



Pre-Enrollment Information 2018

ASM Beauty World Academy, Inc

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Accredited by



COMPLETION RATE, LICENSURE RATE AND JOB PLACEMENT RATE

To help you make a decision about what program to enroll in, our school would like you to know the following information:

Cosmetology Program

- 🌐 73% of students schedule to graduate in 2016 from our Cosmetology Program graduated.
- 🌐 67% of those graduates, who were eligible for placement, found jobs in their Field.
- 🌐 92% of those graduates passed all required parts of the state exam and received a Cosmetology license.



Nail Technology Program

- 🌐 90% of students schedule to graduate in 2016 from our Nail Technology Program graduated.
- 🌐 63% of those graduates, who were eligible for placement, found jobs in their Field.
- 🌐 The State of Florida does not require a State Board exam for this program.

Skin Care Program

- 🌐 100% of students schedule to graduate in 2016 from our Skin Care Program graduated.
- 🌐 63% of those graduates, who were eligible for placement, found jobs in their Field.
- 🌐 The State of Florida does not require a State Board exam for this program.



Instructor Training Program

- 🌐 60% of students schedule to graduate in 2016 from our Instructor Training Program graduated.
- 🌐 67% of those graduates, who were eligible for placement, found jobs in their Field.
- 🌐 The State of Florida does not offer a License for this course.

Full Specialist Program

- 🌐 74% of students schedule to graduate in 2016 from our Full Specialist Program graduated.
- 🌐 65% of those graduates, who were eligible for placement, found jobs in their Field.
- 🌐 The State of Florida does not require a State Board exam for this program.



Barber Program

- 🌐 50% of students schedule to graduate in 2016 from our Barber Program graduated.
- 🌐 62.5% of those graduates, who were eligible for placement, found jobs in their Field.
- 🌐 100% of those graduates passed all required parts of the state exam and received a Barber license.

ASM Beauty World Academy, Inc.'s 2016 annual report statistics are:

Graduation Rate: 81.03%

Placement Rate: 63.83%

Licensure Rate: 93.75%

We meet and exceed our accrediting agency's standard rates*****

LICENSURE REQUIREMENTS



DBPR (Department of Business and Professional Regulation) requires the completion of the corresponding hours of training and service performance at an approved school of Cosmetology before the student can apply for the State Board Exam to obtain their license.

The State Board Exam is in English and Spanish.

The Cosmetology examination consists of two (2) separate examinations: Written Theory and Written Clinical. The Written Theory Examination is a two hour examination consisting of sixty-five (65) multiple-choice questions. The Written Clinical Examination is a two hour examination consisting of sixty-five (65) multiple-choice questions.

There are two types of Barber licenses issued by DBPR. A Restricted Barber license permits an individual to perform the following services in this state: cut hair, shave, shampoo, blow dry hair, and apply hair tonics and hair sprays. A Barber license permits an individual to perform the same services as a Restricted Barber and perform chemical services. The examination for Restricted Barber consists of 30 questions covering the State of Florida Barbers' Laws and Rules; candidates are given a total of one hour to complete the examination. The examination for Barbers consists of one hundred multiple choice questions; candidates are given a total of three hours to complete the examination.

Once you apply for the license you will receive from DBPR a confirmation letter and they will provide you with the appropriate information you need to take your exam.

For Nail Technology, Skin Care and Full Specialist Programs you do not need to take a State Board test to receive your license.

For the Electrology program, you must take a state examination to get your license.

The State of Florida does not provide a Makeup license nor a Cosmetology Instructor License.



RATIONALE FOR THE INSTRUCTOR TRAINING PROGRAM

ASM Instructor Training 600 Hours Program is a very intensive program that will make students become skilled in using their professional knowledge already obtained to teach students interested in the art of cosmetology using teaching techniques learned from this program. The objectives of this program should include:

- Orientation and Curriculum Review
- Introduction to teaching
- Program Outlining & Development
- State Laws and Rules
- HIV/AIDS
- Teaching (Assisting)
- Teaching (Practical)



Cosmetology Instructor Career Outlook

The U.S. Bureau of Labor Statistics (BLS) predicted that the demand for cosmetologists was expected to grow 20% between 2008 and 2018 (www.bls.gov). This growing demand will, in turn, lead to a growing demand for people to instruct these workers. Advances in the field and increased demand for procedures in medical offices and beauty salons will contribute to the increased demand for cosmetologists and cosmetology instructors overall.

