and popular methods. “Facials” and “Facial Makeup” offer the critical information you’ll need for these increasingly requested services in the expanding field of esthetics. Procedures are included for many of the services needed in salons and day spas.



Part 5: Nail Care contains completely revised chapters that are also perfectly aligned with *Milady's Standard Nail Technology*. These chapters include “Nail Diseases & Disorders,” “Manicuring,” “Pedicuring,” “Nail Tips, Wraps & No-Light Gels,” “Acrylic (Methacrylate) Nails,” and “UV Gels.”



Part 6: Business Skills opens with the updated chapter “Seeking Employment” which prepares students for licensure exams as well as for job interviews and explains how to create a resume and portfolio. What you will be expected to know and do as a newly licensed cosmetologist is described in “On the Job.” It offers tips on how to make the most of your first job and how to learn the most from it, too. And the final chapter “The Salon Business,” exposes students to the numerous types of salons and salon ownerships available to them.

“**In Closing,**” written by Robert Cromeans, one of the most widely recognized personalities in today’s professional hair industry, provides a message to students who have completed their course of study and are ready to enter the professional world. Robert’s message will motivate and encourage you and send you off to what can be one of the most lucrative and fun careers available today.

ELEMENTS OF THIS EDITION

As part of this edition, many features are available to help you master key concepts and techniques.



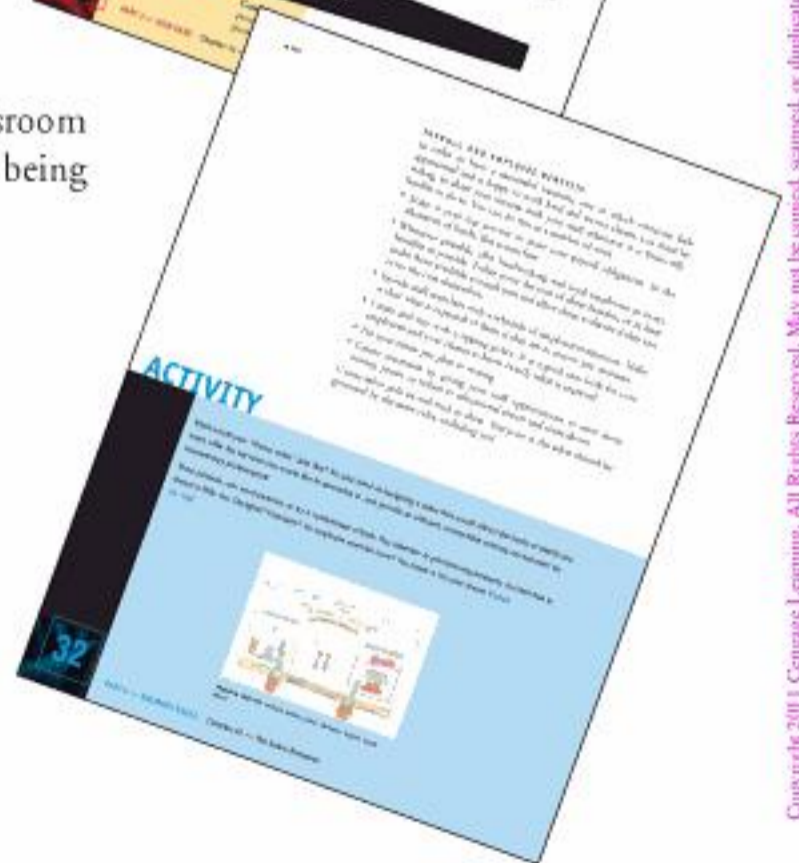
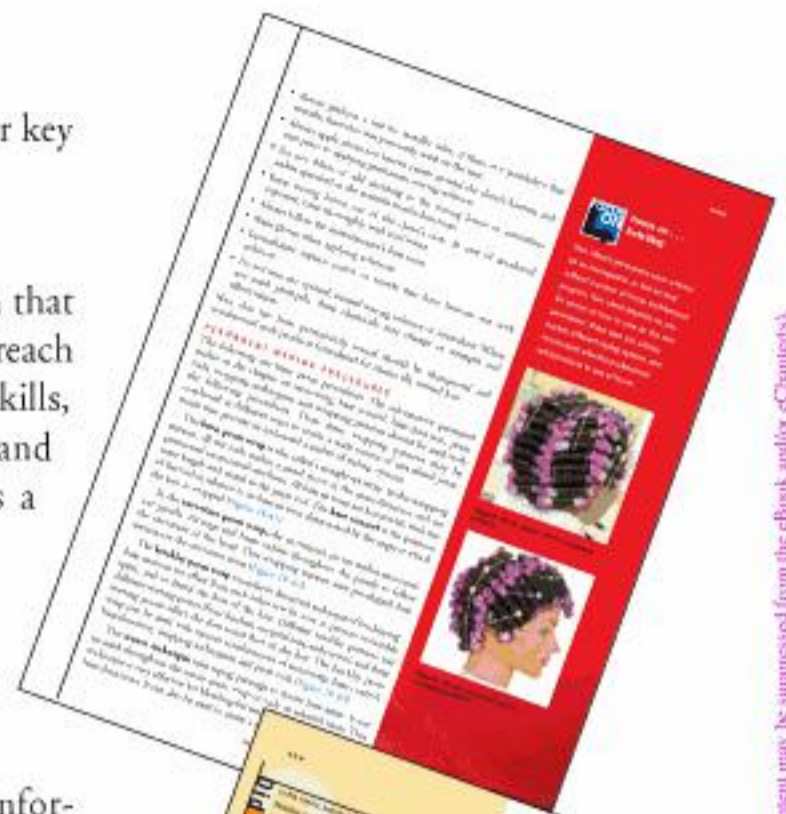
Throughout the text are short paragraphs in the outer column that draw attention to various skills and concepts that will help you reach your goal. The “Focus On . . .” pieces target sharpening technical skills, sharpening personal skills, ticket upgrading, client consultation, and building your client base. These topics are key to your success as a student and as a professional.

Did You Know

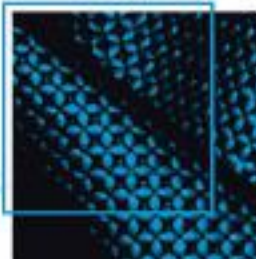
These features provide interesting information that will enhance your understanding of what you are learning in the text and call attention to a special point.

