



BBIM Career Development Programs

COURSE OFFERINGS

BBIM, INC.



ABOUT BBIM'S EDUCATIONAL PROGRAMS

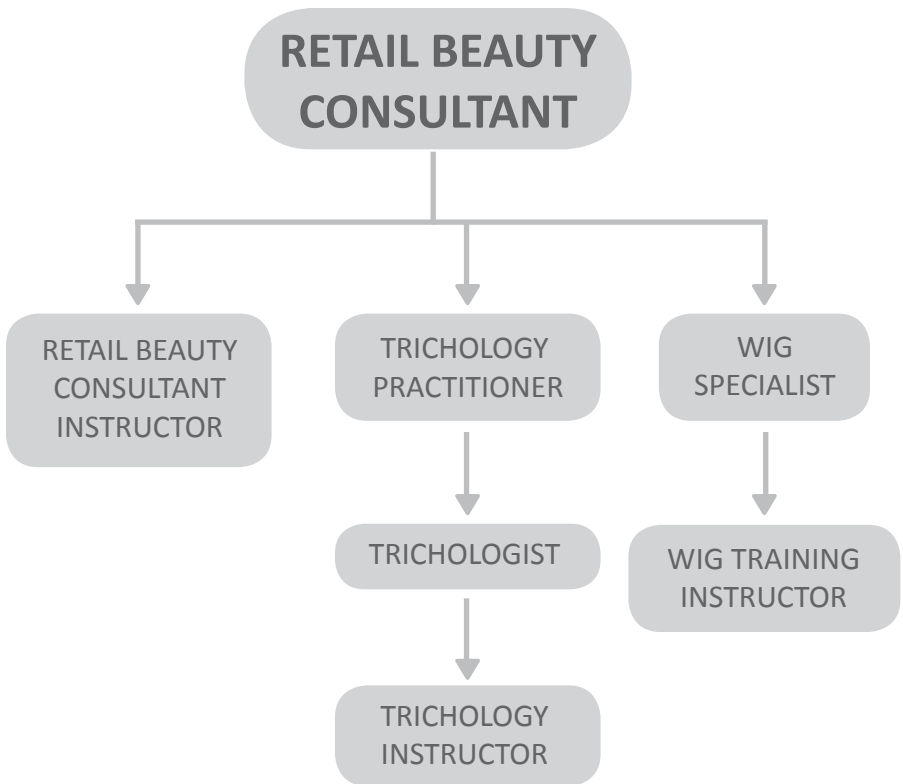
BBIM, Inc. research institute is dedicated to deliver accurate, up-to-date information on changing developments in the beauty industry. Trends, myths, and rumors tend to spread quickly without the verification of their authenticity; BBIM, Inc. is here to make sure the truth is brought forward.

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

CAREER DEVELOPMENT COURSE MAP



Upon completion of the Retail Beauty Consultant Course, a student may proceed in a variety of directions. Most specific skills courses require students to begin with the retail beauty consultant course as a prerequisite as that course builds the fundamental skills needed to operate in the beauty industry.



HERBAL TRICHOLOGY

Trichology is a set of cosmetology services that promotes healthier hair growth. It is not a medical service. Trichology was introduced in Asia, specifically Korea and Japan, countries well known for their herbal medicine and treatments. Their tradition medicine, which combines herbal extracts, acupuncture and therapeutic massages (Jihop), has been proven over several thousands years of practice. In fact, large numbers of modern drugs have been developed based on their traditional medicine. Our trichology uses herbal products only to help with healthier hair growth and help treat dandruff and inflammations.

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

Available Courses:

- **Trichology 201:** Standard Trichology Practitioner \$1,000
- **Trichology 202:** Standard Trichologist \$500
- **Trichology 203:** Trichology Instructor \$TBA
- **Complete Course Package:** (Trichology 201 and 202) \$1200

TRICHOLOGY 201:

STANDARD TRICHOLOGY PRACTITIONER

This introductory course to trichology focuses on teaching the basic trichology treatments and prepares the student with a base knowledge to provide trichology services to clients at salons immediately. Classes will mainly be focused on hands on training.

Prerequisites:

For Non-Licensed Cosmetologists

- **Beauty 101:** Retail Beauty Business Practices
- **Beauty 102:** Retail Beauty Wigs and Hair Extensions
- **Beauty 103:** Retail Beauty Personal Care Products

For Licensed Cosmetologist

- None

We suggest each student to have a partner for practicing purposes.

To be certified student must be able to demonstrate a satisfactory level of service within a given amount of time for each step of the procedure at the end of the course

If a student fails, he/she may retake the course for half of the tuition fee. (Limited to one offer per student)

Duration: 30 hours over 5 days

Fee: \$1,000 (includes lab and material fees)

Class size: maximum limit of 10 students

Textbook: TBA

**Study guides provided along with access to video demonstrations
(access limited to 2 weeks)**

TRICHOLOGY 202:

STANDARD TRICHOLOGIST

The second course in the Trichology program series will be an online course. Students are expected to read the assigned chapters online with an exam that must be passed in order to gain access to the next chapter. This class focuses on teaching the theory behind trichology services as well as how to consult with clients to make customized treatment plans. As this is an intensive textbook focused course, online study guides and video lectures are provided.

Prerequisites:

- **Trichology 201:** Standard Trichology Practitioner

After completing the online course, students are required to attend a 2-day in-class question & answer lecture to receive their certification.

Students must study the assigned chapter and pass the exam at the end of each chapter with higher than 75% correct in order to move onto the next chapter

Duration: Must be fully completed within 6 months of registration

Fee: \$500

Class size: TBA

Textbook: TBA

**Study guides provided along with access to video demonstrations
(access limited to 2 weeks)**

TRICHOLOGY 203:

TRICHOLOGY INSTRUCTOR

This exclusive course is designed to train certified Trichologists who have demonstrated leadership abilities. Candidates must serve as an Assistant Instructor to a current Trichology Instructor to gain hands on teaching experience.

QUALIFICATIONS

- Must be pre-approved in order to register
- Must have at least 2 years of salon experience.
- Candidate must demonstrate a complete understanding of all textbook materials that were provided during the previous two Trichology 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:

Must act as an Assistant Instructor for a minimum of 6 months

Fee: TBA

Textbook: TBA



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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