Cosmetology Instructor's Duties

Cosmetology instructors are licensed beauty professionals who work in vocational and technical schools instructing students how to perform cosmetology practices. If you're an instructor, you'll typically have extensive knowledge in these practices, such as facials, body waxing, hair removal, skin rejuvenation, nails and other personal appearance applications. A cosmetology instructor must have these skills in order to lecture about cosmetology and to perform tasks required by entry-level beauty shops and businesses.

Cosmetology Instructor's Salary

Cosmetology Instructor Salary in USD as of February 7, 2017: \$44,365



Program Requirements

Cosmetology instructors must possess at least a GED exam; have a high school diploma or an ATB test and a cosmetology license. ASM Beauty World Academy, Inc. offers a cosmetology instructor training certificate, which takes about seven months to complete. A certificate program may include courses in lesson planning, oral presentations and visual equipment operation, as well as evaluation and testing methods. The primary emphasis in these programs is giving future instructors the tools to teach, since you'll be an experienced and licensed cosmetologist before enrolling in the program.

Safety and Sanitation Requirements

Candidates are required to demonstrate the ability to deliver services in a professional manner by practicing both safe and sanitary procedures in the delivery of all services.

Candidates are required to sanitize tools before and after use on a model. Tools are assumed to have been sanitized when the candidate arrives at the test site. Candidates cannot work out of a drawer. Candidates must wash their hands prior to beginning any service. Clean and dirty linen must be properly stored and handled. Candidates are required to use the proper linen setup for each service. Linen and paper products may be used. Candidates are required to demonstrate the ability to safely use all tools. Candidates are expected to use the shears in a safe manner, to handle the razor properly, and to not cut or pinch the model OR their own skin with clippers or other tools.

Precaution: IF YOU CUT YOURSELF ON YOUR FINGER.

- Wash the cut with soap and water.
- Use dispenser soap rather than bar soap. You may want to consider using a dispenser soap that contains germ-killing ingredients.
- Dry the cut and then cover it with a bandage. Use a glove so you do not get infection or contamination.
- Change the bandage often, particularly if it becomes wet or bloody.
- Keep your cut covered with a bandage until all broken skin has healed.

Precaution: IF YOUR CUSTOMER STARTS BLEEDING FROM THE NECK.

- Do not use a styptic pencil to stop the bleeding. Instead, use a powder astringent.
- Apply the powder to the customer's neck with a damp cotton swab or Q-tip.
- After you are done, throw away the swab and wash your hands before continuing your work with the client.

Precaution: IF YOU ARE DOING A WAXING TO YOUR CUSTOMER.

- A new dipstick should be used each time a dipstick is used.
- Always wear latex gloves, particularly during wax removal.

You need to wear gloves that are made out of latex rubber and feel like a second skin on you.

Always wear latex gloves when you are performing the following services on a customer:

- Facial
- Tweezing
- Manicure or pedicure
- Waxing, especially during removal
- Any other procedure that may draw blood.



WEAR GLOVES IF YOU HAVE A CUT, SORE, OR SKIN CONDITION ON YOUR HANDS OR IF YOUR CUSTOMER HAS CUTS OR SORES ON THE SCALP. IN THESE CASES, IT IS A GOOD IDEA TO WEAR GLOVES WHILE SHAMPOOING THE CUSTOMER WHO HAS PROBLEMS ON THEIR SCALP.

DISINFECTING THE SALON

In today's salons, it is important to use hospital-level disinfectants for all utensils and instruments.

Alcohol and single-phase quats, popular years ago, no longer provide the right level of germ-free and HIV-free protection. By using hospital-grade disinfectants, you remove the risk of HIV and other infections.

Hospitality-level disinfectant must have the following qualities:

- Fast-acting and easy-to-use.
- Product must kill a broad range of germs, viruses, and other organisms.
- It is economical and fairly priced.
- The product is registered with the Environmental Protection Agency (EPA) and shows this on it.



DISINFECT YOUR INSTRUMENTS

1. Wash all instruments to be disinfected with soap and water to remove any surface dirt, blood, or other matter.
2. Put the instruments in a wet sanitizer containing a hospital-grade disinfectant solution.
3. Leave instruments to disinfect for the proper time before removing them from the solution.
4. Remove the instruments and rinse them in clean water.
5. Dry instruments completely
6. Store disinfected, clean instruments in a dry, clean cabinet or drawer.



