

NEWSLETTER

JANUARY 2024



New Year, New You.

Welcome to the latest edition of our school newsletter! Explore the world of beauty with us as we share exciting updates, student achievements, and the latest beauty trends in the vibrant community of North County. As a beauty school student, the new year brings fresh opportunities for growth and transformation. Embrace the chance to refine your skills, explore emerging trends, and set ambitious goals. Just like the changing seasons, let this year be a canvas for your creativity to blossom, unveiling a beautiful and promising future in the world of beauty.

"BE THE CHANGE YOU WISH TO SEE IN THE WORLD." - MAHATMA GANDHI

SEASONAL SPECIALS

VALID: 01/01/24 - 02/29/24

HAIR:

Schedule a tint retouch & receive 15% off Eimi Volume Collection.

SKIN:

Schedule any facial and receive 15% off Dermalogica Cleansers.



JANUARY OVERVIEW

“BEAUTY BEGINS
THE MOMENT YOU DECIDE TO BE
YOURSELF.”
– COCO CHANEL

DERMALOGICA CLEANSERS, WHATS THE DIFFERENCE?



Dermalogica double cleanse soap-free cleansers lift impurities, address skin issues, & prep skin for treatment. The selection of soap-free cleansers addresses everyday skin concerns using advanced ingredients such as clearing Salicylic Acid for acne-prone skin, smoothing Glycolic + Lactic Acids to brighten, or soothing Oat Kernel Extract to calm sensitive skin. Whatever your skin's needs are, our cleansers will take care of them and the skin underneath to support it - not strip it.

ACTIVE CLAY CLEANSER :

Dual-action, mineral-rich clay and charcoal formula actively cleanses and purifies. Kaolin Clay absorbs excess oil, and Activated Binchotan Charcoal powerfully adsorbs impurities to help balance skin.
RECOMMENDED FOR : All skin types • Acne and Blemishes • Oiliness • Pores

ACNE CLEARING SKIN WASH :

Foaming cleanser helps clear skin and reduce visible skin aging. Salicylic Acid and Lactic Acid, Beta Hydroxy Acids (BHAs), stimulate natural exfoliation to help clear clogged follicles and smooth away dullness that contributes to visible skin aging.

RECOMMENDED FOR: Normal • Combination & Oily skin • Acne and Blemishes • Dullness • Sensitivity and Redness.

PRECLEANSSE CLEANSING OIL :

Deep-cleansing oil melts make-up and impurities from skin. Thoroughly melt away layers of excess sebum (oil), sunscreen, waterproof make-up, environmental pollutants and residual products that build up on skin throughout the day.

RECOMMENDED FOR: All skin types • Acne + Blemishes • Pores

OIL TO FOAM CLEANSER :

Transformative oil to foam cleanser removes make-up, sunscreen, and debris while cleansing skin in one step for ultra clean, healthy-looking skin. This dual make-up remover and cleanser starts as a golden gel-oil infused with Sea Buckthorn Oil; massage into skin to melt away layers of make-up, sebum (oil), and sunscreen.

RECOMMENDED FOR: All skin types

DAILY GLYCOLIC CLEANSER :

Brightening and conditioning cleanser renews dull, uneven skin tone and helps remove buildup caused by environmental factors. Glycolic Acid, an Alpha Hydroxy Acid (AHA), brightens by ungluing dulling dead skin cells for radiant, healthy-looking skin.

RECOMMENDED FOR: Normal • Combination Skin • Dullness

ULTRACALMING CLEANSER :

Gentle cleansing gel/cream for reactive skin. This pH-balanced, non-foaming cleanser helps calm & cool reactive, sensitized or overprocessed skin. Delicately fortifies skin's protective barrier without leaving a residue making it ideal for sensitive skin.

RECOMMEND FOR: Sensitive skin • Dullness • Redness

SPECIAL CLEANSING GEL :

Soap-free, foaming gel cleanses all skin conditions. Refreshing lather thoroughly removes impurities, without disturbing the skin's natural moisture balance. This iconic cleanser, which contains naturally-foaming Quillaja Saponaria, gently rinses away toxins and debris to leave skin feeling smooth and clean.

