Advanced Education
Be the Best That You Can Be

Continuing Education
Is Not All Equal

Empowerment Through Coaching
Advancing Your Education and Career

From the Editor
Lisa Kind

On any chosen path, further education than just the required is important to advance your career. In cosmetology, it is essential.

With all the tools, products and techniques constantly changing with each new trend, continually educating ourselves is just part of the norm.

In this day and age, advanced education is easily accessible for everyone; anyone can go to trade shows or seminars, or from business coaching and academies.

On page 4, Jerry Tyler believes the active pursuit, constant and never-ending of educating one self is what keeps a successful individual or business growing. The passion to continually educate yourself is part of who you are. Applying what you learn in both your professional and personal development will lead to success in all areas of your life.

The fact that continuing education is not required by all states is irrelevant; it shouldn’t be an option if you want to be successful in your career. The fact is, more schools are beginning to offer advanced classes to help even estheticians improve their skills.

On page 14, Judy Culp highlights one example of moving towards a higher standard. The National Coalition of Estheticians, Manufacturers/Distributors & Associations (NCEA) position is to require all states have regulations of a minimum of 12 hours of continuing education before an esthetician can renew their license. Becoming NCEA Certified shows you are serious about skincare, will not have to be required to do continuing education and be serious about your career.

Having good business knowledge and skills are evident for the majority of any salon’s success. Often, salon owners will have the creative, technical side covered but could use some help from a business coach. Turn to page 8 to read an example of one coaching program that provides accountability, encouragement and support.

With the fall show season upon us, professional beauty trade shows and the advanced education they offer are in abundance. There’s no excuse for not participating. But with the energy of the trade show floor it is easy to get off-track from the reason you are attending. Charlene Abretske, page 18, offers some simple ideas on how to plan your trade show attendance and stick to it. She suggests sticking to your guns, know your budget and don’t deviate from it.

There’s an old Chinese proverb that says, “Be not afraid of growing slowly, be afraid only of standing still.” Whatever advanced education you choose, give yourself a pat on the back for growing.
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Have you ever felt this certain pride in your chosen profession when you realized you were right in the middle of something inspirational happening?

I certainly did, when I found myself sitting amongst 75 top stylists in Los Angeles as we gathered to support and be inspired by the mastery of one of our own at their product launch.

It was so gratifying when we were driving home to realize that even on the highest levels of our industry the pro’s continually educate themselves and seek inspiration.

My friend commented, “Jerry, we are at our best, right now,” and I had to agree. We felt elevated to another level after the experience. We felt part of something eventful and enlightening as well as educational.

When you study the major “built to last” business models globally who are thriving even in our current reality, you find this constant discipline in their cultures of continual learning. They are always practicing and working at a never-ending improvement of their products and services. They are always seeking new knowledge and techniques to better deliver their magic. They are never complacent and are always taking their brands to the next level.

Continuing education and training is the part of the total make up of any successful individual or collective business model that keeps the brand constantly growing. What we need to ask ourselves is, “Is this part of who I am, or what I wish to be in my quest for success?”

In the book on financial abundance, Think and Grow Rich by Napoleon Hill, the author points to “specific knowledge” and “continuing education” as the foundational focuses for those who seek true abundance in life.

But just desiring it isn’t enough. Active pursuit is needed to make it real; constant and never ending. While success can be an ultimate destination it takes a continual and constant journey to take place to maintain the constant end result of fulfillment.

It takes effort and energy to seek, gain and provide education. In the case of the event we attended, it took the work of the most trusted provider of high-end salon tools and salon furnishings to the highest echelons of LA hair “Véronica Collins” to use that trust to fill that room with their presence.

Phil Carreon of Estilo Salon/Project Runway; Teddy Antolin, photo stylist; Chaz Dean of Wen Products; Chris Macmillan, Jennifer Aniston’s stylist and salon owner; Michael O’Rourke of Sexy Hair; Kisha Collier from Beauty Business Development; Tom Brophy, master stylist and salon owner; too name a few.

It took the respect these master artists have for “Oribe” the phenomenal celebrity/editorial stylist whose signature product line he was launching, to get them to leave their collective salons at 3:00 a.m. on a Tuesday and brave the infamous LA traffic to attend the event. It took the two owners of the host salon of the event David Abrams and Jason Lara of LUX LAB, to not only close their salon for the event but to provide their staff to ensure its success. It took a great collaborative effort of all involved to make that magical evening and educational event memorable.

Continuing education has, at least in our industry, never been more available for any level of licensee to obtain. Just go to any of the many trade shows that appeal to the broad market and the niche markets of our industry. With the advent of the web there are numerous sites that continually feature upgrades on the new and now in products, techniques and services.

Business networking sites such as “Linked-in” and the “Beauty Student Network” allow us all to network which is the best way to stay relevant and up-to-date. Many states are now using continuing education requirements to keep their licensing populations abreast on new health safety and public protection protocols as part of their license renewal processes.

Many states require their instructors to seek continuing education to hone their teaching skills and stay industry savvy as many in the educational community aren’t in the salon world and need to stay current on salon trends that will need to be taught to their future salon industry professionals. Most of the professional product providers offer education for all their share takers to keep current on new products and their applications.

