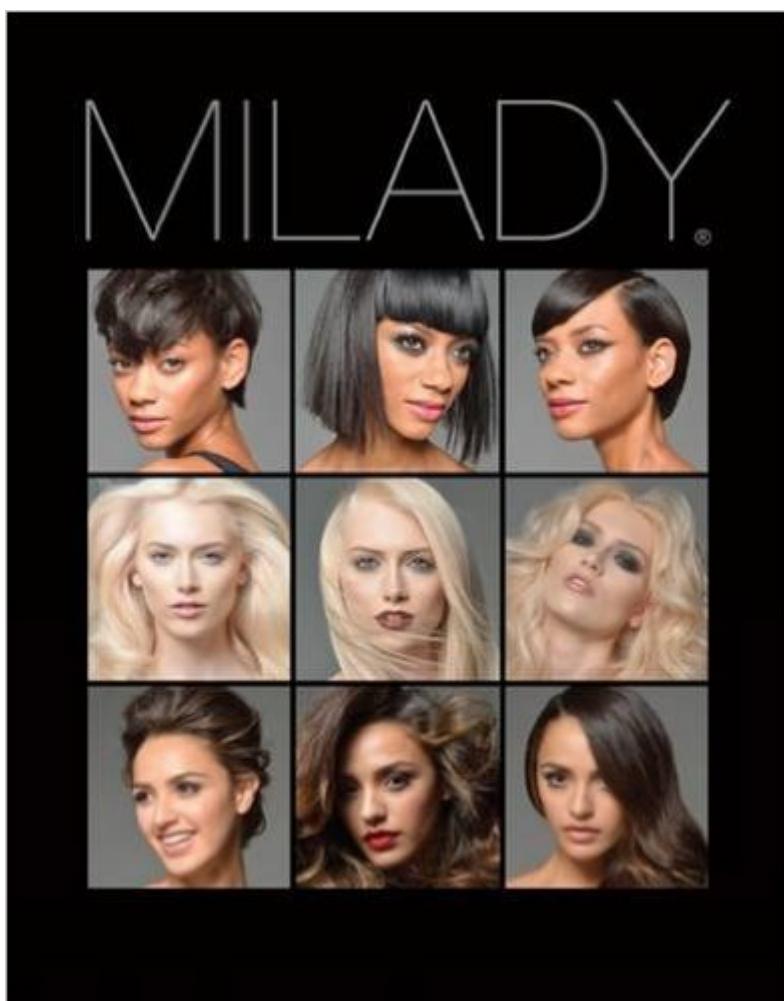


The book was found

Milady Standard Cosmetology



Synopsis

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 waivered. 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.

Book Information

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Average Customer Review: 4.2 out of 5 starsÂ See all reviewsÂ (44 customer reviews)

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Customer Reviews

I bought mine in NEW condition since I didn't want any marks or rips in it I am really happy with the quality of the book inside and out the photos are great on the outside and the inside has great quality knowledge! They also have online extras as well like a virtual hair cut. I love this book and I'm not even in cosmetology class yet, but I soon will! Overall this is maybe the best cosmetology

book of 2015-2016 yet!

Came as expected, no issues. Great for cosmetology students studying for state boards. Bought for my girlfriend and she found it extremely helpful since test is based off of this. Not a bad price all things considering.

The book met all of my expectations and more. The pictures were plentiful & vibrant. My instructor & fellow students were impressed as they all had a previous edition. I received it within a couple of days.

The book arrived in excellent condition. In terms of content, I was expecting more chapters about skin. There is more emphasis put on hair cutting, styling, colouring and I was expecting the opposite. Nevertheless, the content is easy to read and understand and the explanations are straight-forward

I'm stunned! I've been a cosmetologist for 37 years and I've never once been embarrassed to be in this field until January of this year at the Long Beach Beauty Show where I witnessed Ted Gibson drag our industry even deeper into the gutter. The entire show looked like it was put on by a local brothel. To purposely put him in charge of the textbook that most state boards require schools to use is asinine and just makes me wonder about the judgement of Milady's even more. I've put up with the horrible color material, (we teach around it) the antiquated haircutting material (we teach around it), etc. for years and years, but this edition is just outrageous. There has to be more to education than simply saying over and over to anyone who will listen "I charge \$1,200 for a haircut." Well good for you. What does that have to do with teaching my students how to have a career in the beauty industry? All of my students actually believe that they are in the beauty industry and not in the entertainment business. Apparently Ted Gibson, and now Milady, thinks exactly the opposite. I ordered the previous version of textbooks, workbooks, theory workbooks and online testing so that I don't have to try and explain STUPID to my students half of the year. Who's doing the next version Penn & Teller or the Blue Men?

Fabulous book, I love the set up and the information. The tips from the professionals is great and the pictures are current with today's trends.

for the sake of everyone who has asked this question before and will need to know in the future, this book does NOT come with the MindTap cd. it is only the book.

The Book is that I was expecting, very well illustrated and the contents are detailed and the additional features help me achieve my goals in my career. Thanks!

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