RECOMMENDED FOR: Normal • Combination • Oily Skin

WELLA EIMI VOLUME

EIMI DRY ME : Achieve your look with Dry Me, a dry shampoo that creates volume and a manageable matte texture. The dry shampoo's formula with tapioca starch refreshes your hair and absorbs oil. Contains a level 1 hold.

HOW TO USE: Shake well, apply to roots for more volume. Great for day 2+ hair for the added lift. Apply to ends for more texture, separation or a fuller look. Contains a level 2 hold.

EIMI ROOT SHOOT: Perfect root lift is only a shot away, designed for precision application.

HOW TO USE: Shake, shoot, volumise. Apply on damp hair directly on the roots and blow dry as you wish. Great for overnight heatless curls and textured hair.

EIMI SUGAR LIFT: A rich, flexible spray infused with sugar that provides lift, shine and touchable grippy texture. Contains a level 3 hold.

HOW TO USE: Spray, scrunch, and manipulate. Apply on damp hair to create great texture and volume or use on dry hair for a more settled style.



Special Guest Educators

01/10/24 :
Dermalogica Field Trip

1/16/24: Wella
Discover Wella Professional Colors



NAIL TIP #1 CUTICLE OIL

Is cuticle oil really that important? The answer is yes! Cuticle oil plays a crucial role in maintaining healthy nails and cuticles. It offers several benefits, including:

- Hydration: Cuticle oil moisturizes the cuticles and surrounding skin, preventing dryness and reducing the risk of painful hangnails.
- Nail Health: Regular application of cuticle oil helps strengthen and nourish the nails, promoting flexibility and preventing brittleness.
- Improved Appearance: Well-moisturized cuticles contribute to a neat and polished look, enhancing the overall appearance of your nails.
- Protection: Cuticle oil forms a protective barrier, shielding the nails and surrounding skin from environmental stressors and harsh chemicals.

Incorporating cuticle oil into your nail care routine can contribute to healthier, more resilient nails and cuticles.

CLARIFYING SHAMPOO, WHY WE LOVE IT.

Clarifying shampoos gained popularity in the late 20th century with a growing awareness of the impact of styling products, hard water, and pollutants on hair health. Since then, formulations have evolved to cater to various hair types and concerns including:

- Removal of Buildup: Effectively eliminating product residue, excess oil, and hard water minerals.
- Improved Scalp Health: Helps maintain a healthy scalp by unclogging hair follicles and reducing the risk of dandruff/other scalp issues.
- Optimal Product Absorption: Prepares the hair to better absorb subsequent treatments.
- Enhanced Hair Volume: By removing buildup, clarifying can add volume and lift to your hair, leaving it feeling lighter/ more manageable.

It's advisable to use clarifying shampoos occasionally, as they can be more intensive than regular shampoos and may strip natural oils from the hair if overused.

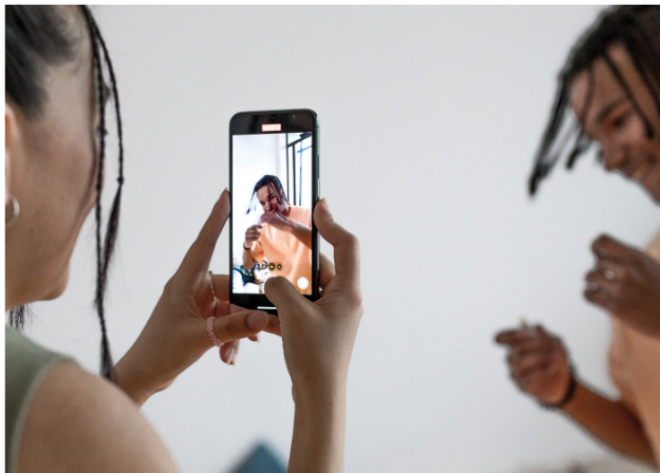
PEELS, WHY WE LOVE THEM.

Peels date back thousands of years but have been refined in the mid- 20th century. Skin Peels offer various benefits including:

- Exfoliation: The removal of dead skin cells.
- Acne Control: By unclogging pores and preventing future breakouts.
- Collagen Stimulation: Certain peels stimulate collagen production, reducing fine lines + wrinkles.
- Even Skin Tone: Peels can help fade hyperpigmentation, dark spots, and sun damage, resulting in a more even skin tone.
- Improved Texture: Peels contribute to a refined skin texture, leaving your skin feeling soft, supple, and revitalized.

