

## Tips For Pursuing a Cosmetology Education

Choosing and attending a cosmetology school is a big step. It's your time and money on the line – both in cost and in future income potential. You don't want to end up with regrets, feeling you made the wrong choice in schools. There are several things to consider before you decide on your education.

You should begin your journey in the beauty industry from a position of strength. Choosing a great school is a big part in choosing success. Aligning yourself with a good beauty school will give you your best footing for a great foundation in the industry. A good school will provide you an education that goes beyond technical skills, as learning is about more than just mastering a craft. It's also about growing as an individual. Being armed with both technical and interpersonal growth will give you a much better chance of establishing a solid professional career, and succeeding in a world of opportunities in the beauty industry.

Choosing the right school encompasses every aspect of your education; from the hands-on training you should receive to the classroom instruction. When exploring education options, which may increase your earning level and employment potential, you are, in effect, investing in yourself. When personal success is the end product of the training process, it virtually guarantees the success of any academic program. Health and Style Institute offers private career training in Cosmetology, Manicure, Skin Care Therapy and Teacher Training.

### 1. Determine your goals

First of all, think about what you truly want to pursue in Cosmetology. The beauty industry offers endless career possibilities, including:

Hair Stylist

Hair Color Specialist

Nail Artist/Manicurist

Esthetician

Makeup Artist

Salon/Spa Manager

Salon or Day Spa Owner

Cosmetology School Instructor

Platform Artist/Educator

Photo & Movie Stylist

Image Consultant

Beauty Magazine Writer/Editor

And much more!

You may want a well-rounded background in Cosmetology which touches on all these career opportunities. Or, maybe you have your sights set on being a Makeup Artist or honing your craft and focusing your career on Esthetics.

You don't need to know which career you want now, but do keep in mind that a full cosmetology program provides you the most flexibility, so you can choose to work in hair, skin and nails without limitation! That's why the majority of beauty school students choose the full cosmetology program.

## **2. Accreditation**

When you attend a school that is accredited, you're attending a school that is recognized for meeting national standards for educational performance, which has been established by an impartial agency. Most importantly for you, schools must be accredited in order to be eligible to participate with the U.S. Department of Education's financial aid programs.

Attending an accredited school that participates with these Federal Student Aid programs means you have access to more favorable financial aid alternatives, such as Federal Grants and Low-Cost Federal Loans. If you attend a school which is not accredited, you will generally need to pay cash to attend.

The only national accrediting agency, whose scope is focused solely on the field of Cosmetic Arts and is recognized by the U.S. Secretary of Education, is The National Accrediting Commission of Career Arts & Sciences (NACCAS).

Health and Style Institute is licensed to operate as a Cosmetology School by the North Carolina State Board of Cosmetic Art Examiners and the Georgia Board of Cosmetology and is nationally accredited by the NACCAS. Health and Style Institute is approved to participate with the U.S. Department of Education's Title IV funding programs.

## **3. Placement Assistance**

The education itself is very important, but is not your only consideration in selecting a school. You will want to favor a school that continues to aid you through employment. Be sure the school you choose has a network of industry contacts for employment placement, especially important in the event that your career is interrupted through a move to another city or state.

Health And Style Institute is committed to assisting all students in attaining employment in their field of preparation upon graduation. We view this commitment as a joint effort between the school and the student. Students will receive counseling on resume preparation, job lead development, interviewing techniques, and other skills that assist in securing a career and retaining positions of more responsibility. Students are encouraged to meet with a Career Success Coordinator within their last two months of school to begin the job search process. Students will also be encouraged to participate in mock interviews as part of their training. Our well-established, long-term relationships with local area employers help to provide updates on any new developments or market trends in the industry.

## **4. Comprehensive Curriculum**

Most schools will offer a basic cosmetology curriculum, which includes training in the essential techniques in hair, skin and nails. What separates many of the top schools from an average school is non-technical training to help students develop the necessary people skills that will define your success in the professional salon industry. Health and Style Institute's Cosmetology curriculum includes

classroom time devoted to Life Skills and Professional Image, both which help you build solid relationships with clients.