ACTIVITY

The “Activity” boxes describe classroom exercises that will help you understand firsthand the concepts being explained in the text.



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F Y I

These features offer important, interesting information related to the content. Often “FYI” boxes direct you to a Web site or other resource for further information.

Here's a TIP

These helpful tips draw attention to situations that might arise and provide quick ways of doing things. Look for these tips in procedures and throughout the text.

LAW

This feature alerts you to check the laws in your region for procedures and practices that are regulated differently from state to state. It is important to contact state boards and provincial regulatory agencies to learn what is allowed and not allowed when you are studying. Your instructor will provide you with contact information.

Key Terms

The words you will need to know in a chapter are given at the beginning, in a list of “Key Terms,” and appear in boldface when discussed in the chapter. If the word is difficult to pronounce, a phonetic pronunciation appears after it in parentheses.

CHAPTER GLOSSARY

All key terms and all their definitions are included in the “Chapter Glossary” at the end of the chapter, as well as in the Glossary/Index at the end of the text.



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OTHER ELEMENTS

Many features from previous editions of *Milady's Standard* have been retained in this new edition.

Learning Objectives

At the beginning of each chapter is a list of learning objectives that will tell you what important information you will be expected to know from the chapter.



CAUTION

Some information is so critical for your safety and the safety of your clients that it deserves special attention. The text directs you to this information in the "Caution" boxes found in the margins.

REVIEW QUESTIONS

Each chapter ends with questions designed to test your understanding of the information in it. Your instructor may ask you to write the answers to these questions as an assignment or to answer them orally in class. If you have trouble answering a question, go back to the chapter to review the material and try again. The answers to the "Review Questions" are in your instructor's *Course Management Guide*.



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All step-by-step procedures offer clear, easy-to-understand directions and multiple photographs for learning the techniques.

Step-by-step instructions occur in Parts 2, 3, 4, and 5 of the text.

A list of the needed implements and materials appears at the start, along with any preparation that must be completed before the procedure, and the finished result appears at the end.

Clear, precise instructions make following the procedure easy. Specific steps for cleanup and sanitation appear at the end of the procedure.

PROCEDURE

14-2

GRADUATED HAIRCUT

IMPLEMENTS AND MATERIALS
See list of implements and materials in "Blunt Bobcut" procedure.

PREPARATION
Follow preparation steps in "Blunt Bobcut" procedure.

PROCEDURE

- Part the hair.** Part the hair into six sections. Begin with a part from the front hairline just above the arched of each eyebrow back to the crown area, and dip the hair to place (Figure 14-98). Establish another part from the crown area where section one ends to the back of each ear, joining side sections two and three (Figure 14-99). Clip these sections in place. Part the hair down the center of the back in four sections four and five (Figure 14-100). Take a horizontal part four and six to the other across the nape area about 1 inch (2.5 centimeters) above the neckline. This section (14) is your horizontal guide section (Figure 14-101).
- Create guideline.** Establish your guideline by first cutting the center of the nape section to the desired length. Use a horizontal cutting line parallel to the fingers (Figure 14-102). Cut the right and left sides of the nape section the same length as the center guideline (Figure 14-103).
- Measure and part off first section.** Working upward in the left back section, measure and part off the first vertical section approximately 1 inch wide (Figure 14-104).
- Create vertical subsection.** Beginning at the center part, establish a vertical subsection approximately 1/2 inch (1.25 centimeters) wide. Extend the subsection down to include the nape guideline. Comb the subsection smooth at a 45-degree angle to the scalp (Figure 14-105). Hold your fingers at a 90-degree angle to the closed end of the subsection (Figure 14-106).
- Cut horizontal section.** Proceed to cut the entire horizontal section by parting off vertical subsections and cutting in the same manner as Step 4. Check each section vertically and horizontally throughout the haircut. Each completed section will serve as a guideline for the next section.
- Part off.** Part off another horizontal section approximately 1 inch wide. Beginning at the center, create another vertical subsection that extends down and includes the previously cut strands (Figure 14-107). Comb the hair smoothly at a 45-degree elevation to the head. Hold the fingers and shears at a 90-degree angle to the subsection and cut (Figure 14-108). Cut the entire horizontal section this way. Make sure the second section blends evenly with the previously cut section.



240



Figure 14-98 Measure off first horizontal section with section.



Figure 14-99 Divide first vertical subsections.



Figure 14-100 Create first vertical subsection in the nape area.



Figure 14-101 Create first vertical subsection in the nape area.



Figure 14-102 Cut the center of the nape section to the desired length.

14

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EXTENSIVE LEARNING/TEACHING PACKAGE

While *Milady's Standard Cosmetology* is the center of the curriculum, students and educators have a wide range of supplements from which to choose. All supplements have been revised and updated to complement the new edition of the textbook.

STUDENT SUPPLEMENTS

In addition to the textbook, Milady has created many supplements to meet every student's needs. All supplements have been revised, including the following:

Milady's Standard Cosmetology Study Guide

The *Study Guide* is a colorful new study guide to help students recognize, understand, and retain the key concepts presented in each chapter of *Milady's Standard Cosmetology*. The student-led exercises require minimal educator assistance. *The Essential Companion* provides six easy-to-follow features for each chapter—Essential Objectives, Essential Subjects, Essential Concepts, Essential Review, and Essential Discoveries and Accomplishments. Each one presents the key content in a different manner to help all students comprehend and remember it. A great new feature added to this edition is rubrics to be used as self-assessment by students. The attractive color design will engage all types of students so they can learn the important theory and practical aspects necessary for licensure and professional success. Answers are supplied in your instructor's *Course Management Guide*.

Milady's Situational Problems for Cosmetology Students

Situational Problems for Cosmetology Students tests students' knowledge of how they should apply the information they have learned to real-life situations. This text asks that they apply that knowledge to situations that more closely reflect what they are likely to encounter as a salon employee, demonstrating that they know how to use the information they have learned. The questions are more complex than Exam Review questions, often describing a salon stylist or other professional who has a client with a combination of conditions, problems, or attitudes. The student will have to take desired results, both from a technical and a communication perspective. Answers are included in the back of the book.





Milady's Standard Cosmetology Theory Workbook

Designed to reinforce classroom and textbook learning, the *Theory Workbook* contains chapter-by-chapter exercises on theory subjects.