The passion we have to continually educate ourselves should be part of the make up of who we are professionally and personally because all successful people apply what they learn to both professional and personal development to be whole in their collective being and successful in all areas of life.
PBA and NCA Agree to Proposed Merger

Following NCA’s recent annual meeting, the National Cosmetology (NCA) announced they have signed an agreement with the Professional Beauty Association (PBA) to effect a proposed merger.

NCA will remain an independent association brand under the terms of the agreement while leveraging the complementary strengths, assets and member benefits of each group to create new member value as well as to help grow the professional beauty industry.

In time, the proposed merger will have NCA join the PBA's three existing company based membership sections in its headquarters in Scottsdale, Arizona as a fourth NCA individual membership section based on NCA's existing membership criteria for licensed professionals, salon and spa owners and students.

To benefit both memberships, NCA and PBA will work as partners to conduct more comprehensive research into trends, industry best practices and results, as well as combine government relations and lobbying efforts for the benefit of the entire industry.

In addition, NCA and PBA's member benefits programs will expanded as appropriate as the benefit programs of each are combined. Benefits will include free admission to major industry events including the International Salon & Spa Expo and International Beauty Shows; special pricing to Cosmoprof and the PBA Symposium and discounts on leading advanced academies and a long list of business building programs.

NCA members will see no change in their membership other than the addition of exciting new benefits. NCA's commitment to its longstanding values of growing careers, inspiring creativity, serving communities and protecting the industry through effective legislative work remain firmly in place and will only become stronger through the proposed merger. NCA's community service programs (Look Good... Feel Better, CUT IT OUT/Salons Against Domestic Abuse Fund, NCA's Disaster Relief Fund and Dining for Change) remain intact and a major focus for our membership.

For additional information related to NCA, call NCA at 312-673-5868 or visit ncacares.org. For more information about PBA, go to probeauty.org or call 800-468-2274.

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**NMC Offers Expert Information**

The Nail Manufacturer Council, leading industry experts in salon safety, has created brochures to provide information about properly using professional salon products and how to safely perform their services. You can find information on MMA, pedicure equipment cleaning and disinfecting, polish facts, formaldehyde, inhalation and skin exposure, health and safety working conditions, and what to look for in nail salons.

During the height of the pedicure season it is a good time to reprint NMC’s recommended pedicure equipment cleaning and disinfecting procedures. Remember, each state has different safety and sanitation regulations so it is important to familiarize yourself with your state requirements as well.

**Pedicure Equipment Cleaning and Disinfecting Procedures**

These are recommended procedures for cleaning and disinfecting all types of pedicure equipment, including whirlpool units, air-jetted basins, pipe-less and all non-whirlpool basins, sinks, bowls and tubs. In all cases described below, we recommend using an EPA registered hospital liquid disinfectant that the label claims is a bactericide, virucide and fungicide. Always record the time each cleaning procedure is performed in the salon pedicure cleaning log.

**Whirlpool Foot Spas And Air-jet Basins**

**AFTER EVERY CLIENT:**
1. Drain all water from the basin.
2. Scrub all visible residue from the inside walls of the basin with a brush and liquid soap and water. Use a clean and disinfected brush with a handle. Brushes must be cleaned and disinfected after each use.
3. Rinse the basin with clean water.
4. Refill the basin with clean water and circulate the correct amount (read the label for mixing instructions) of the EPA registered hospital disinfectant through the basin for ten minutes.
5. Drain, rinse and wipe dry with a clean paper towel.

**AT THE END OF EVERY DAY:**
1. Do not drain the disinfectant solution - Turn off the unit and leave the disinfecting solution in the unit overnight.
2. In the morning drain and rinse.
3. Refill the basin with clean water and flush the system.

**“Pipe-less” Foot Spas**

For units with footplates, impellers, impeller assemblies and propellers:

**AFTER EVERY CLIENT:**
1. Drain all water from the basin.
2. Remove impeller, footplate and any other removable components according to the manufacturer’s instructions.
3. Thoroughly scrub impeller, footplate and/or other components and the areas behind each with a liquid soap and a clean, disinfected brush to remove all visible residue, then reinsert impeller, footplate and/or other components.
4. Refill the basin with water and circulate the correct amount (read the label for mixing instructions) of the EPA registered hospital disinfectant through the basin for ten minutes.
5. Drain, rinse and wipe dry with a clean paper towel.

**AT THE END OF EVERY DAY:**
1. Do not drain the disinfectant solution - Turn off the unit and leave the disinfecting solution in the unit overnight.
2. In the morning drain, rinse and wipe dry with a clean paper towel.

**Non-whirlpool Foot Basins Or Tubs**

This includes basins, tubs, footbaths, sinks and bowls – all non-electrical equipment that holds water for a client’s feet during a pedicure service.

**AFTER EVERY CLIENT:**
1. Drain all water from the foot basin or tub.
2. Clean all inside surfaces of the foot basin or tub to remove all visible residue with a clean, disinfected brush and liquid soap and water.
3. Rinse the basin or tub with clean water.
4. Refill the basin with clean water and circulate the correct amount (read the label for mixing instructions) of the EPA registered hospital disinfectant. Leave this disinfecting solution in the basin for ten minutes.
5. Drain, rinse and wipe dry with a clean paper towel.