The best way to disinfect the utensils is using steam, dry heat, and chemical germicides.

GUIDE TO MAINTAINING SUPPLIES AND EQUIPMENT

- Clean shampoo boards and bowls.
- After each client has used the area, clean the shampoo sink area with a spray of one part bleach to nine parts of water.
- Use clean linens, towels, client gowns, etc. only once.

- Deposit them in a container used only for this purpose.
- Do not use any instruments or implements that have fallen on the floor. Pick them up and place in a disinfectant solution before using again.
- Sweep the salon floor frequently to prevent build-up of hair and other waste materials.
- Throw away sweepings into a covered container.
- Remove creams from containers with a sterile spatula or spoon to an individual dish to be used only for one client. Use a clean dish or container with every new client.
- Use single, fresh cotton swabs, balls, or other applicators to apply lotions or fluids to an individual client.
- Use dispenser soap instead of bar soap in all places where the washing of hands is required.
- Give each individual manicure client his or her own paper cup with finger bowl.
- Remove all soiled combs, brushes, and other instruments or materials from the work station after each use.
- Do not pass around lipstick, rouge, powder, puffs, sponges, or other make-up to be used by more than one person.
- Disinfect all instruments after each use on a client.
- Do not place any clips, pins, or other instruments in the mouth.
- Wash all hairnets after each individual use.
- Do not carry instruments of any kind in uniform or personal pockets.



GUIDELINES FOR COSMETOLOGISTS, NAIL TECHS AND FACIALISTS

In order for the customer to feel safe, secure, protected, and comfortable during their salon experience the cosmetologist should follow the following guidelines:

- All rules of personal hygiene.
- Do not work with customer if you are sick with a cold, the flu, or other illnesses that the customer can catch.
- Wear a washable uniform with sleeves that are no more than $\frac{3}{4}$ in length.
- Wash your hands before and after working with a client and after every visit to the restroom.
- Do not attempt to treat any disease or condition of the skin, scalp, face or hands. Instead, recommend that the customer see their doctor.
- Soak any tools that can draw blood, such as, nail clippers, cuticle scissors, callus paring blades, razors, etc., in a chemical germicide.
- Do not give services to any customer who has a visible infection that may be caught by you or your co-workers.
- Ask clients with open sores or cuts on their scalp to return for services after they have healed.
- Wear disposable latex gloves during manicuring, pedicuring, waxing, facials, shampoos, tweezing, and any other service where you may come in contact with blood or body fluids, no matter how small the amount.

- Wear gloves whenever handling any combs, brushes, or other salon instruments that may be contaminated or when cleaning the salon.
- Do not work on a client if you have chapped or dry skin on your hands.
- Clean any blood stains on counters or surfaces with a solution of one part bleach to nine parts water.
- Disinfect electrodes by cleaning their surfaces with hospital grade disinfectant on a cotton pad.
- Disinfect all instruments after each individual use according to proper instructions.
- Use a hospital-grade product to clean and disinfect floors, sinks, and toilets.
- Wipe down all slenderizing, massage, and toning tables with a bleach solution after each client.
- Sanitize all body wraps by washing them in soap and water containing bleach.
- Spray sinks and toilet seats with a bleach spray containing one part bleach and nine parts water.



RATIONALE FOR THE FULL SPECIALIST PROGRAM

ASM Full Specialist 600 Hours Program is a very intensive program that will provide training in skin care, nail care, and make-up. The student will also learn the biological foundations of the skin and the maintenance and health of the skin and nails.

The objectives of this program should include:

The student will become skilled in maintaining the beauty and health of the skin and nails. The student will also learn the structure of the skin and nails, its diseases, and its treatments. The student will also become skilled in several cosmetic treatments, make-up application, and massaging techniques for the face, hands, and feet.



Full Specialist Career Outlook

The demand for estheticians was expected to grow much faster than the average for all occupations between 2008 and 2018. According to the U.S. Bureau of Labor Statistics (BLS), job openings for this line of work were estimated to increase 38% (www.bls.gov). Advances in the field and growing popularity of these procedures in medical offices and spas will contribute to this accelerated growth. Qualifying for jobs within high-end establishments may be easier if you are licensed and experienced.