Remember, consulting with a skincare professional is essential to determine the right peel for your skin type and concerns.

4 Ways to jumpstart your content



Let's be honest, content creating can sometimes feel a bit overwhelming. To make things easier, here are some easy tips to help you kick off your creative adventure. Don't forget to tag us @palomarinstituteofcosmetology so we can repost your work!

1. Document Your Journey:

Share your personal experiences as a beauty student. From challenging moments to achievements. Documenting your journey provides valuable insights to those in your close circle & establishes a connection with your audience.

2. Explore Trending Techniques:

Stay ahead in the beauty industry by delving into the latest hair, makeup, and skincare trends. Experimenting with new techniques not only enhances your skills but also keeps your content relevant and engaging.

3. Collaborate with Peers:

Team up with fellow students to create collaborative content. Whether it's a makeup tutorial, hairstyle, or skincare routine, collaboration adds a unique perspective and fosters a sense of community among beauty enthusiasts.

4. Dive into Product Reviews:

Share your honest opinions on beauty products commonly used in the industry. From skincare essentials to must-have tools, offering insights into product performance helps your audience make informed choices while also showcasing your expertise as a beauty student.



FEATURED SALON OF THE MONTH: HEADLINES THE SALON

Gayle Fulbright started Headlines for Hair in 1987 with a vision to open a salon built on teamwork, high-quality services, and an unforgettable experience.

In 2011, Gayle decided it was time to reinvent and rebrand her business. She moved locations and changed the name to Headlines The Salon. Now with 18 chairs and over 35 team members, HTS has been named a Salon Today Top 200 Salon for 13 years straight!

“Our dream is to have a team of like-minded individuals who work together to provide love and beauty to our clients. It truly is a gift we get to give.” They pride themselves on integrity, education, and giving back to the community.

Located in sunny Encinitas, California, Headlines The Salon is here to provide you with memorable salon experience. Enjoy our spacious atmosphere, secluded and relaxing Lather Lounge, and luxurious feel.



SCHOLARSHIP: THE ART OF HAIR DRESSING

Do you love the art of dressing hair? The “Art of Hairdressing” is an artistic scholarship offered this year. If you enjoy bridal, prom styling or special occasion hair, show our judges your favorite 3 looks for an opportunity to win this scholarship.

Scholarship

One (1) Tuition Scholarship, up to \$5,000
Winter 2024 season open from
December 1 - February 28, 2024.

Eligibility Requirements

- The applicant must be eighteen (18) years of age or older by the start date
- of the program at the accredited school/institution.
- This scholarship is open to new or currently enrolled students in a cosmetology program that leads to licensure at an accredited school/institution in the United States.

For full details, please visit:



This scholarship is generously funded by The Sydell and Arnold Miller Foundation.



FEATURED INSTRUCTOR OF THE MONTH: MS. ANDI

With a wonderful 7 year journey in the hair industry, I have embraced my role as a hair stylist and educator. What initially drew me to this field was my unwavering passion for self-expression and art. I have always believed that hair is a powerful medium for individuals to showcase their unique personalities and styles. From the moment I picked up a pair of scissors, I knew that this was the path for me, where I could merge my love for creativity and my desire to make a positive impact on people's lives. My career as a hairstylist has not only allowed me to explore my artistic abilities but has also profoundly impacted me on a personal and professional level. Through my craft, I have been able to connect with people from diverse backgrounds and cultures, understanding their individuality and the significance of their hair as a form of self-expression. Witnessing the transformation and the boost in confidence my clients experience after a hair makeover is incredibly fulfilling. This has reinforced my belief in the power of hair to uplift and empower individuals, and it constantly motivates me to continue honing my skills. As an instructor, I have had the privilege of sharing my knowledge & expertise with aspiring hairstylists. This role has further enriched my career, allowing me to contribute to the growth and development of the industry. Teaching has not only deepened my love understanding for this craft, but has also given me a sense of fulfillment as I witness my students' progress and succeed. Being able to inspire and guide others on their hairstyling journey is a responsibility I hold dear, and it reinforces my commitment to excellence in this ever-evolving field.