**AT THE END OF EVERY DAY:**
1. Drain all water from the foot basin or tub.
2. Clean all inside surfaces of the foot basin or tub to remove all visible residue with a brush and liquid soap and water.
3. Rinse the basin or tub with clean water.
4. Refill the basin with clean water and circulate the correct amount (read the label for mixing instructions) of the EPA registered hospital disinfectant. Leave this disinfecting solution in the basin for ten minutes.
5. Drain, rinse and wipe dry with a clean paper towel.
Additional Information about Disinfectants and Detergent Cleaners

A. EPA registered liquid disinfectants used in the salon:
   i. must have the words ‘bactericidal, fungicidal and virucidal’ on the label.
   ii. must be mixed, used, stored and disposed of according to manufacturer’s label instructions. *It is against Federal Law to use an EPA registered disinfectant contrary to its label.
   iii. must be prepared fresh every day and replaced immediately when the solution becomes visibly contaminated.
   iv. are ineffective when proper cleaning is not performed before use.
   v. requires complete immersion in the correct amount of disinfectant for ten minutes after cleaning of all visible residue. Complete immersion means enough liquid to cover all surfaces of the item. Note: if the disinfectant manufacturer’s label requires a different immersion time for soaking, you should always follow the label’s instructions.
   vi. Spray disinfectants are for cleaning surfaces only and are not adequate for disinfecting tools and pedicure equipment in the salon.

B. EPA registered hospital “one-step” cleaner/disinfectants may be used for disinfecting pedicure equipment if:
   i. they are EPA registered, hospital, bactericidal, fungicidal and virucidal and have the words ‘one-step’ on the label.
   ii. tools and equipment are first cleaned of large amounts of residue.
   iii. are used exactly as described by the manufacturer’s instructions.

C. All bottles and containers (other than the original manufacturers’ container) containing any disinfectant must be properly labeled listing the contents, percentage solution (concentration) and date of mixing.

D. Surfactant chelating detergents break down residue from pedicure products and are effective in hard water. Hard water contains calcium and magnesium ions, which can inactivate disinfectants and create residue films that are difficult for ordinary detergents to remove.

E. All brushes used to remove visible debris from the footspa, tub or basin must be properly cleaned and disinfected between each use.

F. You must record the time of each cleaning procedure in the salon pedicure cleaning log. Keep a log available to show clients. It demonstrates that you regularly clean and disinfect your pedicure equipment, to ensure the customer is protected.

G. Read and follow the instructions provided with the pedicure equipment to ensure proper use.

The Nail Manufacturer Council has produced several brochures on topics such as sanitation, skin exposure, MMA and other salon safety issues, including the one in this article. Doug Schoon, Paul Bryson from OPI and myself meet frequently and donate our time writing these brochures because we feel there is not enough clear information that is state board compliant available to us. If you have any suggestions for the NMC for future subjects please email me: Vicki@vickipeters.com.

The Nail Manufacturers Council (NMC), a subset of the Professional Beauty Association (PBA) is made up of industry experts, and most are associated with nail product manufacturers. The NMC seeks to educate nail industry professionals and consumers about issues affecting nailcare products and services, particularly safety and sanitation. For more information, visit the NMC website at: http://www.probeauty.org/about/committees/nmc/
Bishop and Parvin Win NAHA 20 Awards

The Professional Beauty Association (PBA), proud presenter of the North American Hairstyling Awards (NAHA), the most prestigious hairstyling competition in North America, announces the winners of NAHA 20.

Celebrating 20 years of artistry, guests experienced the exhilaration of the most prestigious hairstyling competition in North America as they were taken on a journey through two decades of honoring the dedication and skill of the artists who have inspired this industry.

This year’s honorees included Geno Stampa, Hall of Leaders inductee, and Vivienne Mackinder, Lifetime Achievement winner, added to the excitement of the event.

NAHA sets the standard for stylist achievement. A list of past winners serves as a ‘who’s who’ of influential beauty makers in North America. Are you ready to see yourself at NAHA 2010? Applications are available for download at www.probeauty.org/naha or enter online. Entries must be postmarked by February 8, 2010.

and the winners are...

1. Master Stylist of the Year | Brian and Sandra Smith - Dalton, GA
2. Hairstylist of the Year | Richard St. Laurent - Montreal, QB
3. Salon Team of the Year | Salon Inpure - Montreal, QB
4. Editorial Stylist of the Year | Daniel Holzberger - Atlanta, GA
5. Student Hairstylist of the Year | Kelli Parks - Wichita, KS
6. Makeup Artist of the Year | Janell Geason - Eden Prairie, MN
7. Avant Garde | Darian Bishop - Dallas, TX
8. Contemporary Classic | Edwin Fontanez - Lakewood, OH
10. Haircolor | Adriana Balea - Toronto, ON
11. Salon Design | Tribe Hair Studio - Portland, OR
12. Texture | Shawna Parvin - Austin, TX

Empowerment Through Coaching

An Example of One Coaching Program that Provides Accountability, Encouragement and Support

By Jenny Hogan

“We move people through a vision that we are passionate about.” That is what Debra Hanson states with emphasis. She is a coach with Inspiring Champions, a business training and coaching company working in the professional salon and spa industry.