The U.S. Bureau of Labor Statistics (BLS) reported that employment of nail technicians was expected to grow 19% between 2008 and 2018 (www.bls.gov). This growth is faster than the average for all occupations, and can be attributed to an increasing number of full-service day spas and nail salons. Openings should be readily available for those interested in beauty salons, spas and medical offices. However, positions at higher paying salons are often difficult to obtain and are highly competitive.

Full Specialist's Duties

As an esthetician, you cleanse and beautify a client's skin through head and neck massages, full-body treatments and facials. You may also apply makeup and remove body hair. Giving manicures and pedicures also fall under your job duties. Recommending and selling skin and body care products to clients may also be a part of your job.

You may work full-time, but part-time work is common. It is also normal in this career to work variable schedules. Employers typically include spas and beauty salons. However, work may be available with doctors, which may allow you to perform advanced tasks such as deep chemical peels.

Nail technicians, also referred to as manicurists and pedicurists, work exclusively on their client's nails. Your duties generally include cleaning, polishing, cutting and shaping the nails. Other tasks include giving customers nail extensions and special footbaths with salts. Self-employment is common for personal appearance workers, and you may need to perform managerial duties, such as ordering inventory, hiring new workers and keeping

business records. Additionally, many nail technicians have the flexibility to work part time or flexible hours.

Full Specialist’s Salary

Esthetician

Salary by Years of Experience

Years of Experience	National Salary Data
	All compensation data shown are gross, national 10th to 90th percentile ranges. Pay can vary greatly by location.
Less than 1 year	\$12,000 - \$30,517
1-4 years	\$11,960 - \$59,071
5-9 years	\$11,030 - \$48,322
10-19 years	\$14,303 - \$51,502
20 years or more	\$30,000 - \$112,500

Nail Technicians

According to Payscale.com, a nail technician's salary ranges from \$27,000 to \$36,000 a year. Employment opportunities have grown three times as fast as the average occupation. There is a demand for personal care services from both men and women. Nail technicians make an hourly rate plus tips. They may also be paid for selling retail products.

Program Requirements

Full Specialists are required to possess a high school diploma, GED or ATB test. This program takes up to seven months to complete. You will receive a diploma after successful completion and a state board license.

Safety and Sanitation Requirements

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DISINFECTING THE SALON

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Hospitality-level disinfectant must have the following qualities:

- Fast-acting and easy-to-use.
- Product must kill a broad range of germs, viruses, and other organisms.
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DISINFECT YOUR INSTRUMENTS

7. Wash all instruments to be disinfected with soap and water to remove any surface dirt, blood, or other matter.
8. Put the instruments in a wet sanitizer containing a hospital-grade disinfectant solution.
9. Leave instruments to disinfect for the proper time before removing them from the solution.
10. Remove the instruments and rinse them in clean water.
11. Dry instruments completely
12. Store disinfected, clean instruments in a dry, clean cabinet or drawer.

The best way to disinfect the utensils is using steam, dry heat, and chemical germicides.

GUIDE TO MAINTAINING SUPPLIES AND EQUIPMENT

- Use clean linens, towels, client gowns, etc. only once.
- Deposit them in a container used only for this purpose.



- Do not use any instruments or implements that have fallen on the floor. Pick them up and place in a disinfectant solution before using again.
- Sweep the salon floor frequently to prevent build-up of hair and other waste materials.
- Throw away sweepings into a covered container.
- Remove creams from containers with a sterile spatula or spoon to an individual dish to be used only for one client. Use a clean dish or container with every new client.
- Use single, fresh cotton swabs, balls, or other applicators to apply lotions or fluids to an individual client.
- Use dispenser soap instead of bar soap in all places where the washing of hands is required.
- Give each individual manicure client his or her own paper cup with finger bowl.
- Remove all soiled combs, brushes, and other instruments or materials from the work station after each use.
- Do not pass around lipstick, rouge, powder, puffs, sponges, or other make-up to be used by more than one person.
- Disinfect all instruments after each use on a client.
- Do not place any clips, pins, or other instruments in the mouth.
- Wash all hairnets after each individual use.
- Do not carry instruments of any kind in uniform or personal pockets.