Included are fill-in-the-blank, multiple-choice, matching, and labeling exercises, all coordinated with material from the text. Final review examinations at the end of the workbook prepare students for testing.

Milady's Standard Cosmetology Practical Workbook

The *Practical Workbook* helps students master the techniques, procedures, and product usage needed for licensure as covered in the textbook. Using fill-in-the-blank, matching, multiple-choice, and labeling exercises, students will benefit from the reinforcement of practical applications.

Milady's Standard Cosmetology Exam Review

The *Exam Review* contains chapter-by-chapter questions in a multiple-choice format to help students prepare for the licensure exam. While not intended to be the only form of review offered to students, it aids in overall classroom preparation. The *Exam Review* has been revised to meet the most stringent test-development guidelines. The questions in the *Exam Review* are for study purposes only and are not the exact questions students will see on the licensure exams.

Milady's Standard Cosmetology Student CD-ROM

Milady's Standard Cosmetology Student CD-ROM is an interactive student product designed to reinforce classroom learning, stimulate the imagination, and aid in preparation for board exams. Featuring more than 100 helpful video clips to demonstrate practices and procedures, this exciting educational tool also contains a test bank with 1,200 chapter-by-chapter or randomly accessed multiple-choice and matching questions to help students study for the exam. Another feature is the game bank, which offers games to strengthen knowledge of terminology, and a glossary that pronounces and defines each term. The content follows and enhances *Milady's Standard Cosmetology*.

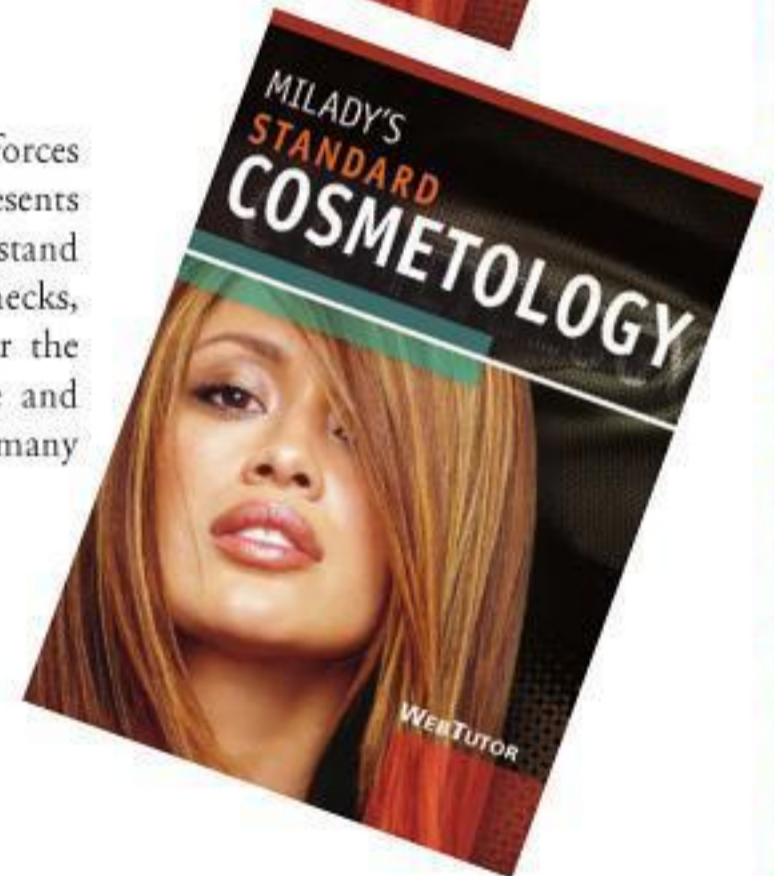
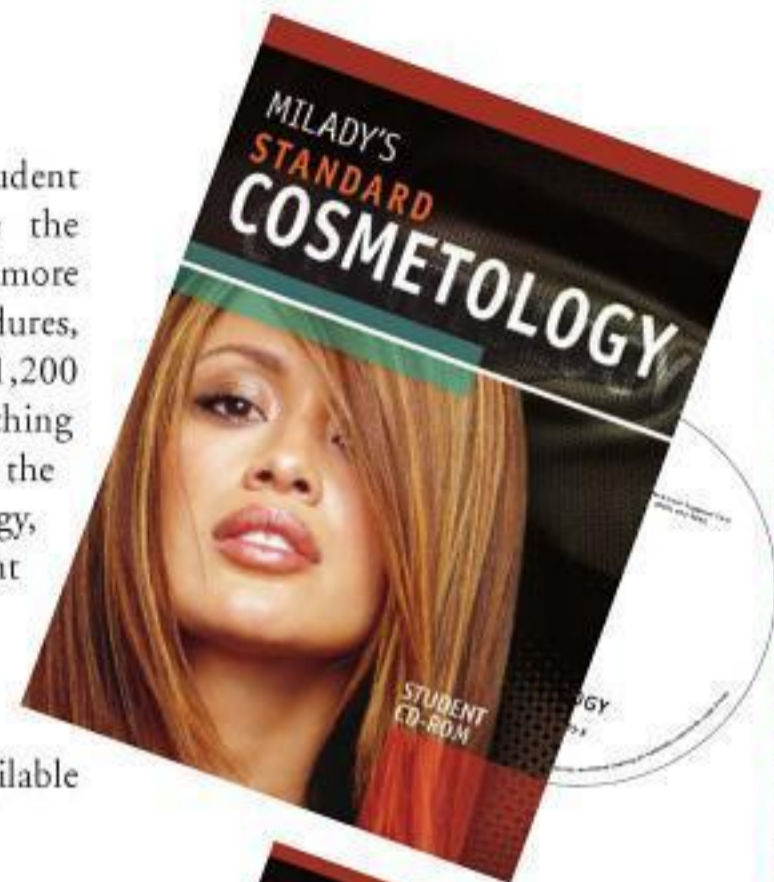
The technology of the program is interactive, allowing the learner to be surrounded or "pulled into" the content, and it tracks the student's progress through the program. The CD-ROM is also available as a networkable product for schools.

