

Education News

Considering A Career In Cosmetology

(NAPSA)—If you enjoy keeping pace with the fast-moving world of beauty and are looking for a creative way to express yourself while earning a good living, a career in cosmetology may be right for you.

Cosmetologists are artists who express their creativity in the media of hair, nail art, skin care and makeup. They are also personal service providers who must interact with a wide variety of client personalities and satisfy their needs.

Choosing the right school, one that prepares students for the real world of salon work, is an important part of preparing for a successful career. This preparation involves learning the theory behind cosmetology—from anatomy, to business and marketing, to the philosophy of design.

Students must also learn the practical skills of haircutting and finishing, hair coloring, chemical reforming, natural nail and nail enhancements, and facial skin care and makeup.

When choosing a school, look for one that incorporates innovative learning practices, such as Pivot Point International's new Designer's Approach program. Previously, teaching beauty school students this vast body of knowledge had been done with traditional methods—lectures, intensive textbook study and demonstrations of practical skill.

In Designer's Approach, cosmetology theory is explained in a visual way that is based on unified art and design concepts. Basic concepts are applied to practical solutions. Students are taught to:



Cosmetology schools should offer teaching methods that apply basic practical solutions to basic methods.

- See like a designer, gathering inspiration from a variety of sources;
- Think like a designer so you can realize your inspiration;
- Create as a designer, developing the skills and techniques required to perform, plan and generate predictable results;
- Adapt as a designer, composing and personalizing while ensuring client satisfaction.

Pivot Point International's team of seasoned teachers, educators and artistic directors provides education in 13 languages in more than 70 countries. With over 45 years of experience in educating hair designers, the Pivot Point International network includes more than 300 schools in North America.

For more information, visit www.pivot-point.com.