



BBIM Career Development Programs

COURSE OFFERINGS

BBIM, INC.



ABOUT BBIM'S EDUCATIONAL PROGRAMS

BBIM, Inc. research institute is dedicated to deliver accurate, up-to-date information on changing developments in the beauty industry. Trends, myths, and rumors tend to spread quickly without the verification of their authenticity; BBIM, Inc. is here to make sure the truth is brought forward.

To protect and provide consumers with more accurate information on products and services, BBIM believes continuous efforts on educating service providers in beauty culture is an essence.

Therefore, it is BBIM's mission;

- To identify ever-changing beauty trends
- To develop educational contents according to the changes
- To advocate its training courses to all responsible teaching institutions
- To help beauty professionals to deliver more reliable information to the consumers

RETAIL BEAUTY CONSULTANT



These courses are designed to prepare the student to serve as a professional retail beauty consultant at a various retail stores. Including: Beauty supplies, makeup departments, or the beauty sections of variety department stores, etc.

These courses work to impart a basic working knowledge of the beauty industry, which includes:

- Business Essential Knowledge
- Wigs & Extensions
- Personal Care Products

A student can register for classes on a one by one basis or enroll in a course package, as described below:

Available Courses:

- | | |
|---|-------|
| • Beauty 101: Retail Beauty Business Practices | \$300 |
| • Beauty 102: Retail Beauty Wigs and Hair Extensions | \$300 |
| • Beauty 103: Retail Beauty Personal Care Products | \$300 |
| • Beauty 104: Beauty Consultant Training Instructor | \$TBA |
| • Complete Course Package: (Beauty 101, 102, 103) | \$850 |

BEAUTY 101:

RETAIL BEAUTY BUSINESS PRACTICES

This course will introduce a basic understanding of the beauty industry, with a focus on common business knowledge and practices. Other topics that will be covered are basic anatomy, essential knowledge of different hairstyles and an introduction to common business ethics.

This course is considered basic but it is an essential course for anyone who plans to serve public consumers.

This course introduces a wide range of essential business related subjects, such as:

- Introduction to the beauty industry and its scope
- Basic hair biology and bacteriology
- Work ethics
- Professional ethics
- Job safety and proper handling in case of emergencies

Prerequisites:

For Non-Licensed Cosmetologists

- Must have a high school diploma or GED

For Licensed Cosmetologists

- None

Duration:	10 hours
Fee:	In-class Lecture \$300 (includes lab fees and training materials) or Online Course for \$70 (training materials not included)
Textbook:	Standard Retail Beauty Consultant <i>(Must be purchased separately)</i>

BEAUTY 102:

RETAIL BEAUTY WIGS AND HAIR EXTENSIONS

Building off of the concepts from Beauty 101, this course focuses on different types of hair extensions and wigs. Focus will be placed on: the different application methods, advanced hair weaving, custom wig making, styling, fitting and how to select well-made products.

It is important to learn and understand the importance of wigs and extensions for those in need.

A couple of the things this course will introduce, along with many others are:

- Understanding of materials used in wigstensions
- Assisting customers when trying on wigs
- Advanced hair weaving
- Custom wig making
- Styling and fitting

Prerequisites:

For Non-Licensed Cosmetologists

- Beauty 101: Retail Beauty Business Practices

For Licensed Cosmetologists

- None

Duration:	10 hours
Fee:	In-class Lecture \$300 (includes lab fees and training materials) or Online Course for \$70 (training materials not included)
Textbook:	Standard Retail Beauty Consultant (Must be purchased separately)

BEAUTY 103:

RETAIL BEAUTY PERSONAL CARE PRODUCTS

In this next course you will get a basic introduction to hair care products, styling equipment and common products used in salons or homes. Along with focusing on hair care products, tools, and government guidance on specific subjects; you will also learn about various cosmetics and different skin care products. Without knowing your products, you cannot expect to make any sales or build clientele and understand and know the usage of them.

