

CHOOSE

YOUR GUIDE TO CAREER AND BUSINESS
OPPORTUNITIES IN PROFESSIONAL BEAUTY

BEAUTY

A close-up photograph of a woman with long, dark brown hair styled in soft waves. She is looking over her shoulder towards the camera with a neutral expression. Her skin is smooth, and she has a subtle makeup look with pink lips.

Take a
Closer
Look at
Beauty

- Economic Impact
- Career Choices
- Success Stories
- Flexibility and Lifestyle
- A Commitment to Education
- Making a Difference
- Getting Started

CHOOSEBEAUTY.TV

FROM YOUR HAIRDRESSER

Welcome To My World

When I decided to go to cosmetology school, some people—including my own parents—tried to talk me out of it. Now they and everyone in my life know that I made exactly the right choice.

Beauty Is Good Business

I've always had options of great places to work.

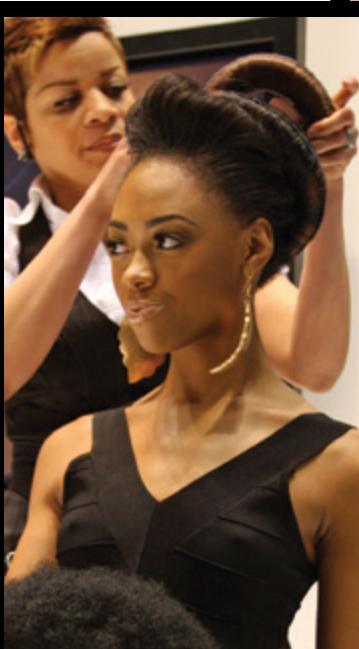
Beauty Has Given Me Flexibility

in my life and career.

Beauty Feeds My Passion and Creativity

Beauty Lets Me Give Back

and that's important to me.



I INVITE YOU to learn more about my world of beauty. After you explore and learn more, I am certain you, too, will want to Choose Beauty!

“I love my job, my industry, my community. And I want you to know why. Because today, more than ever, beauty is a wonderful career choice and business opportunity . . . ”





Welcome To My World

“Being in the beauty industry is one of the best careers out there! I am free to do what I want with my image and my personal style. I can be so creative, and I really enjoy changing people’s lives. And the best part about my industry is there are so many options and career paths, and the opportunities are endless. Hair always needs to be cut and people love to change it!”

Beauty Is Good Business!

The professional beauty industry often is described as “recession proof.” While that may not be entirely true, when you compare beauty with other industries, it’s definitely unique.

Beauty is a service industry that relies on human, one-to-one interaction, and it’s a business based on the time, skill, talent and advice of trained professionals. Because of its unique nature, beauty is an industry that can’t be automated, where demand grows with the population, and with jobs that can’t be shipped overseas.



Beauty is a growing industry.

Even during years that were tough for the overall U.S. economy, the professional salon industry is growing. It's had an average growth rate of 3.7% over the past five years, and future forecasts are bright.

Average growth rate of
4.5% over the next five years*

Beauty serves an important role in the community.

Salons are interwoven into the flavor, fabric and social life of their communities. The salon serves as an important social hub, an indispensable gathering place where neighbors share information about beauty, style, trends, fashion and local news.

Beauty creates a wealth of job opportunities.

At any given time, there are approximately 1.2 million working stylists. And the total number employed by the salon industry is estimated at around . . .

2.5 million people

Beauty supports small business.

In the U.S. there are 236,000 salons—the majority of them classified as small businesses with . . .

Average gross revenues of
\$350,000

Beauty offers rewarding careers in a thriving industry with a positive economic forecast.

Beauty contributes significantly to the U.S. economy.

In 2011, the professional salon industry generated . . .

\$72 billion in services and revenues*

* Professional Consultants & Resources



Beauty Is Good Business

"I've been a beauty professional and I've also worked in the corporate world. The job security you get as a stylist is priceless. Plus, our earnings are hard to cap. We're unstoppable!"



