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Milady Standard Cosmetology 2012 (Milady's Standard Cosmetology)



Synopsis

Since 1938, the Milady Standard Cosmetology has been the premier textbook for Cosmetology education. Each subsequent edition has evolved with the changing styles of the era while maintaining a firm foundation in the basic procedures and applications of beauty culture that have endured for generations. Building upon the strong pedagogical features of previous editions, the Milady Standard Cosmetology 2012 is vibrant and colorful to capture the visual learner's interest and focus their attention on the subject matter which is the cornerstone of their education. The Milady Standard Cosmetology 2012 textbook takes advantage of the most sophisticated methods for relaying information, stimulating thought, aiding comprehension, and enhancing retention. This new edition contains a completely revised section on infection control principles and practices, new procedures, and revised and updated chapters written by industry experts, as well as step-by-step procedures demonstrated specifically for left-handed individuals. Educators and students have access to over twenty instructor tools and student supplements which greatly increase the chances for student success and make lesson planning simple. Each supplement has been tailored to fit the exact needs of the cosmetology student and match the changes made to the new edition. The Milady Standard Cosmetology 2012 is the basis for your students' success during their education and will continue to be a valuable resource as they progress through their careers.

Book Information

Series: Milady's Standard Cosmetology

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Average Customer Review: 4.4 out of 5 stars 129 customer reviews

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Customer Reviews

"As long as I have been an educator, Milady has always been a pillar in cosmetology education. The Milady textbook is a great source of information and is always well written with exceptional photos and images. I keep a copy to reference in almost every subject area of the curriculum." "I'm excited about the direction and advancements Milady continues to make!" "A great job has been done. I would never even consider using any other curriculum than Milady!" "This book creates clear, concise procedures with diagrams or photos to help students with different learning styles. Also the layout is easy-to-follow as well as review from. Utilizing the review questions helps students to understand the new material they are learning." "The textbook is laid out in a manner which is easy to understand and follow. The procedure pages are excellent. The color and the photos are beautifully done."

The Premier Source for Education Resources in Cosmetology, Esthetics, Barbering, Nail Technology, Makeup, Massage Therapy, Salon & Spa Management and Business Training. Serving the Beauty and Wellness Industry since 1927.

SATISFIED CUSTOMER, THE PRODUCT WAS DELIVERED AS EXPECTED. WOULD PURCHASE AGAIN. NO HASSLE JUST A VERY EASY TRANSACTION. THANK YOU.

If you are attending cosmetology school, I would Highly recommend buying this Ebook to help you study instead of carrying around the 10Lb text book around. A must have if you own an iPad!!

I finished cosmetology in 2003 and did not get to keep my book so I ordered this one to have as a refresher and professional reference. Man is it great!!! Very vivid, more detailed info, and it captures every learner. There are bold color pages with step by step illustrations and very to the point instructions. It also has a timeline of cosmetology and focuses a little more on being a productive businessman/businesswoman. Really glad I made the purchase!!!!

great book for instruction. Lot of detail on body anatomy, muscles, diseases...

Must have if you are a Cosmo student

I purchased this book to improve my haircutting skills for my family. It works ! my haircuts are more professional looking. Valuable book for any level of skills your needing to cut hair.

I ordered the book as needed for a cosmetology class and opened it to have writing on the inside. Other than the big bold name on the inside, it was in great shape and perfect! Just as I expected.

purchase for my granddaughter

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