“We empower and support salons and spas, one business at a time,” She continues to explain the coaching mission. Hanson regularly coaches salon and spa owners and helps them identify particular challenges to successfully grow their businesses. As a former salon owner and service provider, she worked in the industry for 28 years, before becoming a certified business coach while partnering with Inspiring Champions.

“It is common for our clients to be service providers who have become owners,” she relays. “They may not have had a lot of education or experience in business training. There are many common challenges we consistently see, including the need to analyze compensation structures, to review their team members, to retool their salon and spa systems and to become successful leaders for their teams.”

Business acumen accounts for 85 percent of the success a salon or spa will achieve, while technical ability will only account for 15 percent. Often owners who are also technicians will have a creative, artistic mindset and many will benefit from the business advice that a series of coaching sessions will provide.

Coaching for individuals with Inspiring Champions is customized for each owner, yet there is a basic method for the program. Telephone calls are scheduled twice a month and last one hour. In the time between coaching phone calls, there are action plans and success activities to be completed. Typically a coaching series will last a minimum of nine months, yet clients will at times stay on for longer, looking at their coach as a true partner.

“We really become a sounding board, helping clients brainstorm and an accountability partner, working through challenges as well as wins,” Hanson explained. “We listen to what’s said as well as what isn’t being said.” A typical coaching series will begin with some financial basics. “We first identify the cash flow of the business and look at their financials,” Hanson noted. “We look for the strengths and weaknesses in their numbers. We create a custom plan for each owner depending on where they are; it will be different for each individual.”

Many times, owners are not aware of their financial standing or how their business is actually doing. With a coach’s help, owners identify challenges as well as growth areas and then work to create a plan. Cash flow is always analyzed first, as well as the compensation plan. “We look at building a performance-based compensation plan,” reitered Hanson.

“It may or may not be a salaried plan, but we analyze each individual operation and set them up with a plan that works for them.” Coaches look at whether an owner needs to recruit new team members, or restructure existing ones. Owners are often surprised to learn which employees are costing them money and which are creating business.

“We look at whether the salon and spa technicians are recruiting clients, holding retention, or actively retailing. Does the techni- cian have the capacity to grow behind the chair as a service provider?” The front desk is also reviewed; this part of a business can be a large turnover area, so those personnel are actively made a part of the team to add to the growth.

Often this type of individual coaching will include some confidence building for owners who are feeling overwhelmed. “We help our clients to create a work and life balance for themselves,” Hanson went on. “They are wearing many hats, that of an owner, manager and often still a service provider. We help empower them and support them so they can better manage themselves.”

Hanson relays she often finds that owners make decisions based on emotion rather than facts. They may have employees who are also friends and need to consider the long term growth and health of their business first. “We help owners become good decision makers. We help them become effective, put systems in place to grow their business, become good leaders and take on the ownership of their operation, rather than looking to their team for this.” It’s important to put a plan in place to make sure that the owner can take home a paycheck each month.

Finally, one of the most valuable benefits of coaching is accountability. Participants are held responsible for their actions and are expected to work toward their designated goals. Tracking sheets with financial reports are regularly updated and action plans are thoroughly reviewed. There is feedback and discussion of the challenges faced since the last call, as well as victories celebrated. “We support and empower others to walk through the challenging areas that they couldn’t walk through on their own,” concluded Hanson. “We take people through baby steps to move forward. We have a commitment to the industry and we have a passion for uplifting our clients and allowing them to see what is truly possible.”

Inspirational Champions is a business and coaching company offering live training camps, coaching and mentoring services, webinars, audio tapes and educational resources. For more information call 800-496-1905 or visit www.inspiringchampions.com.
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- Curlinterrupted™ Curl Calming Balm, 6 oz.
- Freefix™ Light Holding Spray, 8.5 oz.
- Powerfix™ Firm Holding Spray, 8.5 oz.
- Maximum Hold Hair Spray, Retail (Available in 80% & 55% VOC)
- Moveable Hold Hair Spray, Retail (Available in 80% & 55% VOC)
- Shine Drops™ Smoothing Serum, 1.5 oz.
- Glow™ Glisten Spray, 3.4 oz.
- Gloss™ Pomade, 2 oz.

For information on how you can join the Davines movement call 800-789-3211.

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Loosen Up Tips in Tight Economy

The waiters at my favorite restaurants love to see me come back through the door because I am an incurable over-tipper.

During college my bread, butter and tuition depended on tippers entrusting their cars to valet staff at an upscale hotel in Grand Rapids, Michigan.

With base pay at just a couple of dollars an hour, tips were needed just to achieve minimum wage, let alone provide a livable wage. I doubt that most guests gave it much thought, but for the most part, they rewarded good attitudes and service with gratuities.

