



MARKETING SOLUTIONS

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WHAT IS NACCAS?

And Why Is The National Accrediting Commission of Cosmetology Arts & Sciences On The Cutting Edge Of Our Professional Beauty Industry?

NACCAS remains the only accreditation commission specifically dedicated and devoted to the professional cosmetology industry here in the United States.

ACCREDITATION STANDARDS: The U.S. Department of Education as well as the professional beauty, salon and day spa industries also recognize NACCAS as the only international accrediting commission. Earning accreditation means that these cosmetology schools conform to a common set of standards of excellence established by the commission. Schools are re-evaluated at least once every five years to maintain the established accreditation standards. Earning national and international accreditation certification is a very comprehensive and important vehicle to mark the achievements for meeting the highest recognized criteria standards within the international cosmetology industry. Not all cosmetology schools are nationally accredited, thus this makes the NACCAS affiliated schools recognized as some of the most prestigious leaders within the professional beauty salon industry.

A good number of American salons, day spas and aesthetic clinics have recently begun to open their own advanced academies here in the USA, while desiring to attain this highly respected NACCAS accreditation status. Today, the professional salon industry continues to offer terrific new employment opportunities to qualified job seekers. Whether it is to launch a new career or to begin a mid-life career change, cosmetology offers many new opportunities

NACCAS offers many valuable programs. Mark Gross, CEO of The National Accrediting Commission of Cosmetology Arts & Sciences notes that they are moving forward with a series of new salon industry programs.

NEW NATIONAL LICENSE DATABASE: NACCAS has recently launched the preliminary new National Cosmetology Licensing Database. This will soon ensure that licensed cosmetologists and salon professionals can readily move across state lines for employment while reducing potential license forgeries and the proliferation of fake paperwork in the professional salon industry. Once complete, Cosmetology Licensing information will be available to all states. The cosmetology industry is in an absolute employment emergency crisis situation with dramatically shrinking schools, less new students, many less professionally licensed cosmetologists, nailcare technicians and aestheticians.

Currently, cosmetologists who move across state lines or who come from another country have to wait for many months while paperwork is processed. In the mean time, many must leave the cosmetology profession to earn a living wage to support their families until the paperwork is approved and transferred. Often, these cosmetologists get involved in other career opportunities, never to return to the salons. This has created a domino effect that hurts us all. Further, this industry has experienced the abuse of counterfeit licenses affecting the entire industry, especially nail salons. The challenge is to make it much easier for cosmetologists to move quickly across state lines for employment within professional salons, while also making it easier to attract foreign professionals to work in our country. The first seven states have already agreed to work with NACCAS on this project and have their data available. The current challenge and future plan will be to eventually get all 50 states involved.

NACCAS CONSISTENTLY PROMOTES COSMETOLOGY CAREERS: NACCAS has been on a never-ending campaign to promote the positive aspects of cosmetology, aesthetics and nailcare within the professional beauty trade and the national consumer media. Recently, many positive articles about creative careers in cosmetology have appeared in consumer hair and beauty publications such as Celebrity 101 Hairstyles, ShortCuts and Sophisticate's Hairstyle Guide, Cosmetech Magazines.

They promote the fact that the professional beauty business offers you a very exciting place to start your career. Today, cosmetology serves many career-oriented men and women who want a change in their future with flexible hours, national mobility, creativity and fun! They note that there are tremendous new opportunities today in salons, day spas and med-spas for hair designers, haircolorists, nail artists, aestheticians, massage therapists, makeup artists, and wellness therapists. The professional beauty industry also offers opportunities as cosmetology school instructors, platform educators, salon owners, manufacturer's reps, and dozens of other interesting professions – that will get you out of the traditional office cubicle with a 9 to 5 workday.

The most exciting news that NACCAS has been promoting this past year, is that there is currently a 'Zero Unemployment Factor', with hundreds of job openings across America today. As a licensed cosmetologist, makeup artist or aesthetician, you can easily take your talents to any other city or country today.

The old-fashioned Hollywood stereotypes are still inappropriately used in movies and on TV, yet they really no longer are true! Today's cosmetologists are more independent, creative, well paid and mobile.

NACCAS JOB DEMAND SURVEYS: Under the direction of Mark Gross, CEO of the National Accrediting Commission of Cosmetology Arts & Sciences (NACCAS), they have conducted semi-annual studies of 'Cosmetology Job Demand' within professional salons and salon chains. The purpose of these studies is to analyze the future need of cosmetologists as well as to report on their career potential here in the United States. The last NACCAS Cosmetology Job Demand Surveys were facilitated in 2000 for 1999 statistical studies.

They are about to launch a new National Cosmetology Job Demand Survey in 2003. Mark Gross notes, "We are pleased with the overwhelming consistency of the previous four NACCAS Job Demand Surveys processed over the past ten years. Due to the highly predictable nature of our business, we are able to make very positive predictions for 2003 cosmetology career potential, earning power and job openings at independent salons, day spas, nail salons, barber shops and salon chains. Salon industry insiders view the shortage of qualified professionals as an extraordinary crisis for the salon employers, yet an equally extraordinary new opportunity for future cosmetology career professionals! The consistency in each Cosmetology Job Demand Survey also adds tremendous credibility to the findings."