Health and Style Institute provides current, industry-relevant training that enables students to begin new careers or enhance a current career. Students train in a comfortable classroom environment with experienced instructors who make the learning experience meaningful and enjoyable. The 100 station student salon is designed to emulate a high-energy, high-end salon. This not only helps prepare you for a real-world setting but also allows you to have some fun while you're in school.

Our licensed cosmetology teachers will deliver the information you need to be successful in the salon & spa industry. We think of our teachers as career coaches. They are trained to draw out the best in you and then prepare you to compete in the real world. Rather than concentrate only on the basic skills needed to pass the state board licensing exam, we provide a well rounded lifestyle education. The Health and Style Institute is proud to be the elite school in High Point, North Carolina and Kennesaw, GA.

You'll be exposed to the following training components throughout your program:

**Lecture & Classroom Discussion** - This is delivered like a traditional college course. The instructor is generally at the front of the class speaking about the theory related each lesson and encouraging questions and discussions by students. Typically students must complete 300 hours of Core classes (lecture & classroom discussion) prior to working in the salon.

**Practical Experience / Salon Work** - Practical experience is critical in ensuring you're not only prepared with theoretical knowledge but also with the ability to implement your skills in a real-world setting. You'll have plenty of practice time with mannequins, classmates, and eventually our salon clients & guests.

**Assessment Testing** - This is critical in understanding if you've retained what you were just taught. You'll experience Pre-Tests, Post-Tests, and practice exams, which will prepare you for licensure exams.

## **5. Creative Learning Techniques**

If you are like most future salon professionals, you are probably a "right brained" creative person, and learn better by seeing and doing, than by reading. You will likely find that schools with curriculums and programs which follow more graphical and hands-on approaches are easiest to follow. Learning on mannequins and on real people will help you master proper techniques and styles. The program at Health and Style Institute allows students to work on mannequins, and once certain goals are achieved, other students and real clients as well.

## **6. The Right Tools**

Another aspect of your training you need to consider is the type of tools you'll learn with or on, such as mannequins, salon quality shampoo & drying stations, professional hair dryers, irons, and other tools of the trade. Health and Style Institute's main campus is a 16,000 square-foot cosmetic arts and esthetics complex was a North American Hairstyling Awards finalist for the Salon Design of the Year category in 2009. Its new Kennesaw campus is contains over 25,000 square feet of classrooms, administrative offices, and a student salon/spa.

Getting a thorough hands-on education will help you in the real world. Health and Style Institute makes sure senior level students experience real-world training in performing services, working with retail product sales, and client retention.

## **7. Training with Professional Products**

As a professional in the industry, you'll only want to use the best brands and products on your clientele and you should be trained with a large variety of professional products from well-known, quality manufacturers.

At Health and Style Institute, you'll work with several color systems, various brands of hair care products, and high-end salon quality tools and equipment. You will have a good working knowledge of all the major areas and techniques in cosmetology. You owe it to yourself to get the type of training that allows you to work anywhere you want to work, not just on a specific brand of product.

By supporting our students in this manner, we enable them to provide service that exceeds our clients' expectations.

## **8. Preparing for the Financial Aid Application Process**

Generally, students are concerned with whether going to school is affordable. Health and Style Institute's financial assistance programs make it affordable. Qualifying for assistance DOES NOT rely on your personal credit rating. Even people with bad or no credit can be eligible for financial assistance.

Many students are approved for \$0 down and \$0 per month while in school. To find out what you'll qualify for, you'll first meet with an admissions advisor to determine the program that best suits our needs. Then you'll meet with a financial aid advisor who will walk you through the application process. Often these two meetings can occur in the same visit. Bringing your driver's license and most recently filed tax return will help expedite the process. Applying for financial aid does not cost you anything nor obligate you to anything if you choose not to enroll.