We all know the economy is tight. There are fewer customers coming through the door, and some come in less frequently. Business is slower and tips per client are down no matter what gratuity-dependent profession you are in.

And it’s not about greedy or mean-spirited customers, either. As you know from daily interactions with clients, they are hurting too. You would probably rather that your clients continue to come in to you for services, even if they don’t have the money to tip you at the end of their appointment, than to stay away.

While you as stylists, estheticians and therapists put your heart and creativity into your work, delivering professional, caring, thoughtful service to each client who comes in the door, your efforts may be consistent but are no longer as consistently rewarded.

You already know the bad news. The good news is the same principles that work to build business, referrals, retail sales and client loyalty help to build compensation as well.

The phrase “exceptional customer service” has been overused to the point that it no longer carries weight.

“Exceptional customer service” is supposed to be the norm at so many businesses that what is supposed to be exceptional is now the norm – get it? But while many people say they do it, few do.

To provide something that is an exception is to go beyond the norm. If the norm is meeting client expectations in a courteous, personable way, in a clean, welcoming environment, providing them with the desired results for hair, skin, nails, etc., then you have to know how to exceed expectations in a way that is exceptional.

My mom is considering switching dentists, and I made a recommendation. She asked me if the dentist I am recommending does paraffin dips. When I asked what she meant, she told me that her current dentist dips her hands in a paraffin dip and then wraps them in plastic at the beginning of her appointment. She says she is more relaxed and she “stays warm” all during the procedure; plus, days later, she still has baby-soft hands. At her last visit, to top things off, she was awarded the daily flower bouquet from the staff.

This, my friends, is exceptional.

It is exceptional to provide a client with a free sample, whether it is a product sample, or a free mini add-on service. It is exceptional to give the client a quick touch up around the edges of their foundation, blush, and eyeshadow after their shampoo and style. It is exceptional to provide a client with a hand massage or brow wax while conditioning at the shampoo bowl.

It is exceptional to send a personal thank you note, client or referral reward in the mail after an appointment.

Set yourself apart. You know the value of continuing education; but how many times do you make your clients aware of the recently attended classes, the quality of the educators, the cost of the class, and how many times do you make it a point to tie that in and actually verbalize to clients that you spent this money specifically so you could bring them this new, improved result?

You set yourself apart by providing samples of products and mini-services, verbalizing the benefits to clients, and making it easy for them to purchase retail products or do a full-size add-on at their next appointment. You demonstrate your expertise to clients by taking the time to understand their specific hair and skin needs, to address them honestly about these conditions, and to have the right products to recommend to them. Products not only intended to bolster retail sales, but products which honestly deliver real results clients recognize through use at home.

Finally, as a salon owner or manager, you may need to educate clients who may be unaware of the extent to which stylists or booth renters in your salon are dependent upon gratuities over and above the cost of services. Just as some corporations provide constituents with an “annual report,” you can get creative in your communications with clients to let them know where the dollars go, and ask for more referrals, client feedback, and more.
Continuing Education Should Not Really Be Optional

Continuing education should not really be optional if you want to be successful in your career. Most school curriculum are designed to give you the knowledge you need to start your career in an entry level position.

They know you will need to continue learning to enhance your skills and knowledge base. In esthetics this is absolutely critical as most programs haven’t been updated in years and the industry is going through massive changes technologically. Both equipment and products are making changes in the way we do our treatments. If we don’t continue our studies, the customers will likely know more than we do.

Everyone knows how expensive travel, shows and classes can be, so to invest our money the best way, it is important to evaluate the education being offered. Education, shows and product classes are also very expensive for manufacturers to offer. If they are going to do it at their home location, then they have to consider space rental and the treats the attendees will be looking for. So why do they do it? They do it to sell products. This isn’t a bad thing. It is just the reality. If they teach chemistry, it has to be done with an eye to marketing their products or equipment. Generally, the less the class fee, the more sales-dependent the class will be.

There are a few companies that have an educational division where they offer educational experiences and bring in product as the supplies they need to accomplish any hands-on education. The fees for these classes will be higher as the educational division must pay for itself.

The truth is you do get what you pay for. There are also industry specialists that teach courses through a university system. These are usually short intensive classes and a lot of information is crammed into the time allotted. By being within a school system, they must be product-neutral – no selling or marketing, just education.

Across the country more specialty schools are offering advanced classes to help estheticians improve skills. They may be short term classes or actually lead to an additional diploma upon completion of specific requirements.

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Texas Barber & Cosmetology News
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Cosmetology License Renewal
Is a TDLR Texas Two Step

Yikes! You look at your cosmetology license and it expires in two weeks; panic and anxiety sets in because you must have a license to work. The Texas Department of Licensing and Regulation (TDLR) is here to help you and suggests you first take a deep breath then begin renewing your license step-by-step.

STEP 1 - FILE A RENEWAL APPLICATION
Filing an online renewal application is fast and easy. You may file at a time and place convenient for you by visiting: www.license.state.tx.us/cosmet/cosmetforms.htm#online.

Texas Cosmetology Rules require cosmetologists to complete TDLR approved continuing education (CE) courses to renew their license. But, you are allowed to file the renewal application form before completing your CE courses. Filing before your license expiration date eliminates late fees.