GUIDELINES FOR NAIL TECHS AND FACIALISTS

In order for the customer to feel safe, secure, protected, and comfortable during their salon experience the cosmetologist should follow the following guidelines:

- All rules of personal hygiene.
- Do not work with customer if you are sick with a cold, the flu, or other illnesses that the customer can catch.
- Wear a washable uniform with sleeves that are no more than $\frac{3}{4}$ in length.
- Wash your hands before and after working with a client and after every visit to the restroom.
- Do not attempt to treat any disease or condition of the skin, scalp, face or hands. Instead, recommend that the customer see their doctor.
- Soak any tools that can draw blood, such as, nail clippers, cuticle scissors, callus paring blades, etc., in a chemical germicide.
- Do not give services to any customer who has a visible infection that may be caught by you or your co-workers.
- Wear disposable latex gloves during manicuring, pedicuring, waxing, facials, tweezing, and any other service where you may come in contact with blood or body fluids, no matter how small the amount.
- Wear gloves whenever handling any instruments that may be contaminated or when cleaning the salon.
- Do not work on a client if you have chapped or dry skin on your hands.

- Clean any blood stains on counters or surfaces with a solution of one part bleach to nine parts water.
- Disinfect electrodes by cleaning their surfaces with hospital grade disinfectant on a cotton pad.
- Disinfect all instruments after each individual use according to proper instructions.
- Use a hospital-grade product to clean and disinfect floors, sinks, and toilets.
- Wipe down all slenderizing, massage, and toning tables with a bleach solution after each client.
- Sanitize all body wraps by washing them in soap and water containing bleach.
- Spray sinks and toilet seats with a bleach spray containing one part bleach and nine parts water.



RATIONALE FOR THE BASIC MAKEUP PROGRAM

ASM Basic Makeup 300 Hours Program will train basic production make-up artists, rounded in the knowledge and ability required to perform at a high level of competency in the media of television, film, and photography. This program will prepare the student to become a basic creative make-up artist. During the course the students will acquire the knowledge needed to become a proficient make-up artist and preparing the student to be employed in the cosmetology industry as a make-up artist.

Objectives

- Become a Creative Makeup Artist
- Human Relations and Professional Skills
- Professional image of the Makeup Artist
- Cosmetics and the Skin
- Anatomy, Art and Makeup Techniques
- Passport to Success

Basic Makeup Artistry Career Outlook

Compensation of makeup artists varies dramatically, but according to the U.S. Bureau of Labor Statistics (BLS), the median annual income for makeup artists in 2012 was \$26,270. However, those working on large-budget films or with high-profile people can expect much more. The greatest job opportunities can be found in media-heavy cities, like New York or Los Angeles.

Basic Makeup Artistry Job Skills

Skills vary by specialty. However, all makeup artists must have a strong sense of fashion, an artistic nature and a willingness to work all hours. Good interpersonal skills are a must for working with clients and models.

Program Requirements

Basic Makeup Artistry students are required to possess a high school diploma, GED or ATB test. This program takes up to seven months to complete. You will receive a diploma after successful completion.

Safety and Sanitation Requirements

Candidates are required to demonstrate the ability to deliver services in a professional manner by practicing both safe and sanitary procedures in the delivery of all services.

Candidates are required to sanitize tools before and after use on a model. Tools are assumed to have been sanitized when the candidate arrives at the test site. Candidates cannot work out of a drawer. Candidates must wash their hands prior to beginning any service. Clean and dirty linen must be properly stored and handled. Candidates are required to use the proper linen setup for each service. Linen and paper products may be used. Candidates are required to demonstrate the ability to safely use all tools.

DISINFECTING THE SALON

In today's salons, it is important to use hospital-level disinfectants for all utensils and instruments.

Alcohol and single-phase quats, popular years ago, no longer provide the right level of germ-free and HIV-free protection. By using hospital-grade disinfectants, you remove the risk of HIV and other infections.

Hospital-level disinfectant must have the following qualities:

- Fast-acting and easy-to-use.
- Product must kill a broad range of germs, viruses, and other organisms.
- It is economical and fairly priced.
- The product is registered with the Environmental Protection Agency (EPA) and shows this on it.

DISINFECT YOUR INSTRUMENTS

1. Wash all instruments to be disinfected with soap and water to remove any surface dirt, blood, or other matter.
2. Put the instruments in a wet sanitizer containing a hospital-grade disinfectant solution.
3. Leave instruments to disinfect for the proper time before removing them from the solution.
4. Remove the instruments and rinse them in clean water.
5. Dry instruments completely
6. Store disinfected, clean instruments in a dry, clean cabinet or drawer.