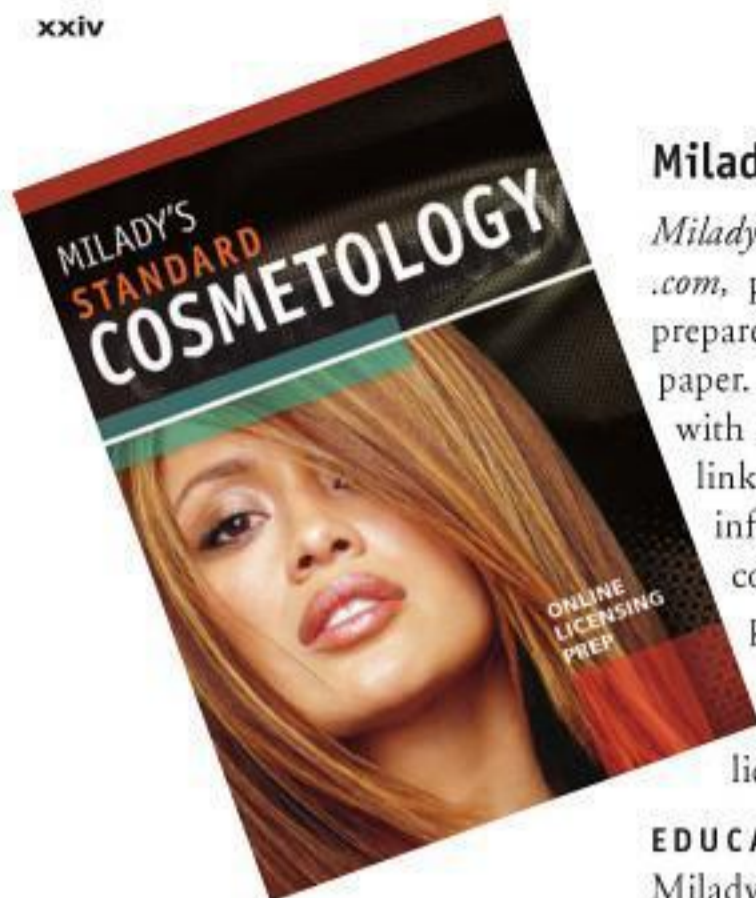
Milady's Standard Cosmetology WebTutor

The *WebTutor* is a content-rich, Web-based learning aid that reinforces and clarifies complex concepts in the textbook. *WebTutor* presents information in a new and different way, making it easier to understand material as well as allowing easier management of time, progress checks, exam preparation, and organization of notes. Available on either the WebCT or Blackboard platform, *WebTutor* is fully customizable and includes a course calendar, chat, e-mail, threaded discussions, and many more features custom designed to your individual course.

Features:

- Chapter Learning Objectives
- Online Course Preparation
- Study Sheets
- Online Chapter Quizzes
 - Fill-in-the-Blank
 - Multiple Choice
 - True/False
 - Matching
- Flash cards
- Discussion Topics
- Web Links
- FAQs
- Glossary





Milady's Online Licensing Preparation: Cosmetology

Milady's Online Licensing Preparation: Cosmetology, www.MiladyOnline.com, provides students with a technology study alternative to better prepare them for licensure exams, whether taken on a computer or on paper. Over 1,000 multiple-choice questions for cosmetology appear with rationales for correct and incorrect choices, and the correct answer links to the portion of *Milady's Standard Cosmetology* in which the information is given. Students have the flexibility to study from any computer, whether at home or at school. Because exam review preparation is available to students at any time of day or night, class time can be used for other activities. Students gain familiarity with a computerized test environment as they prepare for licensure.

EDUCATOR SUPPLEMENTS

Milady offers a full range of products created especially for cosmetology educators to make classroom preparation and presentation simple, effective, and enjoyable.

Course Management Guide

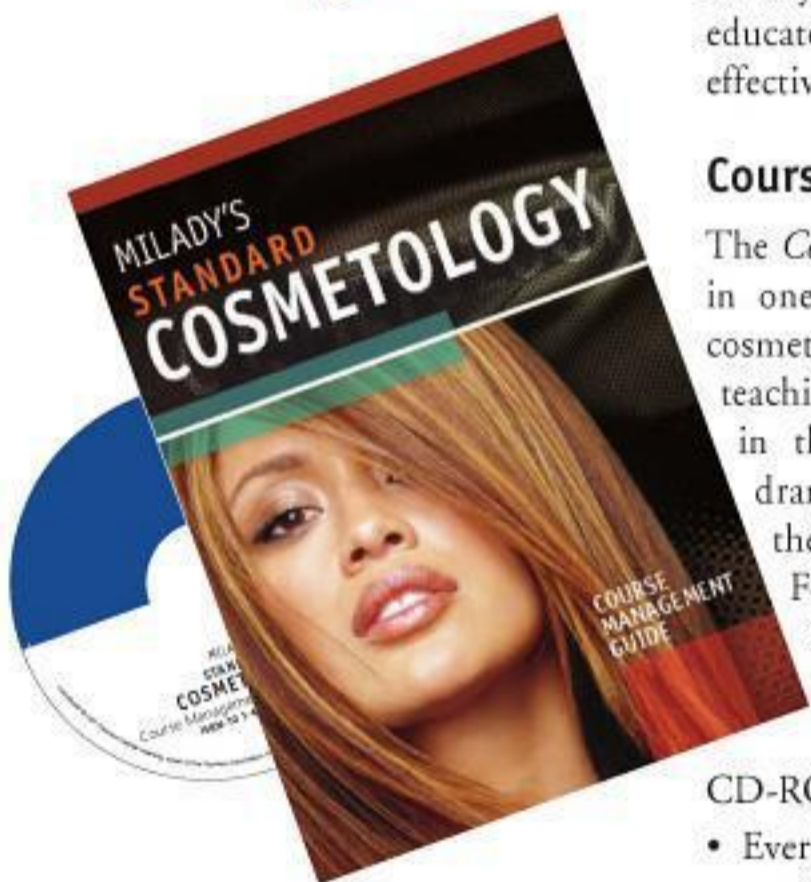
The *Course Management Guide* contains all the materials educators need in one package. This innovative instructional guide is written with cosmetology educators in mind and is designed to make exceptional teaching easy. With formatting that provides easy-to-use material for use in the classroom, it will transform classroom management and dramatically increase student interest and understanding. Included in the three-ring binder are: Transition Tools, Instructor Support Forms, Lesson Plan Index, Chapter Tests, and Resources. The binder is accompanied by the answer keys to the *Theory and Practical* workbooks and the *Study Guide*.

