

ACADEMY

for Salon Professionals

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FOR IMMEDIATE RELEASE

REDKEN AFFILIATED SCHOOLS TO OPEN IN SANTA CLARA AND LOS ANGELES A New Generation of Cosmetology Schools Slated to Open in 2008

The future of the beauty industry is changing in California. A new generation of cosmetology schools is slated to open in 2008. Among these is the "Academy for Salon Professionals", the first school in California to be affiliated with Redken to this degree. For several years, the major US hair care manufacturer has been making a presence in the field of education. Their international visibility brings huge benefits to new young professionals starting careers in cosmetology. Redken is a division of L'Oreal, the largest cosmetics company in the world. The schools plan is to educate stylists and technicians for the top 10% of salons and spas in the world. With a Redken based education, the students will not only be capable of graduating into the world of Redken, but also into the international arena of L'Oreal.

The 8500 square foot Santa Clara school is located in a retail area on the El Camino Real in Santa Clara. The site was selected for visibility to clientele and because it has ample parking for students and clients. It is planning its first class for January 7, 2008. Los Angeles will open in March. The two schools, independently owned will co-brand for maximum visibility in the California market. Academy for Salon Professionals in Santa Clara is owned by Robert James, and Craig Stanley, who also own James Craig Haircolor & Design in Saratoga. Jill Murphy, who is a Salon Development Manager for Redken in southern California, will own the Los Angeles school. She Plans to open in February/March of 2008 in the San Fernando Valley.

The schools have been designed by Peter Millard, an award winning designer, based in New York. He has also done design for Ralph Lauren, Giorgio Armani, and Yves Laurent. In addition to those designers, Peter is known for his Salon designs and coffee table book "Reinventing Space." The Academies have been designed to have the look and feel of an upscale New York salon. They will market to cost-conscious clients who enjoy the experience of up-scale service and aesthetics at a lower than average cost. This will provide the students a great clientele with which to perfect their professional skills. The services offered will be cutting and color, texturing services, spa services, and manicure and pedicure. Classroom training will be done in rooms set behind the main salon. The majority of the student's time will be spent in the salon clinic, where they will experience the environment and challenges of an actual salon. They will be doing the same type of services that are being done in the major salons in the world. In addition to receiving excellent Redken training, the students will also be introduced to the Summit Salon level system to help support our Summit Salons. The students will experience proper client consultations, add-on services, pre-booking, asking for referrals, and retailing Redken products. This will ensure that the students will leave the school ready to make a difference in our Summit Salons and Club 5th Ave. Salons.

The Academy for Salon Professionals affiliation with Redken was a natural outcome of nearly 14 years of work with them in James Craig salon and Jill Murphy working for Redken in different capacities for the last 14 years. James Craig Salon became involved with Redken initially because they felt a synergy with Redken's attention to education. Throughout their involvement they have always been completely amazed at the level of commitment to education that Redken brings to the beauty industry.

The other benefit of a Redken affiliation is Redken color. Redken has always been the foremost manufacturer of professional color. With their parent company, L'Oreal, they continue to lead in scientific development for the cosmetics and hair care industries.

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If you'd like more information about this release, or to schedule an interview with either James Craig Stanley or Jill Murphy, please call Craig at 408.261.9201 or email Craig at craig@academyforsalonpros.com