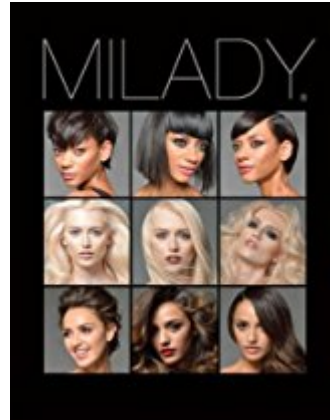


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Milady has evolved for over 85 years to become what it is today, the cornerstone of beauty and wellness education. We are very excited and proud to announce the latest edition of Milady Standard Cosmetology, the most commonly used resource in cosmetology education. For decades since our first textbook published, it has been our commitment to provide students with the foundation in the principles and skills needed to master the science and art of cosmetology, and with this latest version that commitment has not waived. For the new edition, celebrity stylist Ted Gibson served as Creative Director on the project. The result is a brilliant new design with over 750 new photos and a gorgeous layout, providing a visually stunning resource to engage today's learner. We also recruited a team of twelve authors, made up of top professionals and educators in the industry, to provide the most current information on concepts and techniques. During our extensive peer review and development process, we were asked for a resource that placed emphasis on essential content needed for licensure success, and we feel confident that we delivered. Milady Standard Cosmetology will continue to be a source of education that students can count on, not only while in school, but throughout their careers.

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Review "Most impressively the book covers all content that the Cosmetologist will need to build a foundational career, including basic history, current concepts and future plans, along with substantial techniques in every area pertaining to Cosmetology. Secondly, I find the book to be very organized in relation to order of learning basic, intermediate, and advanced as you progress through

the chapters. It is very easy to use in the school setting when starting with beginning students who have no knowledge, or with students of moderate background of the profession and continues to introduce more advanced technique as learning continues. The Chapter Outlines, Learning Objectives, and Key Terms are very organized and coincide with Chapter Subtitles and Chapter Glossary. This organization is super important to the average student who follows guides when well structured, such as this particular book." "Left handed procedures has been done very effectively and will be a great help for left handed students." "I really like how the procedures are broken down into smaller segments of application and procedures, they are easier to use, have clear steps and are not confusing for the students." About the Author The Premier Source for Education Resources in Cosmetology, Esthetics, Barbering, Nail Technology, Makeup, Massage Therapy, Salon & Spa Management and Business Training. Serving the Beauty and Wellness Industry since 1927.

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