Health and Style Institute is approved to participate with the U.S. Department of Education's Federal Student Aid Programs. We offer several options for assisting you with your tuition payments including Federal Financial Aid, Grants, Student Loans, Government Assistance for Dislocated Workers, Veterans Education Benefits, Government Assistance for Disabled Individuals, and Corporate Tuition Assistance and Reimbursement. Our Financial Aid Specialists will help you learn more about how you may qualify for financial assistance under one of these educational benefits programs. The following are some of the Federal Financial Aid programs that Health and Style Institute offers.

Federal Financial Aid - To qualify for Federal Financial Aid you must first complete a Free Application for Federal Student Aid (FAFSA). This may be obtained through our Financial Aid Offices. Eligibility is determined based on the financial need of the student and in some cases the student's family. A Financial Aid Specialist will review each student's total Financial Aid award eligibility. Students are not required to accept all forms of financial aid offered. The Financial Aid Department recognizes that each student's situation is unique; therefore, each application is kept confidential and is analyzed and considered on an individual basis. The following are some of the Federal Financial Aid programs that Health and Style Institute offers:

Federal Pell Grant - A Federal Pell Grant is a grant that the student does not pay back. These awards are to help students pay for their education. The Pell Grant Program is the largest Federal student aid

program. These grants provide a “foundation” of financial aid, to which aid from other Federal and non-Federal sources may be added.

Stafford Loans - Loans are sources of financial aid that must be repaid. Government-sponsored educational loans are preferable if you decide to borrow to pay for your education. They are better than traditional consumer loans because they usually offer lower interest rates and extended repayment terms, do not require collateral, and help students and parents with the costs of education.

Veteran’s Administration - If you are a veteran, an immediate family member of a veteran, a disabled veteran or if you are on active duty or in active reserve status, you might qualify for training funds. Contact a Health and Style Institute Financial Aid Specialist for details.

Corporate Tuition Assistance/Reimbursement - If you work for a large or mid-size company, chances are that you have tuition assistance benefits available to you as a benefit of working there. Our programs meet the requirements for most company-paid tuition assistance plans. If your company has a tuition assistance plan, call us today and let us help you see if you can use your benefits to pay for your training and improve your job stability and earning power!

Vocational Rehabilitation - If you qualify for benefits under this program, you might qualify for tuition assistance and/or free training at Health and Style Institute.

#### **9. Enrolling in School without a High School Diploma or G.E.D**

Recent legislation passed by the Obama administration revoked federal financial aid eligibility for most individuals interested in enrolling in school who do not possess a high school diploma or G.E.D. As a result, most schools are no longer accepting students who do not possess these credentials. However, if you fall into this category, it is still possible to be accepted into one of Health and Style Institute’s programs.

Here is how it works...

You must first attend an admissions consultation and then you’ll be asked to take and pass the Wonderlic Ability to Benefit (ATB) test. If you pass the ATB test and your application for admission is accepted by your admissions advisor, you’ll have the option of paying by cash, check, or credit card. From there, you’ll be able to begin school on the next scheduled start date. If you cannot afford to pay by these methods, you may still be able to apply for financial aid if, prior to July 1, 2012, you ever attended (whether you graduated or not) a school at which you received federal financial aid. If you’re unsure of whether or not you will qualify under this exemption, contact a Health and Style Institute admissions advisor today to find out.

#### **10. Transfer Credit**

The Health and Style Institute may transfer completed course work from accredited institutions that are recognized by the North Carolina State Board of Cosmetic Art Examiners or the Georgia Board of Cosmetology. Students that transfer from one cosmetic art discipline to another cosmetic art discipline will not receive credit for hours received in the initial curriculum. Only clock hours which were completed with a passing grade may be accepted. Admissions advisors can provide additional information on transfer credit.

Health and Style Institute is cultivating our industry’s next leaders. By providing quality education and encouraging the continuous quest for knowledge and growth, we set the stage for excellence. We train

our students with the skills to thrive in the beauty industry, creating a student of inspired, artistic, and prepared future beauty and wellness professionals.”

**Your Beauty School for Success!** Our education gives you the theory, practical hands-on experience and professional business building strategies you need to succeed in an ever-changing industry.