THERE ARE MANY PATHS

Beauty Offers Exciting Choices

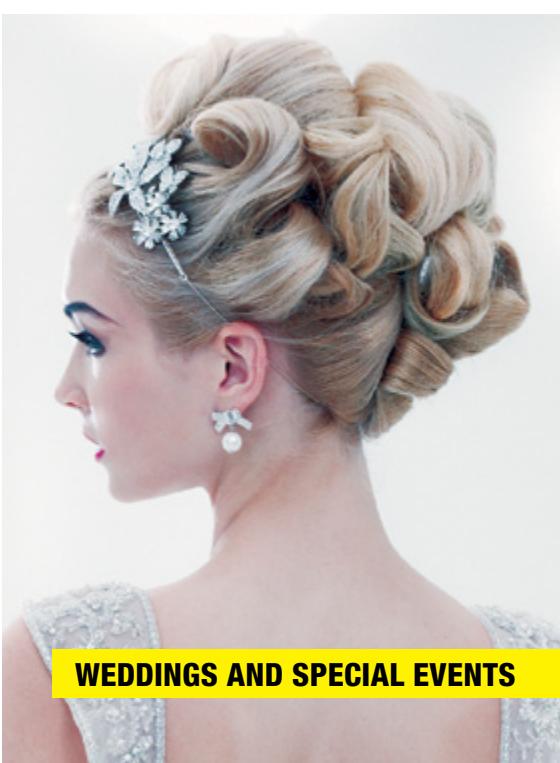
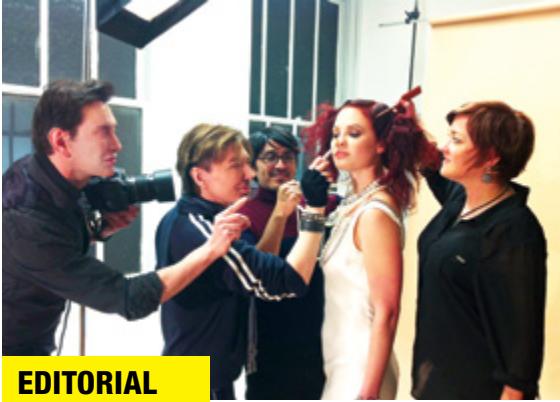
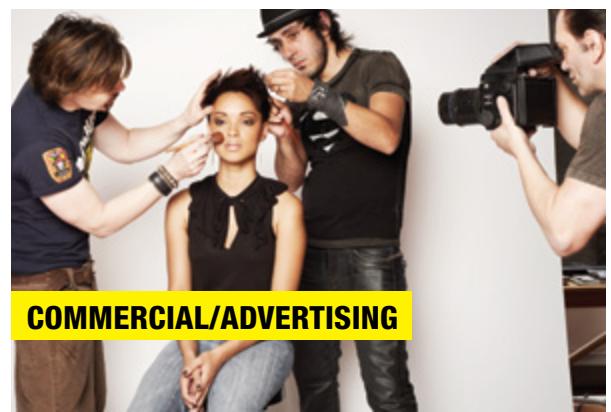
A cosmetology license is your passport to a number of exciting destinations—you simply need to choose the path you want to pursue.

A license can open up passage to other exciting worlds, including fashion, advertising, film, education and business, or it can help you make a beautiful difference in the world around you—through the people you touch every day.

A license can introduce you to a diverse group of creative professionals, including fashion designers, photographers, models, actors and product manufacturers as you collaborate on a project, or it can connect you to a number of interesting people in your own community as you grow your career.

A license can lead you center stage, as you create upcoming trends and inspire the next generation of professionals as a platform artist, or it can lead you to entrepreneurship, as you become a leader in your community as the owner of your own beauty-focused business.

Take a snapshot look at some of the exciting possibilities ...