Added features you will find on the *Course Management Guide* CD-ROM version:

- Every page from the *Course Management Guide* can be printed to appear exactly like the page from the print product.
- A Computerized Test bank contains new multiple-choice questions that instructors can use to create random tests from a single chapter or the whole book. In this new edition, Computerized Test bank questions are not the same questions in the *Exam Review*. Answer keys are automatically created. A gradebook feature to track students' progress is also included.
- An Image Library of 1,000 photos and illustrations from *Milady's Standard Cosmetology* can be added to PowerPoint® presentations or printed onto paper or acetate for overheads. They can even be imported into other documents.

DVD Series

The 2004 edition of *Milady's Standard Cosmetology DVD Series* is complete with five hours of video content that continues to correlate



with the 2008 edition of the textbook. This three-DVD set offers interactive content with features for classroom use that provides instructors with easy search features, easy-to-use student assessment exercises, and optional Spanish subtitles. More than just video on DVD, this series creates the option of viewing a procedure from several camera angles. Milady also offers Professional Barber DVDs, Nail Tech DVDs, and Soft Skills DVDs as supplemental visual aids for the correlating content in the *Standard Cosmetology* textbook.

Instructor Support Slides



CONTRIBUTING AUTHORS



ARLENE ALPERT

Arlene Alpert, MS, LMHC, is President/CEO of Jupiter Consulting & Training Institute. Ms. Alpert has been a licensed Psychotherapist/Counselor in private practice for almost 30 years. In addition, her expertise includes Business Relationships Consultant, Coach, Educator, Professional Speaker, and Workshop Leader in the United States, Canada, and Europe, and is past president of the Florida Speakers Association. Ms. Alpert has advanced

degrees in psychology and counseling and is considered an authority on “The Business of Relationships.” Her latest books are *Traveling Beyond Life’s Roadblocks: Creating A Life Of Choice* and *The Aha Experience: How One Sentence Has The Power To Change Your Life*. She offers coaching and consulting on the telephone, as well as in her office or yours. She focuses on advancing professional and personal development, increasing self-esteem and confidence, and providing emotional re-education to clear up “trouble spots” that prevent creating remarkable relationships and being effective communicators and decision-makers.



MARGRIT ALTENBURG

Educated and licensed in Switzerland, Margrit Altenburg has been working in the beauty industry since 1976. She owned her own skin care clinic for 17 years and obtained her Master’s in Skin and Body Care in 1990. Altenburg received her CIDESCO international board certification in 1991, and served as General Secretary from 1992 to 1998. She spent the early 1990s working in a Swiss dermatologist’s clinic and moved to Houston in 1999 to

accept the esthetics department head teacher position at the first CIDESCO-accredited school in the United States—the Institute of Cosmetology & Esthetics—where she became the director a year later. Altenburg is active organizing educational workshops in Switzerland and Germany, has taught several classes for the National Cosmetology Association in the United States, and is a CIDESCO international examiner worldwide.



DIANE CAROL BAILEY

At 21, Diane Carol Bailey graduated from Hunter College and entered beauty school, but her calling first began at age nine, when she started experimenting with her own hair. She began braiding at home and was frustrated by the bias and lack of education for the care and treatment of natural hair. Bailey became involved in the natural hair care movement in 1987, and helped found the International Braiders Network (IBN) in 1992, whose members drafted and adopted the first natural hair care license in July 1994. Today, as President of IBN, she works to promote and establish professional standards, procedures, and training for natural hair care stylists and braiders.



LETHA BARNES

Commitment toward cosmetology education is what Letha Barnes is all about. In her 39 years of industry experience, she served as President of AACCS, where she helped revive and expand the mission of their educational arm, the Cosmetology Educators of America (CEA). She also gained recognition for her service as Vice-Chairman of the National Accrediting Commission of Cosmetology Arts and Sciences. She served as a NACCAS evaluator and taught accreditation workshops for years. She is the former owner of three cosmetology schools and former Vice President of Education for thirty-two others. She became the Director of Milady's Career Institute in January 2000. She has authored three editions of *Milady's Standard Cosmetology Course Management Guide* and *Milady's Standard Cosmetology Study Guide—The Essential Companion* as well as *Milady's Master Educator*, all receiving positive feedback from educators in the industry.



LISHA BARNES

A licensed cosmetologist, instructor, and barber, Lisha Barnes is committed to improving the quality of cosmetology education. She received a B.S. in Communications from Eastern New Mexico University in 1990 and completed her cosmetology training at Olympian University of Cosmetology. She currently serves as the Corporate Director of Education for the Milan Institute of Cosmetology campuses located in the western United States. Barnes is a member of Cosmetology Educators of America and has worked on numerous projects for Milady and The Career Institute, where her experience in education, communications, and administration add insight to her presentations. She currently serves on the NACCAS Advisory Committee on the Standards and Criteria.



DEBORAH BEATTY

Deborah Beatty has over 32 years of industry experience, which has allowed her to gain and develop a wealth of knowledge that she shares during her educational seminars as well as in her classrooms. With 15 years' experience in the educational sector, she enlightens and motivates cosmetologists, instructors, and students with her energetic and interactive approach to teaching. She is presently the Program Manager for the Cosmetology Department at a post-secondary college. In addition to being a Master Cosmetologist and Licensed Instructor, she also holds her Master Barber License, is a Licensed Practical Nurse, and is licensed by the Georgia Professional Standards Commission. Deborah is a book and product reviewer for Thomson Learning and is an educator for Milady's Career Institute. She is also a contributing editor for the revision of *Milady's Standard Cosmetology Textbook* and *Milady's Standard Nail Technology*. She is the author of the popular book *Preparing for the Practical Exam: Cosmetology* for students and instructors, as well as the author of *Preparing for the Practical Exam: Nail Technology* for students and instructors.

Deborah holds her B.S. in Education for Technological Studies from the University of Georgia.



MARY BRUNETTI

Thirty focused years of fashion shoots have made Mary Brunetti an expert in the photography studio. This accomplished session stylist divides her time between fashion shoots for such magazines as *Elle*, *Town & Country*, and *New York Magazine*, as well as designing hair for runway shows during Fashion Week and educating on stages across the country.

She was the first woman to be awarded the prestigious title of North American Hairstylist of the Year in 1991 and has since served as a judge and consultant for the awards. She authored the book, *The Inside Track to NAHA*, and most recently art directed the DVD *How to Do a Successful Photo Shoot and Win at NAHA*.

