RAISING THE BAR

The CA-based San Diego Beauty Academies—Poway Academy in Poway, Bay Vista in National City and Je Boutique in El Cajon—are raising the bar for beauty industry education by introducing advanced programs for several categories of instruction:

✦ Former Graham Webb artistic trainer Diego Raviglione will be brought on board as artistic director for the hair program at all three schools. He'll drive the haircutting and hairstyling curriculum, share insight on the behaviors of success, and encourage students to develop personal style.

✦ The Poway Academy is launching California's first certified Master Esthetics training program, which offers an advanced clinical esthetics and spa curriculum focused on the latest cutting-edge skills and techniques, including antiaging and acne care, skin evaluation, microdermabrasion and more.

✦ All three academies will offer nail students the chance to take part in the nation's first Spa Nail Technician program, a comprehensive 600-hour training course for "spa manicurists."

✦ Makeup artists can now take part in the Make-Up Designory (MUD) affiliate certification programs at the three academies. The intensified course covers traditional instruction, and adds features such as photo-shoot and portfolio work, special effects, runway techniques, trend spotting and more.

B.E.S.T. in Show

On May 2, in Beverly Hills, CA, the B.E.S.T. (Business Education for Salons Today) Foundation celebrated the beauty industry during an evening that hosted high-profile guest appearances and sponsored discussion of future prospects for the nonprofit organization. Television icon Larry King joined salon industry leaders (who represented companies such as PureOlogy, Sexy Hair Concepts and Dermalogica); members from the UCLA Anderson School of Management; current and former Beverly Hills mayors respectively, Jimmy Delshad and Tom Levyn; and members of the B.E.S.T. team to discuss raising the standards of business within the industry. The event served as a precursor to the Global Salon Business Forum & Awards held June 7-9, where celebrity salon owners Jose Eber (Jose Eber Salon) and Ginger Boyle (Planet Salon) helped form the Hollywood Salon Owner Panel to share the secrets of their success. For more information about B.E.S.T., visit salonbusinessawards.com.