

## Benefits of a Cosmetology Career

### What exactly is cosmetology?

You don't need to know which career you want now, be it as a full service hairdresser or an esthetician, but do keep in mind that a full cosmetology program provides you the most flexibility, enabling you to work in hair, skin and nails without limitation! That's why the majority of beauty school students choose the full cosmetology program over a program limited in scope, such as skin care only or nails only. A well-rounded education in cosmetology, which touches on all of these career opportunities, provides you more career choices and pursuits, and many students find they enjoy the different facets.

The objective of the cosmetology program is to provide future salon professionals extensive instruction and practical experience in the fundamentals of cutting, styling, permanent waving, coloring, manicuring, skin care, and makeup. The program also includes personal appearance & hygiene, personal motivation & development, retail skills, client record keeping, business ethics, as well as sanitation, state laws & regulations, salon administration, resume/cover letters, and job interviewing. Lectures, demonstrations and workshops concentrate on developing skill and accuracy and reinforcing classroom knowledge.

Health and Style Institute will help you unlock your creativity as you explore the latest trends and techniques, and time devoted to practical experience in the salon allows you to become increasingly confident in your professional abilities. You will be ready to launch your career with in-depth training in guest service, time management, self-promotion, goal-setting, merchandising and entrepreneurship. Your speed, accuracy and concentration become well-versed for the salon.

We will prepare you to demonstrate competency in all tasks required for the skill certification examination and the theoretical knowledge you need to pass the written examination required by Health and Style Institute and the State Board for licensure

The States of North Carolina and Georgia require 1500 clock hours for graduation and testing in Cosmetology. During the first 300 hours, the Future Salon Professional will be in the Core Phase of training. A student's time in Core (beginner) is spent in the classroom with work consisting of lecture, demonstrations, practice on mannequins, and evaluations. Upon completion of 300 hours, and provided that the student has submitted all assigned work, maintained all grade and attendance levels, and achieved the recommendation of the Instructor, students will advance to the Adaptive Phase and be permitted to practice on guests in the clinic. Once 900 hours has been completed, the student will test into the Creative Phase where the education will continue through completion. All of the Future Salon Professional's time during Adaptive and Creative Phases will be spent on practical work, additional advancement lectures, class projects and complete subject reviews as well as salon management techniques.

This course prepares graduates to pass the State Board exam, become a licensed cosmetologist, and begin working in the salon & spa industry. Upon satisfactory completion of the cosmetology program, the graduate will receive a diploma.

### What are the benefits of cosmetology license?

**Job Growth** - The benefits of cosmetology licensure are many. With the financial strain and credit crisis affecting the economy, many businesses are failing, unemployment rates are skyrocketing, jobs are being outsourced elsewhere, and few careers are actually holding strong in a collapsing economy. Few

are actually growing and profiting as much as cosmetology. According to a July 2012 article in The Wall Street Journal, the reason for this stability is simply that these service-oriented jobs cannot be outsourced abroad or accomplished by automated machines.

Although people are cutting back on expensive purchases and other luxury products, there are simply some services people indulge and rely on, such as beauty and personal appearance. While some people may opt to try their hand at more do-it-yourself (DIY) stuff in the down economy – like repair work around the house – most people lack the necessary skills and confidence to cut their own hair. Services offered by cosmetologists are not likely to get pushed to the DIY project list. Cosmetology offers the public an affordable and relaxing benefit such as getting your hair cut, enjoying a healthy manicure and pedicure, and more. Going to the spa is a relaxing experience, especially during stressful times.

Cosmetology is a wise career path, which recent studies have shown to offer continued growth regardless of the economy, employment stability, various career opportunities locally and abroad, and a healthy income outlook within this \$40 billion industry. More importantly, there is a high and constant demand for professionally trained and licensed cosmetologists.

The Professional Beauty Association's Economic Snapshot of the Salon Industry, published in June 2012 cites some overwhelming statistics: One only has to look at recent history to see that the salon and spa industry is an engine of job growth for the U.S. economy, even when many other industries are shedding jobs. During the challenging economic period of the last 11 years that included two recessions, job growth in the U.S. economy stagnated. In fact, there were only 680,000 more private sector jobs in the economy in March 2012 than there were in January 2000 – a paltry gain of 0.6 percent.

In contrast, employment-based salons and spas added 75,000 jobs during the same period, which represented an increase of more than 18 percent. Overall, salon industry job growth outperformed the overall economy in 10 of the last 12 years.

Consider this; everyone from celebrities and CEOs to soccer moms are getting their hair cut, colored, styled and return for the same monthly beauty maintenance throughout the year. A hairstylist, for instance, will always have and find a job just as a nurse or a teacher would in any stable or unstable economy. It's a valued service that maintains our well-being.

Many current college students are pondering whether the career path they are on will be useful or even exist when they graduate in four or more years. Future cosmetologists can be confident they may find valuable and stable employment in less time and with an equally beneficial educational experience. Even U.S. News and World Report suggested cosmetology as a career choice for those changing jobs, ranking it #44 in the top 50 of their Best Jobs 2012.

The Bureau of Labor Statistics projects 15.7 percent employment growth for hairdressers between 2010 and 2020. In that time period, nearly 98,400 cosmetologist positions will need to be filled. One of those could have YOUR name on it!

Overall employment of barbers, cosmetologists, and other personal appearance workers is projected to grow much faster than the average for all occupations. They also cite skin care specialists and make-up artists as two of the "top 30 growing jobs" for the coming years.

**Opportunity** – In addition to the resilience of the beauty industry, with the continuing job growth, with a cosmetology certification, your career opportunities are vast and varied. Whether it's as a salon stylist, movie stylist, product sales representative, salon owner, teacher, or opening your own salon, becoming

a spa director at a resort, or doing makeup for runways, photo shoots, or local brides, there are so many paths to choose from within the field of cosmetology.

Additionally, you can go just about anywhere on the globe and find work. Current beauty professionals are enjoying employment virtually anywhere and everywhere. Your boundaries are not confined to your current location, or even country. The process for transferring a cosmetology license to another state or country depends completely upon the location, but is generally not too difficult.

**BYOB... Be Your Own Boss** - One great thing about cosmetology is that for those with an entrepreneurial spirit setting up a professional salon out of a home or elsewhere is a very realistic goal.

In fact a whopping 44% of those working in the industry are self-employed, according to US Department of Labor estimates. What greater freedom is there than to be your own boss?

**Job Flexibility** - Owning a business is not for everyone, but most people would appreciate the possibility of having as much freedom as possible when it comes to their work schedule. Finding the right work/ life balance is a matter of great concern for most of today's generation, who are working, but who also have families, or who one day may want to start a family. One of the greatest advantages of cosmetology is the flexibility it can provide. Many stylists enjoy the benefit of creating their own work schedules full or part time, something that goes a long way in the quest for a professional/ personal life balance.

**The "Feel Good" Stuff** - Now we're really getting to the heart of why so many in the industry really love what they do every day. Many jobs in the field provide the opportunity to tap into creative energy and inspiration and to discover and even set new beauty trends. And of course there are some glamorous specialties that lie at the cross-section of beauty, fashion and even pop culture. Cosmetologists also get to help their clients express their individuality, and feel good about themselves-- something many cite as extremely rewarding. The profession is very social and creates opportunities to connect with other people and nurture new friendships, providing even more inspiration for creative energy down the line.

It's time to realize your dreams as a cosmetology professional!