Currently Mary is the Director of Education at a high, profile salon in New York City and is the co-owner of Brunetti Hair & Beauty in Westhampton Beach, New York, along with her husband, Michael.



JANE CRAWFORD

As CEO of Jane Crawford Associates, this entrepreneur pioneered the first Med-Spa in the United States and earned the title of "America's foremost Med-Spa consultant." Ms. Crawford is on the faculty of the American Society of Aesthetic Plastic Surgeons, is a founding member of the International Medical Spa Association, and is a former board member of the American Aestheticians Education Association. She consults nationally and

internationally to physicians. Ms. Crawford is co-owner of Carolina Aesthetics, a dermatological-based medical skin care clinic in Greenville, South Carolina. She is also a freelance writer for numerous medical and skin care magazines. Ms. Crawford presents seminars, educates physicians on successful ancillary service/product offerings, and trains nurses and estheticians about clinical skin care, chemical peels, and marketing.



ROBERT CROMEANS

Robert Cromeans is the artistic director for John Paul Mitchell Systems and the owner of four successful salons. As a hairdresser, he is known for his daring and innovative designs. He has made guest appearances on national and international television and radio shows and has appeared in numerous publications such as *Vogue*, *Bazaar*, and *Glamour*, and other beauty industry magazines. Cromeans was named Platform

Artist of the Year for *behindthechair.com*'s Stylists Choice Awards. Known for his wit, wisdom, and great sense of personal style, Robert Cromeans is widely respected and in demand globally as an educator, motivator, and hairdresser.



ALYSSA EVIRS

Beginning her career in the esthetics field in 1996, Alyssa Evirs has continuously worked to provide quality education and technical instruction to estheticians of all skill levels around the United States. Beyond holding licenses as an esthetician; she is a certified Esthetics Instructor and currently employed as the West Coast Spa Sales and Education Manager for the Aveda

Corporation. Having great passion for holistic esthetics, Alyssa has worked with and for the Aveda Corporation for the past 11 years and continues to dedicate her time to the study and science of natural skin care.



CATHERINE FRANGIE

Catherine M. Frangie has been a dedicated and passionate beauty professional since 1982 when she first began her career as a licensed cosmetologist, salon owner, and beauty school instructor. Since then, Catherine has held prominent and dynamic positions throughout many facets of the professional beauty industry, including Marketing, Communications, and Education Vice President for a leading product company; Communications Director, Trade

Magazine Editor/Publisher; and Textbook Editor and Author.

Catherine has addressed her beauty colleagues numerous times as a guest lecturer at the International Beauty Show in New York City and in other national venues. She has personally authored more than 125 feature-length trade and consumer magazine articles and several books on beauty trends, fashion, and the business of the professional salon. Catherine holds a graduate degree in communications as well as undergraduate degrees in marketing and advertising.



JOHN HALAL

A hairstylist, licensed instructor, and president of Honors Beauty College, Inc., John Halal is an active member of the National Cosmetologist Association (NCA), the Salon Association (TSA), the Beauty & Barber Supply Institute (BBSI), and the Society of Cosmetic Chemists (SCC). He serves as a Vice President and Executive Director for the American Association of Cosmetology Schools

(AACCS) and is the Past-President of the Indiana Cosmetology Educators Association (ICEA). Halal has published several books and numerous articles on hair structure and product chemistry. Halal obtained his associate's degree, with highest distinction, from Indiana University and is a member of The Golden Key National Honor Society and Alpha Sigma Lambda.



COLLEEN HENNESSEY

Recognized nationally as a Master Hair Colorist, Platform Artist, and Technical Educator, Colleen Hennessey brings years of hands-on coloring experience to the industry. She spent eight years at the renowned Adam Broderick Salon and Spa as a colorist and a manager.

Colleen's rare skills as an educator make her a sought-after resource throughout the professional arena. For the past six years she

has serviced as Senior Technical Editor for *Hair Color and Design Magazine*, where she writes an editorial called "The Hair Color Department."

Formerly, Clairol Professional's exclusive color designer and Senior Manager of Clairol's Education Department, Colleen has brought techniques and color corrective advice to all licensed cosmetologists. Her work has also been featured in *Color & Style*, *Matrix News*, *Modern Salon*, and *Passion* magazines.

As an artist of many talents, Colleen is an established platform artist performing throughout the United States, including Hair Color USA, Long Beach, Mid-west, and IBS.

Wherever she teaches—on platform, in salons, or in textbooks and magazines—Colleen communicates her love of hair color by teaching others precise, technical, artistic, and communication skills that have earned her the prestigious title of Master Colorist.

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MARY BETH JANSSEN

Mary Beth Janssen is an internationally acclaimed educator and designer with over 25 years as a licensed cosmetologist and teacher. She's produced and directed numerous projects for the beauty industry, and her expertise has graced magazine editorials, television shows, and commercials. She's a regular beauty industry speaker and has authored several books on beauty and wellness. Janssen currently oversees and

directs all activities of The Janssen Source, Inc., a Chicago-based company integrating Janssen's message of beauty and wellness. Because Janssen believes "real beauty begins with health – and true wellness is directly related to how we nurture our mind, body, and spirit," she inspires cosmetologists and clients alike to tap into their higher consciousness through educational seminars, on-site visits, and one-on-one consultations. Janssen was the 1996 recipient of the Rocco Bellino Award for outstanding contributions in education, and is also a certified herbalist, aromatherapist, massage therapist, and yoga teacher.



NANCY KING

Nancy King is an internationally recognized expert on safe salon practices and regulation. She has been an industry spokesperson to the media and was the technical advisor to the producers of the ABC's *20/20* and CNN nail stories on pedicure infections and salon chemical safety. A licensed nail technician, educator, and industry consultant, she has written articles and has been a cover artist for international trade publications. In 2000,

Nancy became the Director of the AEFM, and took that organization to new heights in setting the industry standard for electric file education, both in the United States and internationally. Nancy is currently the Director of Education for *Nailpro Magazine*.



MARK LEES

Mark Lees, Ph.D., M.S., is an award-winning speaker and product developer, specializing in products for acne-prone and sensitive skin, and has been actively practicing clinical skin care for over 20 years at his multi-award winning CIDESCO-accredited Florida salon.