STEP 2 – CONTINUING EDUCATION COURSES
CE hours must be completed within the term of the license being renewed. They can be completed during the renewal process but must be completed before you can receive your renewed license. Remember: begin the process by submitting a renewal application to TDLR and then complete the CE hours because you can’t work without a license.

There are 25 CE providers offering 123 online courses and 113 CE providers offering 290 classroom courses. Once you determine which teaching method works best for you visit the TDLR website to find a Department approved provider: www.license.state.tx.us/ce/cecos.htm.

TDLR encourages you to complete your continuing education hours early. But for those who like to cut things close, we suggest you take a minute to mark your calendar when you need to renew your license and… remember the TDLR two step:

1. File a renewal application before your license expires and avoid a late fee,
2. Complete your continuing education before the expiration date and receive your new license.

Messick Appointed to Advisory Board on Barbering

Chairman Frank Denton, with the concurrence of the Texas Commission of Licensing and Regulation made the following appointment to the Advisory Board on Barbering: Melina Marie Messick.

Melina Marie Messick of San Antonio, Texas, fills the advisory board position as a Class A Barber who does not hold a barber shop permit.

The Board is composed of five members appointed by the presiding officer of the Commission, with the Commission’s approval. The Board consists of two members who are engaged in the practice of barbering as a Class A barber and do not hold a barbershop permit; two members who are barbershop owners and hold barbershop permits; and one member who holds a permit to conduct or operate a barber school. Members serve staggered six-year terms, with the terms of one or two members expiring on the same date each odd-numbered year.

Barber — Shear Numbers

Barbers........................................13,021
Barber manicurists........................389
Barber technicians..........................19
Barber hair braiding specialist..........69
Barber hair weaving specialist.........1
Barber shops..................................5,047
Mobile barber shop.........................1
Barber manicure shops....................114
Barber hair braiding shops..............3
Barber hair weaving shops..............3
Dual shop/salon.........................633*

* Dual shop/salon also listed in cosmetology statistics

First Mobile Barber Shop Permit Issued

Fredrick Turner, a/k/a Chico Veal in the barbering industry, refurbished a recreation vehicle, packed up his barbering tools and hit the streets of Austin as Edge Productions, the first barber mobile shop in Texas.

“I saw a need for mobile barber shops, talked to people I thought I could help and applied for the permit,” states Turner. “I’m surprised I’m the first mobile shop in Texas because I’m already thinking about expanding to a fleet of mobile shops. If someone can’t come to the barber shop I will take the shop to them,” he continues.

The Texas Legislature established the authority for TDLR to permit mobile shops in 2007, Barbering Rules setting out the responsibilities of mobile shops were adopted in 2008 but it wasn’t until 2009 the first application was received and a permit issued by TDLR.

Mobile shops must meet all health and safety requirements of barber shops, plus comply with inspection rules regarding TDLR being able to either track the vehicle by GPS or receive a weekly itinerary from the mobile shop owner showing the dates, exact locations, and times service is to be provided.

Margie Weaver, Class A Barber, barber instructor and TDLR program specialist is especially proud of Turner. She was one of his instructors in barber school and states, “I’m not surprised Chico holds the first mobile shop permit. He was a hard worker in school and I’m sure he will be a success as the state’s first mobile barber shop.”

It’s a new idea in the barbering community and Chico Veal has staked his place in the mobile shop barbering world so when you see the Edge Productions’ RV traveling down the road take a second to honk and wave to Chico, after all, he’s on the road again.

Cosmetology — Shear Numbers

Operators.............................105,888
Manicurists.........................32,279
Facial specialists.....................13,211
Weavers...............................183
Braidries...............................706
Shampoo specialists...............153
Wig specialists......................19
Shampoo apprentices.............11,667
Operator instructors............4,052
Manicure instructors..............45
Facial instructors....................89
Wig instructors......................3
Students..........................18,974
Schools..............................384
Salons...........................20,646
Manicure salons..................1,264
Facial salons.......................580
Facial/ manicure salons...........3,833
Hair braiding/weaving salons....144
Wig salons........................37
Independent contractors........41,144
Dual shop/salon...................633*

Texas Mobile Shop Hits the Road

Frederick Turner, a/k/a Chico Veal, received the first Mobile Barber Shop Permit in Texas.
SALON OPENINGS

WELL ESTABLISHED BARBER SHOP WEST OF DOWNTOWN HOUSTON has openings for full-time Barber & Manicurist Monday-Friday 8-5. Call for details (713)528-7751

NAIL TECHNICIANS / COSMETOLOGISTS

The Novita Spa on the Square in Georgetown TX is preparing for upcoming expansion. Seeking motivated Cosmetologist / Nail Technician for full time nail services and management opportunity. Email Resume to jobs@novitaspa.com

SALON FOR LEASE

BEAUTIFUL SALON IN KATY Spaces for rent. Call (281)392-1170

UPSALOE SALON - SPRING / THE WOODLANDS, TX Private Suites / Booth Rental available. Leasing Special (1st week FREE when you mention this ad). Contact Melissa @ (425)702-6300

QUIET, UPSALOE HAIR SALON IN BELLAIRE AREA HAS BOOTH RENTAL OPENINGS Great specials available! Call for more details (832)287-7809.