Beauty Offers Exciting Choices

"I love my job as a cosmetologist. Each day is different and I have the best clients ever! I love being creative and I'm always learning more. Some of my friends and family members are not happy in their lives because of their jobs. It's just a job to them. I am so grateful I have chosen this path in life. It's inspiring, motivating and creative. When I see the smile on my client's face, it makes me so happy and proud that I made someone feel good about herself."

Meet four beauty professionals and discover how they've customized a beauty career to meet their very different lifestyles and needs.

Beauty Fits Different Lifestyles

Not only does beauty offer a number of diverse career path options, but the different structures allow beauty professionals to mold careers around different lifestyles and goals.

When it comes to your future, what's most important?

Are you motivated by the freedom to earn **as much as you want**, or would you rather have the flexibility to **work part-time** so you can pursue other interests?

Are you attracted by the freedom to **be your own boss**, or are you more comfortable with a clear **management structure** in place that guides your individual growth?

Do you want to follow your **artistic spirit** and collaborate with other creative professionals, or do you hope to follow your **entrepreneurial vision** and open your own business?

Again, the choices are yours to make, and they will guide your career as well as fulfill your personal life.

Meet Seth, Kate, Julie and Jackie
and see how their beauty choices shaped their outcomes:

NEW TALENT: SETH



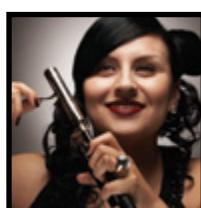
After graduating cosmetology school, Seth accepted a position at a well-known salon chain. After completing its training program, he felt even more confident in his skills and started building what became a very loyal clientele. He also focused on learning the business side of running a salon, and over time was rewarded by becoming the salon's manager. His goal is to eventually become a franchisee running several salons.

SUPER MOM: KATE



After several years of working full-time as a stylist, Kate was proud of the fact she was able to support herself and purchase her own home. Now that she and her husband are expecting their second child, she values the flexibility this career offers. She was able to share a shift with another stylist and cut back on her hours, so she could spend more time with her growing family while still keeping her career moving forward.

THE ARTIST: JULIE



Julie was attracted to cosmetology because it allowed her to pursue her creativity and her passion for fashion. She recently rented a space in a local salon so she could continue to bring in a steady income a few days a week as she spends the rest of her hours pursuing a freelance editorial career. Her talent has become a hot commodity with many agencies who hire her to style hair and do make-up for advertising campaigns.

THE ENTREPRENEUR: JACKIE



For as long as she can remember Jackie has wanted to own her own business. After working several years as a stylist, then educational director at a local salon, she approached the retiring owner about purchasing the salon. With a small business loan, she expanded the operation, and now her salon is a leading business in the community. Now, she's fostering rewarding careers for other beauty professionals.

Beauty Fits Different Lifestyles

"I worked in marketing for 12 years after college, then decided it was time for a career change. I pursued my passion for hair design. I went to cosmetology school when I was 31 years old, and I've never looked back.

I love, love, love my job!"



EXPERIENCE THEIR JOURNEY

Beauty Leads To Success

The professional beauty industry is full of inspiring leaders, celebrity stylists, leading artists and innovative entrepreneurs. Each has a fascinating story to tell, and every single one started with a cosmetology license.