This course will give you detail knowledge and practices on:

- Chemical products
- Styling tools
- Sundry
- Skin care & Cosmetics
- General Merchandise

Prerequisites:

For Non-Licensed Cosmetologists

- Beauty 101: Retail Beauty Business Practices
- Beauty 102: Retail Beauty Wigs and Hair Extensions

For Licensed Cosmetologist

- Beauty 102: Retail Beauty Wigs and Hair Extensions

Duration:	10 hours
Fee:	In-class Lecture \$300 (includes lab fees and training materials) or Online Course for \$70 (training materials not included)
Textbook:	Standard Retail Beauty Consultant (Must be purchased separately)

BEAUTY 104:

BEAUTY CONSULTANT TRAINING INSTRUCTOR

This exclusive course will prepare candidates to teach the Retail Beauty Consultant Program. It is taught on a one-on-one mentor and mentee basis, with a focus on learning how to develop a teaching program and make adjustments based on the progress of each individual class. Candidates must be pre-approved, pass assessments and demonstrate teaching potential in order to be enrolled into the program. As an instructor, you may teach at your local community college and career development institute.

QUALIFICATIONS

- Must be pre-approved in order to register
- Must have at least 2 years of retail experience.
- Candidate must demonstrate a complete understanding of all textbook materials that were provided during the previous three Retail Beauty courses
- Candidate will serve as an Assistant Instructor under the supervision of an Instructor
- Candidate must be able to demonstrate the procedures to others and pass other assessments in order to qualify as a candidate instructor.

- **Duration:** Minimum of 6 months as Assistant Instructor
- **Fee:** TBA
- **Textbook:** Standard Retail Beauty Consultant
(Must be purchased separately)



BBIM ALUMNI BENEFITS

Upon completing any single BBIM course, graduates are invited to join the BBIM Designer's Club. Member privileges include:

- Exposure to prospective employers for job opportunities
- Quarterly email news letters with updates on beauty industry activities
- Access to exclusive product lines
- Discounts for different products and procedure training forums that held nationwide with industry leaders
- Invitations to events and industry conferences held with organizations such as NFBS, AHIA, AHBAI, IHT and 33 regional beauty retailer associations

Members will also be enrolled in a free subscription to Cosmobiz Salon, which is delivered to the majority of retail beauty supply stores across the nation. Subscribers are invited to spread messages via:

- Magazine articles
- Interviews
- Press releases
- Advertisements



FREQUENTLY ASKED QUESTIONS



Q. Do I have to take the courses in order?



A. In most cases, yes. These courses are designed to teach based off of the knowledge that was taught in the previous courses.



Q. Who is eligible to skip courses?



A. Licensed cosmetologists are eligible to skip some introductory courses because it covers information that they have already learned, as part of their licensing test.



Q. Are there financial aid options?



A. While we do not offer financial aid, we do have possible grant and bank loan opportunities in motion.



Q. What kind of programs do you offer?



A. Quite a variety with more to come, but our current programs include:

- Retail Beauty Consultant
- Standard Trichologist
- Standard Hair Prosthesis



Q. Who should apply for courses?



A. Licensed cosmetologists, spa owners, masseurs/masseuses, those unhappy with their current cosmetology career or education, those with some background in cosmetology but hold no certificate or degree.



Q. What is the difference between a certified hair practitioner and a certified trichologist?



A. Practitioners are able to provide services at their shop without much theory. A certified trichologist is someone who can actually consult with clients and build a customized program based on the condition of their scalp and their needs.

ABOUT BBIM, INC.

The Beauty Business Industry Monitor (BBIM) research institute was founded in 2009 by the National Federation of Beauty Suppliers (NFBS). Its mission is to monitor and research the latest developments in the industry to assist critical decision-makers in determining the course direction in the industry direction; to develop and train various levels of professionals to improve the quality of services; and to exchange knowledge and offer assistance across national borders for globalization of the beauty industry.

BBIM is a non-profit corporation that is independently operated by a group of trained researchers and educators. All proceeds are reinvested for the greater good of the global beauty industry. BBIM is committed to maintaining its objectiveness and strives to represent all members of the industry.

Publication of BBIM, INC. include Cosmobiz as well as Cosmobiz Salon.

REGISTRATION FORM

Name: _____
Address: _____

Phone: _____
Email: _____
*Seminar Code: _____

Method of Payment (NO CASH)

Check Enclosed: _____ Money Order: _____
MasterCard / Visa / Amex Number: _____
Exp. Date: _____ **V-Code: _____
Name on Card: _____
Card Holder's Signature: _____
Date: _____
Billing Address for Credit Card: _____

*SEMINAR CODE: IS ON THE CLASS SCHEDULE INCLUDED IN THIS BOOKLET

**V-CODE: MASTERCARD AND VISA THE LAST 3 DIGIT ON THE BACK OF THE CARD; AMEX, THE 4 DIGITS AFTER THE CARD NUMBER ON THE FRONT OF THE CARD

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