SALON FOR SALE - THE COLONY, TEXAS Growing client base. Excellent location on Main Street. Everything in excellent condition. Four stylist chairs, two shampoo bowls, dryer, facial room, furnishings. $25K or best offer. Call Ricardo (214)876-5574

SALON FOR SALE IN EL PASO, TEXAS Excellent location. Growing client base. All equipment in excellent condition. Must see to believe! $40K. Owner ready to retire. Call (915)490-8087 for more information.

SALON FOR SALE IN SAN ANTONIO, TEXAS High traffic 281 / 1604 location. Six styling stations, two nail stations, pedicure room. Fully stocked and in current operation. A great opportunity before the holiday rush! Owner Retiring. Call Javier (210)688-4813

RECEIVE $10 OFF YOUR SECOND MONTH. It’s a great time to advertise in the Texas Stylist Classifieds! If you place your ad online at: www.stylistnewspapers.com you will get $10 off your second month of advertising! Don’t miss your chance to reach almost 30,000 Barber and Beauty Professionals!

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Laser Hair Regrowth?

By James Giddings

Laser hair regrowth? That headline was surely a typo; it was supposed to say laser hair removal, right? No, it wasn’t. As incredible as it sounds, lasers really can enhance hair.

First, however, let’s begin with a careful definition of our subject. The technology discussed in this article is licensed for cosmetic, not medical, use. Therefore, strictly speaking, a person cannot make the medical statement that it grows hair. However, one can say it enhances the look and feel of hair. Now that the legal definition is out of the way, let’s get into the thick of things.

Can lasers grow hair?

Let’s start by talking about an actual medical laser technology approved by the FDA in January 2007. The product was the HairMax LaserComb. As a medical device it couldn’t be used in salons, it was a handheld device marketed for use in the home. The most incredible thing about it is that the FDA performed multicenter, randomized, placebo-controlled trials at four sites in the U.S. Subjects of the study received either the real device or a sham device and were instructed to use it three times per week for 26 weeks. The study found that subjects with the real device “had significantly greater increases in mean terminal hair density” than those with the placebo. That means most of the people who used it showed improvement.

What about its safety? Interestingly, the FDA study found “no subject experienced a serious adverse event and the adverse event profiles were similar between the two treatment groups.” That means the safety level was very good. The Substantial Equivalence section stated it was “as safe and effective” as proven devices that came before it were.

How does this FDA study help salons? It demonstrates the technology works. However, it doesn’t provide a tool for use in the salon.

Salon Lasers, Inc. recently introduced a new professional cosmetic laser designed especially for the mainstream salon. It is being marketed as a great new revenue stream for salons or spas. In addition, this device is designed to be as easy to use as a sit-down hairdryer. Unlike the handheld unit in the FDA study, this unit only requires a couple minutes for the technician to set up the service, and then it takes care of all the work.

Unlike the five to nine beams emitted by the handheld laser system, which the user had to slowly and systematically move over their scalp, this one emits 56 beams from a hood. Since the intensity of each beam is similar to a laser pointer, this allows it to cover enough direct or refracted light reaches adequate scalp coverage with just the natural fidget movement of the client’s head. This light is precisely tuned to a frequency that stimulates cells.

On a cautionary note, it is important to know the product’s limitations. It cannot promise a full head of hair to people who are bald. It offers improvement. In some cases, the improvement is remarkable. In others, it is less. In almost all cases, there is at least some improvement.

The device is designed to be used in conjunction with drug therapy, filling a need that couldn’t be addressed previously. While drug therapies primarily treat causes of hair loss, the lasers directly stimulate cells that grow hair. By combining the two treatments, the greatest result can be attained.

A salon owner can calculate its income potential relatively easily. The stated lease rates are lower than the expected monthly income from a single client. All you need to turn a profit is to sign up one person.

To quote Craig Black, president of Salon Lasers, “Everybody looks for that rare opportunity to be the first in the door with a proven technology, to get in on the ground floor, so to speak.” It looks like we might be looking at the next big thing in our industry.

For more information regarding the FDA’s study of the LaserMax HairComb, visit www.fda.gov/cdrh/pdf6/K060305.pdf; The Salon Lasers company, contact Craig Black at 866-646-9050 or craig@salonlasers.com or visit www.salonlasers.com.
Be “In the Know” at Trade Shows

The glitz, the glamor, and the party atmosphere of industry trade shows is pure excitement.

The energy of the trade show floor is palpable from the pounding beat of the music to the sleek displays and the realization that the platform artists are really talented; these are the events that embody the beauty industry.

It is so easy to get caught up in all the exhilaration of what is going on around you and want to take the whole show home with you. You want to share all the latest and greatest items from this great innovative industry with everyone who did not attend.

We have all been there and seen the women and men barely able to drag three or four bags, usually bigger than they are, who swear they have magic in them – magic their clients won’t be able to resist.