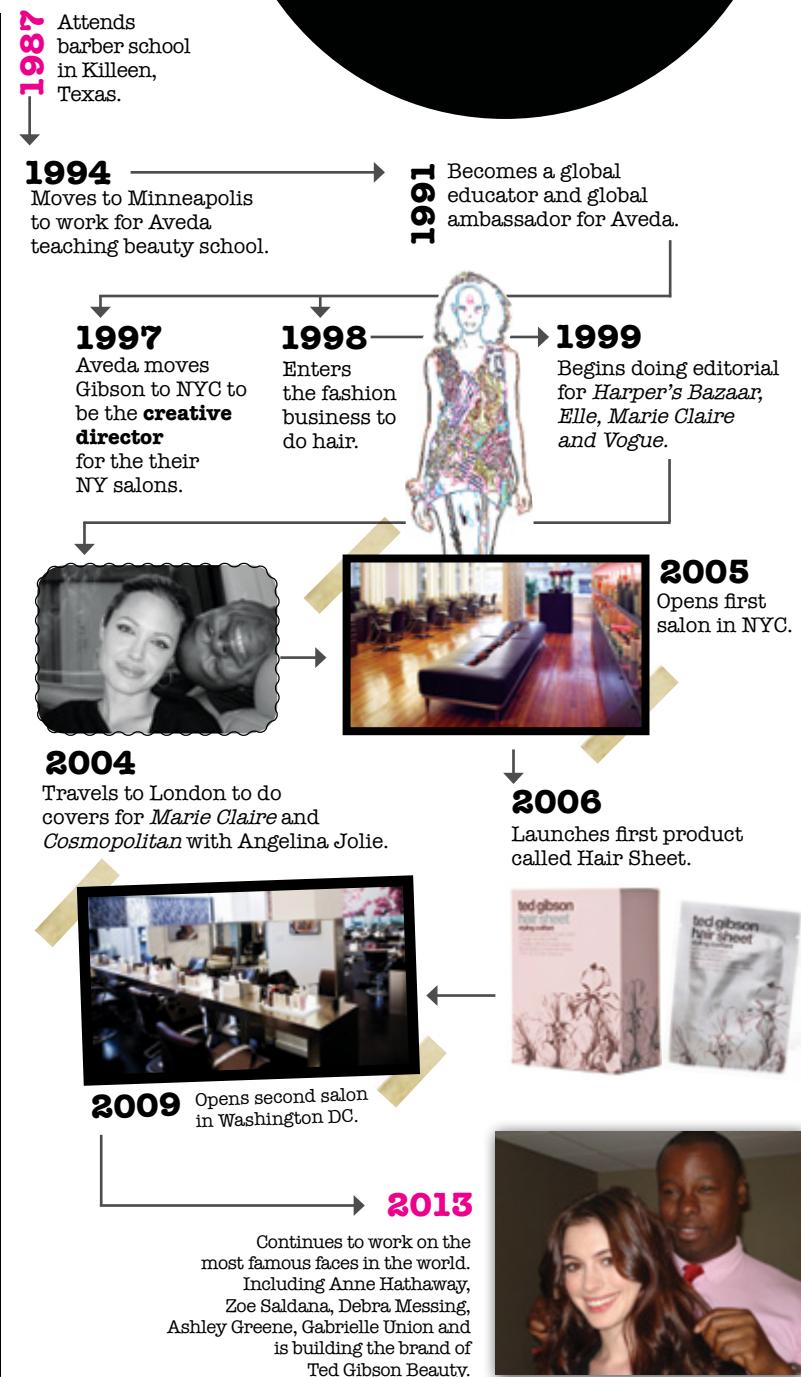
MICHAEL O'ROURKE

The South African-born, internationally renowned salon owner, businessman and educator Michael O'Rourke has created innovative products and techniques for nearly four decades. The founder of Michael O'Rourke hair products, Carlton Hair Salons and Sexy Hair Concepts, O'Rourke has always encouraged stylists to unleash their creative potential. Education also plays a large role in O'Rourke's life—opening the Institute of Courage in 2006 with the goal of educating and giving back to the international community of hair stylists. O'Rourke was honored with the Lifetime Achievement Award at 2011's North American Hairstyling Awards.



TED GIBSON

For more than 20 years, Ted Gibson has fostered a career in the beauty industry as an incredibly talented and sought-after editorial, fashion and celebrity stylist. Ted's work has appeared in all the leading fashion magazines and he has styled the heads of top celebrities including Angelina Jolie, Anne Hathaway and Kate Gosselin. His career has since skyrocketed into the limelight as the stylist on TLC's *What Not to Wear*. "I did think I was going to be successful, but I didn't know what that really meant," Gibson says. "Celebrities, fashion, salons, product line—wow, I am so blessed."



Behind every star stylist you'll find a license and a story.