The best way to disinfect the utensils is using steam, dry heat, and chemical germicides.

GUIDE TO MAINTAINING SUPPLIES AND EQUIPMENT

- Use clean linens, towels, client gowns, etc. only once.
- Deposit them in a container used only for this purpose.
- Do not use any instruments or implements that have fallen on the floor. Pick them up and place in a disinfectant solution before using again.
- Sweep the salon floor frequently to prevent build-up of hair and other waste materials.
- Throw away sweepings into a covered container.
- Remove creams from containers with a sterile spatula or spoon to an individual dish to be used only for one client. Use a clean dish or container with every new client.
- Use single, fresh cotton swabs, balls, or other applicators to apply lotions or fluids to an individual client.
- Use dispenser soap instead of bar soap in all places where the washing of hands is required.
- Give each individual manicure client his or her own paper cup with finger bowl.
- Remove all soiled combs, brushes, and other instruments or materials from the work station after each use.
- Do not pass around lipstick, rouge, powder, puffs, sponges, or other make-up to be used by more than one person.
- Disinfect all instruments after each use on a client.
- Do not place any clips, pins, or other instruments in the mouth.
- Wash all hairnets after each individual use.
- Do not carry instruments of any kind in uniform or personal pockets.

RATIONALE FOR THE ADVANCED MAKEUP PROGRAM

ASM Advanced Makeup Artistry 600 Hours Program will train production make-up artists, well rounded in the knowledge and ability required to perform at a high level of competency in the media of television, film, and photography. This program will prepare the student to become an advanced creative make-up artist. During the course the students will acquire the knowledge needed to become a proficient make-up artist and preparing the student to be employed in the cosmetology industry as a make-up artist.

OBJECTIVES

- Become a Creative Makeup Artist
- Human Relations and Professional Skills
- Professional image of the Makeup Artist
- Cosmetics and the Skin
- Understanding Light and Color
- Anatomy, Art and Makeup Techniques
- Special Makeup Techniques
- Passport to Success

Advance Makeup Artistry Career Outlook

Compensation of makeup artists varies dramatically, but according to the U.S. Bureau of Labor Statistics (BLS), the median annual income for makeup artists in 2012 was \$26,270. However, those working on large-budget films or with high-profile people can expect much more. The greatest job opportunities can be found in media-heavy cities, like New York or Los Angeles.

Advanced Makeup Artistry Job Skills

Skills vary by specialty. However, all makeup artists must have a strong sense of fashion, an artistic nature and a willingness to work all hours. Good interpersonal skills are a must for working with clients and models.

Program Requirements

Basic Makeup Artistry students are required to possess a high school diploma, GED or ATB test. This program takes up to seven months to complete. You will receive a diploma after successful completion.

Safety and Sanitation Requirements

Candidates are required to demonstrate the ability to deliver services in a professional manner by practicing both safe and sanitary procedures in the delivery of all services.

Candidates are required to sanitize tools before and after use on a model. Tools are assumed to have been sanitized when the candidate arrives at the test site. Candidates cannot work out of a drawer. Candidates must wash their hands prior to beginning any service. Clean and dirty linen must be properly stored and handled. Candidates are required to use the proper linen setup for each service. Linen and paper products may be used. Candidates are required to demonstrate the ability to safely use all tools.

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- Disinfect all instruments after each use on a client.
- Do not place any clips, pins, or other instruments in the mouth.
- Wash all hairnets after each individual use.
- Do not carry instruments of any kind in uniform or personal pockets.

PRE-REQUISITES FOR EMPLOYMENT

Interest

Artistic - Artistic occupations frequently involve working with forms, designs and patterns. They often require self-expression and the work can be done without following a clear set of rules.

Tasks

1. Keep work stations clean and sanitize tools such as scissors and combs.
2. Cut, trim and shape hair or hairpieces, based on customers' instructions, hair type and facial features, using clippers, scissors, trimmers and razors.
3. Analyze patrons' hair and other physical features to determine and recommend beauty treatment or suggest hair styles.
4. Schedule client appointments.
5. Bleach, dye, or tint hair, using applicator or brush.
6. Update and maintain customer information records, such as beauty services provided.
7. Shampoo, rinse, condition and dry hair and scalp or hairpieces with water, liquid soap, or other solutions.
8. Operate cash registers to receive payments from patrons.
9. Demonstrate and sell hair care products and cosmetics.
10. Develop new styles and techniques.
11. Apply water, setting, straightening or waving solutions to hair and use curlers, rollers, hot combs and curling irons to press and curl hair.