The new 2003 Cosmetology Job Demand Survey will involve a random sample of approximately 87,000 salons spread across every state and region of the country. NACCAS has decided to make this highly usable research survey available for sale. The national survey analysis will each be available to all other interested professional salon industry companies for \$275 per survey, if ordered and paid before February 28, 2003. There will also be a state-by-state analysis available for an additional \$275 per state. The cost of this new national 2003 Job Demand Survey after March 1, 2003 as well as for the individual state-by-state analyses will be offered at a cost of \$375 per survey and per state.

TREMENDOUS NEW EARNING POTENTIAL: NACCAS has been promoting the fact that a recent Parade Magazine article reported on up-and-coming career opportunities, featuring an Arkansas hairstylist earning \$72,000 per year. Their press releases note, "You can earn top incomes in cosmetology and aesthetics today too! In 1990, the average income for full-time cosmetologists was \$25,931 and \$4,546 in tips. In 1996, the average base income per full-time employee was estimated to be about \$32,000. Based upon a typical 50% commission factor, the average income in 1998 for salon professionals was \$18.54 per hour, while salon owners averaged \$22.03 per hour. The corresponding full-time salaries were \$45,822 for salon owners, \$35,193 for salon employees and \$38,563 for all other salon professionals – both salon owners and salon professionals, inclusive of tips."

The upcoming 2003 survey of annual cosmetology incomes and job demand for analyzing the 2002 statistics are expected to grow by 20%. Whereas a full-time salon professional may have averaged \$32,000 in 1996 and \$38,000 in 1998 – they are now projected to be able to earn an average of \$42,000 in 2003. Whereas salon owners were earning an average of \$55,000 per year, just a few years ago – they are expected to earn at least \$75,000 to \$100,000 or more in 2003. With increased demand for extra services and a dramatic shortage of available salon professionals, the sky is the limit! We must remember that these numbers are only 'the averages'. However, your only limits are how much you want to work.

The 1999 professional salon industry reported gross sales of over \$50 billion per year. In 2003, it is now projected to grow to about \$60 billion per year.

CAREER FLEXIBILITY: NACCAS also promotes the fact that this new breed of salon professional has very flexible schedules and do not need to work the normal 9 to 5 routine. They note, "There are both full-time and part-time opportunities at virtually every salon, day spa and skincare clinic in America. In fact, for those seeking to earn extra income, salons are in desperate need for part-time help on weekday nights and weekends. Cosmetologists can take their careers to more advanced levels, by becoming artistic directors, hair design specialists, haircolorists, spa directors, total image consultants and salon owners.

NACCAS COSMETOLOGY SCHOOL OPTIONS: There are many wonderful accredited cosmetology schools here in the USA. If interested in helping a friend or relative get started in the professional beauty industry -- you can easily research cosmetology and aesthetic schools and their curriculums by checking out the local cosmetology schools listed in your Yellow Pages. However, you should also look at the NACCAS website: www.naccas.org for a complete listing of schools across the country.

Mark Gross suggests, "Explore those cosmetology and aesthetic schools that are moving away from the traditional clock hours to the more progressive credit hours, offered by most colleges, universities and educational resources today.

Examine the availabilities of various hair, skin, nail and massage schools, while also reviewing part-time vs. full-time school offerings. Many schools offer part-time curriculums during weekday evenings and weekends, so you don't have to give up your day job until after you earn your cosmetology license. Cosmetology School curriculums and licensure requirements do differ from school to school as well as from state to state. Even though you have a choice of private cosmetology schools, public education systems and some community college cosmetology programs, you should note that the 'accredited cosmetology schools' operate at a much higher quality of standards for their teachers, curriculum and students."

Through this same NACCAS website, you will also be able to look at the most recent salon industry press releases and informative news. You can research new job opportunities available in your local market as well as across the country through salon chains. NACCAS also offers a free 'Job Bank' and 'Resume Bank' for salon and spa industry professionals. Salon chains like Great Clips, JC Penney, Fantastic Sam's, SuperCuts, Regis Hairstylists and others are listed – while also providing online job applications.

ADVANCED EDUCATION OPPORTUNITIES: Marc Gross continues, "Once licensed, you will want to pursue advanced and specialized educational programs to sharpen your skills. The salon industry offers a multitude of local, regional and national beautycare conventions for the salon and spa professional. Some of these major events include the Les Nouvelles Esthetiques – International Congress of Esthetics held in FL, PA, TX and CA each year as well as The Spa & Resort Expo, The Medi-Spa Expo, The MedicalSPA Conference, The International Beauty Show, American Spa Expo, Mid-West Beauty Show in Chicago in February and an entire host of others. The Health & Beauty Expo is held each October in NYC for manufacturers and entrepreneurial wannabees. Salon chains, beauty supply distributors and manufacturers hold annual conventions. There are specific regional aesthetic, nailcare, tanning, massage, medi-spa, day spa and spa resort expos. The list of shows, seminars and competitions are endless. It's up to you to take advantage of these opportunities!"