Then the show is over, and you’re left with the magic they thought would make you rich and it doesn’t quite happen the way you thought it would or the way it seemed at the first place. When you get home and the memories are still fresh, begin planning your technical training to co-ordinate training for your salon or spa with what inspired you or your team.

Divide and conquer. If you are attending with anyone else from your business split up and attend classes, make contacts, and compare notes. This way the resources you bring back can be shared and you will feel like the day you spent was maximized by the amount of information you brought back.

If the deal is too good to be true..., well, you know the rest. The only exceptions are sale items on the last day for liquidation. All other supposed show deals that involve fine print should not be signed at a show unless you have time to read and understand it all before you sign on the dotted line. If you don’t have the time...don’t sign.
1. Designer’s Approach: The Latest Way to Learn Beauty

Pivot Point International, Inc., the global leader in cosmetology education, recently introduced its latest and most extensive educational program in the professional beauty industry.

Through innovative, mindful learning practices, Pivot Point’s brand new Designer’s Approach program changes the way today’s student generation, and generations to follow, will learn and experience education. In Designer’s Approach, cosmetology theory is explained in a visual way that is based on unified art and design concepts. Foundational concepts are applied to practical solutions and client communication strategies are incorporated throughout the program.

Pivot Point Designer’s Approach offers the most advanced and extensive educational program in the industry through use of the latest strategies of instructional design, proven step-by-step and hands-on learning processes and salon-relevant training that goes beyond licensure-only based education.

Cosmetology students will boost their learning potential, improve their confidence, and learn to work through real-world situations with Pivot Point’s Designer’s Approach courses.

In operation since 1962, Pivot Point International’s award-winning educational programs are used in cosmetology schools and advanced centers in more than 70 countries. For more information, visit www.pivot-point.com or call 1-800-886-4247.

2. Achieve Perfect, Balanced Sideburns

The Sideburn Ruler is a revolutionary, patented tool that evenly measures the sideburns, eliminating the back and forth comparison and guesswork, thus achieving perfect, balanced sideburns. Designed to be placed over the ears to measure the sideburns, the Sideburn Ruler eliminates the issue of uneven earlobes, measuring from where the ears are attached to the head.

Made of aluminum and available in anodized black with white markings are silver with black markings, the Sideburn Ruler has slightly rounded edges for complete comfort to the client. For more information visit www.sideburnruler.com.

3. Replenish Your Skin . . . Rejuvenate Your Soul

Satin Smooth, the leader in professional wax products, introduces the Tru Rituals Body Collection — their first introduction into the skin care category.

The Tru Rituals Red Currant and Iris Body Collection is a sensual, upscale line of body products formulated with a blend of many natural ingredients that provide numerous wellness and beauty benefits. Designed as a daily skin care regimen, Tru Rituals’ fruit and floral extracts create a unique scent that invigorates the senses. Vitamins A, C and E deliver powerful antioxidants perfectly formulated to polish, clean, soften and rejuvenate the skin as it unfolds the body’s true radiance.

Red Currant contains Vitamin C acting as an antioxidant, a critical natural defense against “free radicals”, or unstable molecules that age the skin as a result of sun exposure, pollution and smoking. Iris Florentina, found in the Mediterranean region, contains anti-aging properties that strengthen overall tone while improving elasticity and hydration of the skin.

All Satin Smooth products are for professional use and are used in some of the finest spas in the world. For information on the Satin Smooth line of products, please visit: www.satinsmooth.com.

4. Do a Foil Highlight in Half the Time

The Perfect Hair Weaver can now help you do a foil highlight in half the time. You can achieve any weave desired — medium, fine or chunky. This is done with this incredible weaving comb by changing the angle of the comb and adjusting the placement of the hair in the comb.

The more teeth that are used in the comb, the finer the weave will be. A uniform distribution of color is assured each and every time the comb is used. Every stylist, even the beginner, will enjoy the ease at which you can weave a full head of hair in just minutes with this Perfect Hair Weaver.

For information contact Marc André Enterprises at 1-800-542-7008 or visit www.mareandre.com.

5. Accept Credit Cards Using an Apple iPhone

SalonSwipe launched the first multi-user credit card terminal five years ago making it easy for up to 99 people in one salon to accept credit cards using a single terminal, but more importantly, receive deposits into their own checking accounts.

To add to its existing suite of products, SalonSwipe has developed a proprietary application that now allows booth renters to accept credit cards using an iPhone. If you’re a booth renter, you can accept credit cards anywhere using your iPhone. Not only will you be able to charge a card, but you can include a tip, process a refund, email a receipt, setup to accept cards from a website, plus a whole lot more.

SalonSwipe’s integrity and commitment to making sure that customers are satisfied with the provided service has created some very loyal customers, and even some good friends. To become a part of the SalonSwipe family of customers, please call 1-877-725-6690, or visit SalonSwipe.com.

Have your product considered for the Stylist & Salon’s What’s New section. Send press releases with a photo to Managing Editor Lisa Kind at editor@stylistnewspapers.com or mail to: Stylist & Salon Newspapers, 1750 SW Skyline Blvd., Suite 24, Portland, OR 97221.
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Our products are very affordable.
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or call us at 1-877-JKUSA2.