Beauty Leads To Success

"I can honestly say in the past 19 years that I have done hair, the economy has not touched my business at all. I am single, I own my own house, I have two vehicles paid off, and I have money in the bank. What's not to love about beauty?"

Beauty Is About Education

B

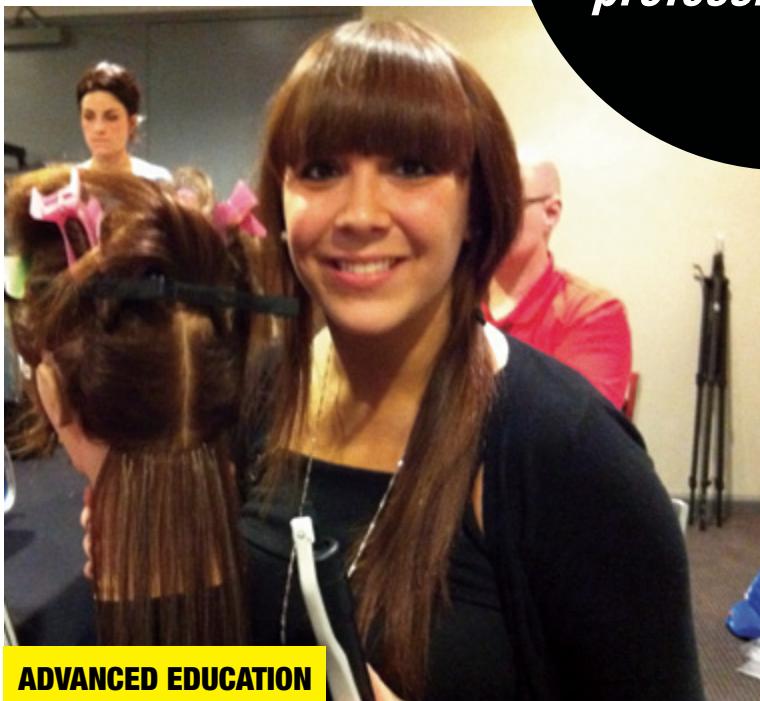
ecause beauty trends, techniques and technology keep changing and evolving, stylists experience a never-ending process of learning new and better ways to serve client's needs and to develop their craft.

The opportunities for advanced education are built in to every facet of the industry. Many salons offer in-salon education or support outside education trips. Cosmetology schools offer "post-grad" classes to their own alumni and other stylists in the area. Most manufacturers host educational events and programs. Product distributors offer their own classes and shows. Associations and other groups develop mega-beauty events around annual trade shows.

Continuing education ensures beauty professionals grow their talent, creativity and skills while expanding their portfolio of offerings to clients. This makes them more marketable and helps them make more money. And, because it fuels their passion to create and connect, it's fun, too!



IN-SALON EDUCATION



ADVANCED EDUCATION



TRADE SHOWS

Continuing education plays a role in every beauty professional's life.



PRODUCT TRAINING



MANUFACTURER AND DISTRIBUTOR EVENTS



ONLINE CLASSES



HANDS-ON WORKSHOPS



PRESENTATION SKILLS

Beauty Is About Education

"This has been an amazing 10-year career for me! I am fortunate to have worked with many talented people. I love that we can continually learn every day! I have gone from an apprentice to owner. I was able to start a family and fall right back into the profession.

I am a proud military wife, and will never have a problem with employment wherever we go. How many other professions have these options?"



FROM SMALL SALON FUNDRAISERS TO GLOBAL CHARITY CAMPAIGNS, BEAUTY GIVES BACK

Beauty Makes A Difference

Offering open hearts and healing hands, beauty professionals touch their communities at home and at large in their commitment to charitable causes. Those entering the profession want to help people look and feel better and this desire extends into the world beyond the salon.

FACT: No other career offers so many options for professionals to be able to "give back" on a regular basis to clients and to causes they care about. This unique benefit is just one reason that the job satisfaction rating among beauty professionals is so high.



