

IMPORTANT: TO BE RETYPED & SENT OUT ON YOUR NACCAS SCHOOL STATIONERY

FOR IMMEDIATE RELEASE:

Name Of Newspaper • Name of Editor, Title • Address • Phone: FAX: EML:

FOR FURTHER INFORMATION, CONTACT:

Name of NACCAS Cosmetology School • Name of President or Admissions Director
Address • PHN: 000-000-0000 • FAX: 000-000-0000 • EML:

**COSMETOLOGY JOB DEMAND
REACHES ALL TIME HIGH LOCALLY**

RESEARCH FREE JOB LISTINGS ON THE INTERNET FOR ALL SALONS & SALON CHAINS

www.naccas.org creates a new career opportunity for YOU!

The world of cosmetology is changing! The latest 2003 National Accrediting Commission of Cosmetology Arts & Sciences (NACCAS) Job Demand Survey with salons and salon chains indicates there is a great deal of diverse opportunities for future cosmetologists. Whether starting your career or looking for a change-of-life career alternative, cosmetology now offers numerous creative choices from hair design, massage, spacare and aesthetics to nailcare, education and sales.

Name and Title of the local Name of NACCAS Cosmetology School notes, "One of the most critical problems with salon cosmetology employment today is bridging the gap between the huge availability of rewarding jobs and finding enough skilled employees. This is not only a national phenomena, but it also offers many openings at our many local professional salons and spas." The National Accrediting Commission of Cosmetology Arts & Sciences has developed an easy and far reaching method for these two to meet. Salon employers and job seekers anywhere in the world can now find each other using any computer with an Internet connection.

Those interested in launching a rewarding new career in cosmetology will quickly find the top accredited schools listed by state. Each accredited schools offers personal cosmetology career counseling. The NACCAS website page located at www.naccas.org will also offer prospective cosmetology students and employees to click on salon logos where they will review specific new employment opportunities.

All local salons and day spas are now being encouraged to register their salons on this new NACCAS website service. NACCAS will provide this registration and Internet job posting service at no cost to all local community salon owners as well as to all salons across the United States. Each interested salon and chain will be able to post their salon name, logo, address and contact information, with the number of open positions. It should also include a brief salon business overview. To participate, salon owners should send the requested information on your business directly to NACCAS: ATT: Mr. Clifford A. Culbreath at 4401 Ford Avenue ~ Suite 1300, Alexandria, VA 22302 or email at CCulbreath@naccas.org.

Under the direction of Mark Gross, CEO, NACCAS conducted the new 2003 Cosmetology Job Demand Survey within professional salons and salon chains. The purpose of this study was to document the current need for qualified cosmetologists in the United States. The research involved a random sample study of salons spread across every state and region of the country. The survey illustrated that in 2002, there were 1,604,502 professionals employed in the nation's 312,959 beauty salons, barber shops, skincare salons, day spas and nail salons. This was a significant increase of 16,396 salons and 318,502 salon professionals since 1999.

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 2002 income for salon professionals was \$18.08 per hour while salon owners averaged \$24.36 per hour. The corresponding full-time salaries were \$48,720 for salon owners and \$36,360 for all non-owner salon professionals - inclusive of tips. Today, the professional salon industry continues to offer terrific new employment opportunities to qualified job seekers as hair designers, aestheticians, makeup artists and massage therapists -- 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. Currently, there are many exciting and positive career options in cosmetology. By research compiled in the most recent 2003 NACCAS Job Demand Survey, cosmetologists have dramatically increased their earning power today with zero unemployment due to the severe shortage of licensed salon professionals.

Today, the salon industry is now in a state of crisis to find qualified salon professionals, as American consumer's needs and demands rapidly rise for professional image-oriented and relaxing hair, skin, nail and spa services. From Generation Next Teens to the aging Baby Boomers and beyond, everyone wants to look and feel their best today. Not so surprisingly, 76% of salon owners who tried to fill open salon positions in 2002 said they were not always able to find qualified and licensed applicants. The professional salon and spa industry continues to offer terrific new employment opportunities to qualified job seekers, both experienced and at an entry level in salon chains as well as at independent salons. Due to men's changing needs, the number of barber shops have dramatically declined in recent years.

For a free career counseling session, contact the Name Of Cosmetology School at 000-000-0000 or visit their website at www. Name Of Website .com. For further information about how salon owners and salon professionals can use this free Internet Cosmetology Job Listing Service, contact the National Accrediting Commission of Cosmetology Arts & Sciences at 4401 Ford Avenue ~ Suite 1300, Alexandria, VA 22302 USA, 703-600-7600 or visit their website at www.naccas.org.

New cosmetology career opportunities are now more beautiful than ever before!

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Photograph Enclosed