Many cosmetology, massage, makeup and aesthetic schools offer exciting new advanced education curriculums in the evenings and on Mondays. To further explore your career options, you should know that the salon and spa industry is very rich in professional trade publications. Magazines like Les Nouvelles Esthetiques, Dermascope, MedicalSPAS, Spa Management, Cosmetech, NailPro, Nails, Day Spa, American Spa, American Salon, Modern Salon, Salon Today, Salon News, Process, Spa Management, Haircolor & Design – offer a wealth of technical, business and marketing articles that will help make you even more successful. You should personally subscribe to the magazines that relate to your business, in order to stay current with the most state-of-the-art products, services and trends.

STATE OF THE SALON INDUSTRY: Mark Gross of NACCAS notes, "There has never been a better time to select a career in cosmetology and aesthetics, since the demand for cosmetologists, salon and skincare professionals remains extremely high. Whether new to the salon industry as a first job or for someone looking to make a career change, the outlook for job openings remains extremely strong, with no end in sight! Whereas other career options are currently overflowing with job applications, the needs of today's salon and spa consumer are also increasing – which makes for a wonderful new career opportunity. The demand for hair designers, aestheticians, masseuse, nailcare artists and other salon professionals exceeds the available supply of candidates.

By recent market research surveys, most every independent salon is in need of at least one or two additional people, while the salon chains are short by 2 to 4 salon professionals at every location. Men and women are taking advantage of creative haircuts, haircolor, perms, facials, massage, body treatments, makeup, hair removal services and therapeutic wellness treatments, more than ever before. For example, licensed hairstylists, aestheticians and massage therapists have almost instantaneous employment options. You will have the choice to select where you want to work, as opposed to other industries where there is an overwhelming glut of excess professionals and workers."

FREE NACCAS JOB & RESUME BANKS: This recently expanded 'FREE' industry service is now available to every hairstylist, makeup artist, aesthetician, salon owner, cosmetology school, cosmetology student, manufacturer, distributor and salon industry service company. Whether you want to look for a new position, post your resume, sell your salon or search for a new employee – this service is for you! Due to the huge success of this service, the NACCAS website remains one of the most popular in our industry today.

WEBSITE SERVICES: Surprisingly -- many cosmetology schools, salons, medi-spas, cosmetic artists, skincare clinics, makeup studios, manufacturers and salon industry service partners have not yet developed their own websites. If you or your company have been thinking about launching a professional new website, yet not created this state-of-the-art marketing tool, it's time to join the new technology era. NACCAS offers several tremendous website packages with highly competitive savings. If interested, they can also link you into the NACCAS website, which stands as the most highly visited website within the professional beauty industry today. Website hosting and management services are also available. To look at their growing new portfolio of successful websites, designed and maintained in-house at NACCAS by Matt Diehl, visit www.naccas.org. Contact Diehl directly at 703-600-7600, by Fax at 703-379-2200 or via email at webinfo@naccas.org.

This is a terrific opportunity for all hairstylists, aestheticians, cosmetic and makeup artists to show off their portfolios, while promoting their salon, clinic, studio or freelance work.

NACCAS PRINTING SERVICES: It doesn't matter where you are located, it's time to get more colorful! Make your professional marketing, promotions, direct mail postcards, posters, fliers and newsletter programs more attractive with visually exciting printed pieces at an affordable price. This new NACCAS printing service offers state-of-the art on a Xerox DocuColor 40 Color Copier and a Xerox DocuTech 115Copier, right in their office. As a non-profit organization, the price of their printing services are extremely competitive and will likely beat any full color or black and white printing price you can get locally. Call now for a free brochure or ask for a 'FREE TEST', by emailing 1 or 2 pages from your next project to bgreen@naccas.org.

NEW NACCAS SPONSORSHIP PROGRAMS: Many professional beauty product manufacturers, distributors and service companies want to attract more business from the NACCAS accredited cosmetology schools and their students. NACCAS is now expanding their Corporate Sponsorship Program. Opportunities are available at the four Annual NACCAS Workshops. Affordable new advertising opportunities are also available within the NACCAS Review Newsletter. For more information contact Cliff Culbreath directly at 703-600-7600 Ext: 35 or via email at cculbreath@naccas.org.

WHAT IS NACCAS: NACCAS is a vital key to ensure our future success. NACCAS has many faces and many service programs to help you, your business, our schools and the future of our professional beauty industry. We hope that you will take the time to explore how NACCAS can help you!

For more information, contact NACCAS at 4401 Ford Avenue ~ Suite 1300, Alexandria, VA 22302 -- USA, Phone 703-600-7600 or Fax 703-379-2200. Visit the NACCAS website at www.naccas.org.

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