Skills

Active Listening - Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Time Management - Managing one's own time and the time of others.

Speaking - Talking to others to convey information effectively.

Social Perceptiveness - Being aware of others' reactions and understanding why they react as they do.

Coordination - Adjusting actions in relation to others' actions.

Reading Comprehension - Understanding written sentences and paragraphs in work related documents.

Learning Strategies - Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.



Knowledge

Customer and Personal Service - Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

English Language - Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Chemistry - Knowledge of the chemical composition, structure, and properties of substances and of the chemical processes and transformations that they undergo. This includes uses of chemicals and their interactions, danger signs, production techniques, and disposal methods.

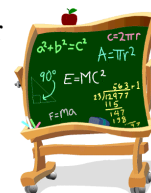


Administration and Management - Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Education and Training - Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.

Sales and Marketing - Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Mathematics - Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.



Regulatory Oversight Restrictions

Graduates of the Spanish Speaking Program may encounter employment limitations due to the fact that most businesses require fluency in the English Language. The field license is also a requirement to obtain a job.

Physical requirements of the industry

Most full-time barbers, cosmetologists, and other personal appearance workers put in a 40-hour week, but longer hours are common, especially among self-employed workers. Work schedules may include evenings and weekends, the times when beauty salons and barbershops are busiest. In 2006, about 31 percent of cosmetologists and 19 percent of barbers worked part time, and 16 percent of cosmetologists and 11 percent of barbers had variable schedules.

Barbers, cosmetologists, and other personal appearance workers usually work in clean, pleasant surroundings with good lighting and ventilation. Good health and stamina are important, because these workers are on their feet for most of their shift. Prolonged exposure to some hair and nail

chemicals may cause irritation, so protective clothing, such as plastic gloves or aprons, may be worn.

Ability to meet requirements set forth by employers

Below you'll find some of the requirements set forth by employers. ASM Beauty World Academy, Inc. prepares you to meet all these requirements:



Work Activities

Performing for or Working Directly with the Public — Performing for people or dealing directly with the public. This includes serving customers in restaurants and stores, and receiving clients or guests.

Thinking Creatively — Developing, designing, or creating new applications, ideas, relationships, systems, or products, including artistic contributions.

Updating and Using Relevant Knowledge — Keeping up-to-date technically and applying new knowledge to your job.

Assisting and Caring for Others — Providing personal assistance, medical attention, emotional support, or other personal care to others such as coworkers, customers, or patients.

Getting Information — Observing, receiving, and otherwise obtaining information from all relevant sources.

Establishing and Maintaining Interpersonal Relationships — Developing constructive and cooperative working relationships with others, and maintaining them over time.

Performing General Physical Activities — Performing physical activities that require considerable use of your arms and legs and moving your whole body, such as climbing, lifting, balancing, walking, stooping, and handling of materials.

Making Decisions and Solving Problems — Analyzing information and evaluating results to choose the best solution and solve problems.

Provide Consultation and Advice to Others — Providing guidance and expert advice to management or other groups on technical, systems-, or process-related topics.

Handling and Moving Objects — Using hands and arms in handling, installing, positioning, and moving materials, and manipulating things.

Work Context

Freedom to Make Decisions — How much decision making freedom, without supervision, does the job offer?

Structured versus Unstructured Work — To what extent is this job structured for the worker, rather than allowing the worker to determine tasks, priorities, and goals?

Face-to-Face Discussions — How often do you have to have face-to-face discussions with individuals or teams in this job?

Spend Time Standing — How much does this job require standing?

Telephone — How often do you have telephone conversations in this job?

Contact With Others — How much does this job require the worker to be in contact with others (face-to-face, by telephone, or otherwise) in order to perform it?

Spend Time Making Repetitive Motions — How much does this job require making repetitive motions?

Spend Time Using Your Hands to Handle, Control, or Feel Objects, Tools, or Controls — How much does this job require using your hands to handle, control, or feel objects, tools or controls?

Deal With External Customers — How important is it to work with external customers or the public in this job?

Exposed to Contaminants — How often does this job require working exposed to contaminants (such as pollutants, gases, dust or odors)?

