

# Beauty *Link*

**Best Tech  
Tools for  
Educators**

**How Facebook  
Ads Can  
Work for You**

**A Tribute  
to Jim Cox**

# TALKING TECHNOLOGY

## PEOPLE & PLACES

### IIC Spells Success in Beauty Business

Graduating students at the International Institute of Cosmetology (IIC) in Connecticut yet again attained the highest Cosmetology State Board Exam scores in the state, with an average score of 92.97 percent for 2015 and a 100 percent pass rate on the exam since opening its doors in 2002.

Through resources such as Pivot Point's online learning platform, LAB (Learn About Beauty), IIC's exclusive partnership with Pivot Point, as well as its proprietary methods, IIC is able to provide students with content delivered in a way that is tailored to individual learning styles. Marie Bobair, IIC's director of education, notes, "When students are engaged, they can correlate the content into meaningful real-world connections."

### We're Now "Elevate Salon Institute," a L'Oreal Professional Beauty School



Elevate Salon Institute (formerly The School of Hairstyling) is excited to announce that we have joined with L'Oreal Professional to create the 1st ESI L'Oreal school in the United States. We have adopted the L'Oreal standards of education, and have become an integral part of an upward push in education to ELEVATE and enhance cosmetology education. Part of our mission is to provide better trained, motivated salon ready- entry level professionals to the job market. We look forward to improving opportunities in our area not only for basic education in all of the beauty and wellness industry, but also to improve accessibility to some continuing education and advanced techniques as well information additional information for already licensed professionals.

### Daytona State College Teachers Complete WAHL Men's Method Training



Students at Daytona State College School of Cosmetology and Barbering will be among the first to gain the knowledge from the Wahl Men's Method program. Thirteen teachers from the Cosmetology and Barbering programs participated in the Wahl Men's Method two-day training, and will introduce men's clipper cutting to students enrolled in the Fall.

"To see all the instructors really involved, wanting to learn, and agree with what the program has to offer was outstanding," says Tracey Nugent, Education Specialist, Wahl Men's Method. For more information about Wahl Men's Method, please visit [wahlmethod.com](http://wahlmethod.com).

### CND Trains Next Generation of Education Ambassadors



PHOTO: KELLY MELANITOU

Here's the next generation of CND's elite Education Ambassadors: Diane Diaz, (Chicago, IL), Cheyanne Birchall (Sparks, NV) and Ashley Craig (Ft. Meyers, FL)!

From June 13-19, candidates representing the United States attended CND Boot Camp in Amsterdam, Netherlands (see photo above). In addition to the three U.S. candidates, 28 attendees from 10 different countries worked alongside CND's International team to become Education Ambassadors. CND Boot Camp is an intense seven-day advanced training program designed to develop CND Education Ambassadors who are accountable, responsible, engaging and proactive, while preparing them to serve as true CND advocates and represent all aspects of education for the Nail Professional.



### Dermalogica Founder Appointed White House PAGE Ambassador

Dermalogica founder Jane Wurwand was recognized in June 2016 as a PAGE (Presidential Ambassador for Global Entrepreneurship) Entrepreneurial Ambassador. President Barack Obama made the announcement at the 7th Annual Global Economic Summit in Palo Alto, California in front of entrepreneurs and investors from around the world. Wurwand was one of four new Ambassadors welcomed into the program, which now boasts 21 members overall. She was chosen to represent the prestigious program thanks to the work she has done through Dermalogica's **FITE (Financial Independence Through Entrepreneurship)** initiative, which empowers women and girls through education, vocational training, and entrepreneurship opportunities worldwide.

Established in 2014, the PAGE initiative is a first-of-its-kind collaboration between celebrated American entrepreneurs, the White House, the State Department and the Department of Commerce, to help develop the next generation of entrepreneurs both in the USA and abroad.