Dr. Lees is author of the popular book, *Skin Care: Beyond the Basics*, and contributing science author of *Milady's Comprehensive Training for Estheticians*. He holds a Ph.D. in Health Sciences, a Master of Science in Health, and a CIDESCO International Diploma. He is licensed to practice in both Florida and Washington State.

Dr. Lees is former Chairman of the Board of the Esthetics Manufacturers and Distributors Alliance, and is a member of the Society of Cosmetic Chemists. Dr. Lees is former Chairman of EstheticsAmerica and currently serves on the Board of Directors of the National Cosmetology Association.

His line of products is available through skin care professionals throughout the United States.



TONI LOVE

Toni Love is the daughter of a cosmetologist, (Mrs. Theresa Burroughs) and began working in her mother's salon at age 14. She is a veteran of the U.S. Army Reserves and a graduate of Hair Design Academy. She obtained a B.S. in Business Management and a Master's Degree in Continuing Education and is pursuing an Educational Specialist Degree in Career and Technical Education.

Toni has taught in the Greene County School Systems in Eutaw, Alabama, and she has taught at Shelton State Community College in Tuscaloosa, Alabama. She served as Director of Continuing Education for Dudley Products Company in Kernersville, North Carolina.

Today, Toni owns Toni Love's Cosmetology Training Center in Moundville, Alabama (basic and advanced classes), and is the author of a self-published book, *Tips to Passing the Cosmetology Exam*, and *Wigs, Weaves, and Extensions*, published by Thomson Learning. She has released several videos, including *Interlocking and Net Weaving*, *Hair Replacement*, and *Keeping Cutting Simple*. She travels abroad, teaching classes at hair shows and seminars. For more information, please visit www.tonilove.com.

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VIVIENNE MACKINDER

Vivienne Mackinder is one of the most highly respected international leaders and innovators in the hairdressing profession today. In her work as Artistic Director for industry “Grand Masters” Vidal Sassoon and Trevor Sorbie, Vivienne developed an expertise for precision cutting and an eye for original hair design, from the classic and the commercial, to the avant-garde.

Based in New York City, she grew up in London and subsequently opted to “spread her wings” to the United States. She has been honored with numerous awards, including the much coveted North American Hairstyling Awards (NAHA) (five times), the most recent being “Masters,” and the prestigious IBS “Editors” Choice Awards (three times).

Vivienne is an “in-demand” featured guest artist-educator for premier international events worldwide, and her work is consistently published in the international press. She founded the “Roots and Wings” educational program in New York City to much acclaim.

Vivienne’s career, as a master stylist, is divided between her salon clientele, editorial and advertorial shoots, advertising campaigns, and countless special events as featured artist, not to mention her work for entertainment entities, MTV, and the VH-1 Fashion Awards.

As a session stylist, she has collaborated and designed hair collections for runway fashion collections in New York, Paris, and London.

Vivienne’s newest and most rewarding project to date, *I’m Not Just a Hairdresser*, is an exciting, informative, and inspirational documentary film series that will inspire a new generation of professionals and re-inspire the seasoned stylist who may be facing “burn out” syndrome, or questioning what’s next in their career.

“Legends,” the first episode in the series, was released in the spring of 2005, and “Empires,” the second episode, was released in the fall of the same year. “Stars Behind The Chair,” the third episode profiling the leading ladies of hair, released in the spring of 2006.

I’m Not Just A Hairdresser has a mission to: “Uplift the spirit and image of our profession,” one stylist at a time.

For more detailed information, please visit the Web site: www.ImNOTJUSTaHairdresser.com. A portion of the proceeds will be donated to Movement of the Heart a non-profit organization. www.movementoftheheart.org.

CAREY NASH

Carey Nash received her cosmetology license in 1958 and a year later received her instructor's license at the age of 20. She worked full- and part-time in a salon for 6 years and was an instructor at the Bartmore Beauty Colleges until 1970. At that time, she joined the Marinello Schools of Beauty and has held various titles, including Instructor, Assistant Supervisor, Supervisor, Registrar, Manager, Accreditation Specialist, Director of Education, and her current title, Director of Compliance. She has also served as an expert witness and test analyst, where she helped validate the written examination for the California State Board of Cosmetology.



RUTH ROCHE

Since arriving in New York City in 1990, Ruth Roche has reached the top of her profession as a hairstylist. Salon owner, editorial stylist, platform artist, and educator, Ruth's work has appeared in magazines such as *Harper's Bazaar*, *Elle*, *Vanity Fair*, *Interview*, *Self*, *More*, and *Cosmopolitan*, to name a few. Represented by Artists by Timothy Priano, Ruth maintains a busy freelance career.

Her celebrity clients have included Sheryl Crow, Claire Danes, Lindsay Lohan, Kelly Ripa, Laura Linney, Sharon Stone, Mischa Barton, Amerie, Antigone Rising, Natalie Maines (Dixie Chicks), Lake Bell, and Beverley Mitchell. She has worked with renowned photographers such as Annie Liebovitz, Gilles Bensimon, Terry Richardson, Timothy White, Rod Spicer, and Mike Ruiz. Her creations have been seen on runways of many designers during New York's famed Fashion Week.

In 2003 Ruth opened RARE Salon in NYC's downtown hotspot, Tribeca, marking another milestone in her career. She and the RARE team have quickly become a neighborhood favorite. Ruth also created the RARE Academy, the perfect place for fellow stylists from around the country to learn, grow, and fuel their creative fire.

With almost two decades in beauty, Ruth has been honored multiple times by the North American Hairstyling Awards, including Master Stylist of the Year. She raised the bar at Redken as Global Artistic Director of Design and previously for renowned British hairdresser Trevor Sorbie. She has travelled the world for both companies, and now RARE, sharing her experience and new techniques with fellow professionals.

If that wasn't enough, she also writes a monthly column for *American Salon Magazine*. Through her column she inspires many fellow hairdressers with her stories and brings freshness to the craft. She has become a master in her field, with a following unlike any other!



TERESA SAMMARCO

The last decade has provided makeup artist Teresa Sammarco with a strong foundation in the industry. As a dual makeup artist and hairstylist, she has created looks for top fashion designers, photographers, print advertisements, television commercials, and theater productions. She's even known to frequently appear in front of the camera herself. Sammarco is a regular on the lecture circuit, providing both tips and techniques, and she freelances nationwide, performing makeup and hairstyling looks and consultations.