ACTING LOCALLY

Large- and small-scale efforts make a change in the world for the better. Hair cut-a-thons, free blood pressure screenings and domestic violence awareness workshops take place every day in salons across the country.



LEGENDS LEND THEIR HELP

Foundations established by forward-thinking industry pros continue their legacy of philanthropy.

Difference



PARTNERING TOGETHER

Beauty manufacturers and their distributor and store partners raise awareness and funds for heart disease, breast cancer and countless other illnesses by donating proceeds of the sale of beauty products to these causes.



THINKING BIG

At trade shows, professional organizations collaborate on fundraisers and the beauty community turns out. Money raised builds new hospital wings, homes in impoverished areas and, most of all, hope for those in need.

The professional beauty industry believes that giving is good, giving is glamorous and they do it with style.



ENVIRONMENT AND WELLNESS

Many professionals and companies in beauty focus on nourishing and renewing the beauty of the earth and the beauty/wellness of the whole person, from products to recycling to complementary healing services like massage and other spa services.

Beauty Makes A Difference

“What a blessing to do what you love and love what you do! Sometimes it’s not just the style or work, but the bond and lasting friendships you create that mean most when someone trusts you with her hair and look. And, there are so many other ways we get to give back and show we care. It’s really the perfect career.”





Beauty Welcomes You

If you or someone you know is ready to learn more about starting an exciting career in the beauty industry, you'll have questions. Fortunately, there are many great people, resources and organizations to help you get answers and do the research you need to get started.

Here are the FIVE most common questions people have about getting

1 What does the basic beauty school curriculum include?

Students receive a diverse education that includes both hands-on and theoretical training in the basics of cutting, coloring, hair texture, nail care, skin care, safety, health and sanitation, hair structure, hair treatment and other topics related to being a safe, compliant and competent stylist.

2 How long should beauty school take to complete?

It depends on your state and your course of study. Enquire at the school of your choice.

FOR MORE INFO ON BEAUTY CAREERS & OPPORTUNITIES . . .

Beauty is a friendly, welcoming community. And it's easy to get started.

3 What are the eligibility requirements to attend beauty school?

Age and licensing requirements vary by state, but you are generally required to be at least 16. As of July 1, 2012, to be eligible for Title IV funding students must have either a high school diploma, a GED or graduate from a certified home schooling program.

common questions people started in beauty:

4 What student aid options are available?

Students may be eligible for PELL grants or federal loans and can apply through the FAFSA website (www.fafsa.ed.gov). Students may also be eligible for programs through the Workforce Investment Act (WIA), VA Benefits, or the post 9/11 GI Bill.

5 What are the licensing requirements to be a stylist or beauty professional?

States generally require passing a written test that focuses on the theoretical aspects of the program, in addition to questions on safety, sanitation and related health issues. Some states also require a hands-on practical exam to demonstrate the execution of minimum competencies.

Start by contacting:

- Local cosmetology schools
- Industry associations
- Industry web sites



Beauty Welcomes You

"I make my own hours, I decide how much money I'm going to make, I have job security and business is always getting better. I love what I do, and my career is great. I recommend beauty as a career to anyone who is looking for flexibility, creativity, satisfaction and growth."

Beauty Is Their Passion



YOU KNOW YOU'RE A
BEAUTY PROFESSIONAL
WHEN...

*We've shared a
lot of great reasons
to CHOOSE BEAUTY.
Here are 10 of
the best.*

- 10 You get to be creative and artistic every day.
- 9 You have many options to shape a beautiful career.
- 8 You have the flexibility to customize a schedule that fits your lifestyle.
- 7 You've graduated and started making money before your friends are half-way through accumulating student loans.
- 6 You realize how much of a difference you make in people's lives.
- 5 You look in a mirror and see someone else smiling.
- 4 You know your job can never be outsourced overseas.
- 3 You own a lot of black clothing and look great in ALL of it!
- 2 Your friends, family and clients always want your advice.
- 1 You love your job and know you made the best career choice for you!