SUE SANSOM

When Sue Sansom received a high school scholarship to attend beauty school in 1963, she saw it as a way to help pay for law school. After a year in a salon, however, she discovered a love for cosmetology that led her to become Arizona's youngest licensed cosmetology instructor of that time at age 19. Rather than pursue a law degree, Sue instead applied her passion for administrative law to the cosmetology field and became the first Executive Director of the Arizona State Board of Cosmetology in 1984. She has spent 22 years involved with the National Interstate Council of Cosmetology Boards (NIC) actively promoting regulation, education, and examinations with respect to health and safety in the cosmetology industry. Sue is a graduate of Arizona State University (ASU) Certified Public Managers and is Certified as a Public Vocational Education Teacher. She is the recipient of the NIC Nick Cimaglia Award 1993 and Arizona Administrator of the year 1994, and she led the Arizona Board to receive the AACSB/TSA State Excellence award in the year 2000.



DOUGLAS SCHOON

With over thirty years' experience as a research scientist, international lecturer, author, and educator, Douglas Schoon heads up the most extensive nail research and development laboratory in existence today.

As the Vice President of Science & Technology for Creative Nail Design, Schoon spends much of his time leading a team of scientists working with high-tech, computerized testing equipment to produce state-of-the-art nail enhancement products and natural nail treatments, as well as, world-renown spa products. With all of this expertise and technology, Creative Nail Design's research capabilities exceed even those found in many university laboratories.

For over sixteen years Schoon has led the Creative Nail Design's Research and Development program. He directs the Quality Assurance, Technical Services, and Field Testing department, as well. Schoon is the author of many books and video and audio training programs, as well as dozens of magazine articles on salon chemicals, chemical safety, and disinfection. He often serves as an expert witness in legal cases involving cosmetic safety and health. Additionally, dermatologists frequently call upon Schoon to assist them in writing books and scientific papers concerning fingernails, proving without a doubt, he is a world leading expert on natural and artificial nail product, services, and salons. He is also a strong advocate for salon safety and represents the entire nail industry on scientific and technical issues in Europe, Canada, the United States. Schoon first entered the nail industry in 1986 as the founder of Chemical Awareness Training Service, CATS, the beauty industries first company focused on safety training programs for salons. He has a long history of educating safe practices to nail professionals.

As a writer and speaker, Mr. Schoon is especially popular with the nail technicians because of his unique ability to make complex chemical theories and ideas seem simple, even easy to understand. His natural nail health, safety, and disinfection lectures are also invaluable to anyone interested in product chemistry, safety, and health issues, as is his most popular book, *Nail Structure & Product Chemistry—Simplified*, Second Edition, Thomson Delmar Learning.

In addition, Schoon is a Co-chair of the Safety and Standards Committee of Nail Manufacturers Council (NMC), as well as the holder of a Master's Degree in Chemistry from the prestigious University of California—Irvine. He currently resides in Dana Point, California.



SUE ELLEN SCHULTES

Sue Ellen Schultes is an award-winning nail artist, a licensed nail technician, and a former salon owner whose business was recognized as one of the top 100 nail salons in the country by *Nails* magazine ten years running. Sue is recognized as one of the leading nail art technology authorities in the U.S. and has taught extensively throughout the United States, conducting workshops and seminars via

Notorious Nails Seminars. Sue serves as Competition Judge for various trade shows, both nationally and internationally. Besides acting as series editor and contributing author for Thomson Delmar Learning, Sue also contributes special interest articles to *Nails* magazine and several other publications. Sue was commissioned by the Smithsonian Institute's National Museum of American History to create a full set of nails commemorating the United States Presidential Inauguration.



FRANK SHIPMAN

Frank Shipman has been making hair look great for more than two decades. As the owner of the nationally recognized Technicolor/TC Salon Spas, Frank is proud to have the privilege of working behind the chair. He also continues to be a beauty educator, writer, and speaker, bringing his own unique perspective to the industry. In 2005, Frank received the prestigious Diamond Award from *Day Spa Magazine* to add to his many professional awards and

honors. Frank has a graduate degree in art from Boston University and has had his art exhibited nationally and internationally. Today he no longer creates "precious objects" but creates "experiences." Frank is happy to be in a profession, that, as he states "what I do is make people feel good."

JERYL SPEAR

Jeryl E. Spear is a veteran stylist and salon owner who perfected her craft over a 17-year stint in the beauty business. She has been contributing for several years, having had her work published in *Modern Salon*, *Salon News*, and *DaySpa* magazines, plus consumer writing for magazines such as *Self*, *Healing Lifestyles and Spas*, and *Spa*. Loving all things beauty and fashion, she is now the executive editor of *Launchpad* magazine.

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The standard set by Mr. Cimaglia has been carried on in the beauty education industry by his son, Thomas Severance, and by two gentlemen whose tireless efforts have established the success of *Milady's Standard*: Jacob Yahm, the father of accreditation in our industry and a driving force behind the National Interstate Council of State Boards of Cosmetology, and Arnold DeMille, founding editor of the *National Beauty School Journal* and continuing education specialist.

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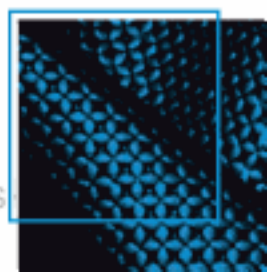
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 Therese Vogel, Tiffin Academy of Hair Design, OH
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 Nancy Walters, Milwaukee Area Technical College, WI
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 Michele Werni, Lebanon County Career and Technology Center, PA
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 Mary Jo Wiggins, Cuyahoga Falls High School, OH
 Pier Wilkerson, Lawson State Community College, AL
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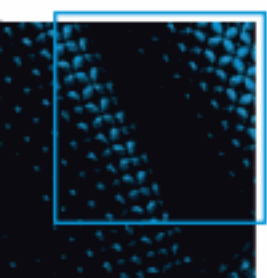
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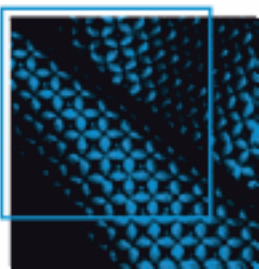
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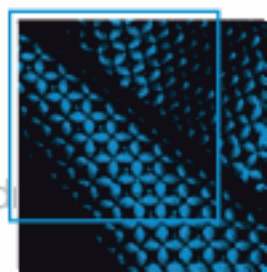
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