

**Beauty Continuing Education information enclosed!  
Renewal period ends soon... Sign up now!**

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CLEVELAND, OH  
PERMIT NO. 944

**Inner State Beauty School  
5150 Mayfield Road  
Lyndhurst, Ohio 44124**



[www.innerstatebeautyschool.com](http://www.innerstatebeautyschool.com)



**Inner State Beauty School**  
5150 Mayfield Road ♦ Lyndhurst Ohio 44124

**Continuing Education  
for  
Hair, Nail & Skin Care  
Professionals**

**February 1, 2013 – January 31, 2015**

**Phone: 440-442-4500**

**Email: [innerstate@aol.com](mailto:innerstate@aol.com)**

**Website: [InnerStateBeautySchool.com](http://InnerStateBeautySchool.com)**

Approved by the Ohio State Board of Cosmetology  
for professional Cosmetologists, Nail Technicians and  
Estheticians!

The Ohio State Board of Cosmetology requires  
that all licensed professionals complete 8 hours of  
Continuing Education by January 31, 2015.



Date	Class Name	Who can attend for CE hours	Date	Class Name	Who can attend for CE hours
<b>September 28, 2014</b>	Specialty Nail Services Microdermabrasion Certification Brows to Brazilians Waxing	Cos, Nail Cos, Esth Cos, Esth	<b>December 7, 2014</b>	Eyelash Extensions Specialty Nail Services Specialty Massage Services	Cos, Esth Cos, Nail Cos, Esth
<b>October 12, 2014</b>	Basic Hair Braiding Techniques For the Gel of It/UV Gel Polish Seasonal Color Analysis-Mineral Make-up	Cos, HD, NH Cos, Nail Cos, Esth	<b>December 14, 2014</b>	Basic Hair Braiding Techniques For the Gel of It/UV Gel Nails Seasonal Color Analysis-Mineral Make-up	Cos, HD, NH Cos, Nail Cos, Esth
<b>October 26, 2014</b>	Men's Classic and Trending Cuts Pump Up Your Business Specialty Massage Services Brows to Brazilians Waxing	Cos, HD, NH ALL LICENSES Cos, Esth Cos, Esth	<b>January 4, 2015</b>	Men's Classic and Trending Cuts Pump Up your Business Eyelash Extensions Brows to Brazilians Waxing	Cos, HD ALL LICENSES Cos, Esth Cos, Esth
<b>November 9, 2014</b>	Core Fundamentals of Cutting Eyelash Extensions Beauty Basics Using Social Media to Grow Your Business	Cos, HD, NH Cos, Esth Cos, Esth ALL LICENSES	<b>January 11, 2015</b>	Core Fundamentals of Cutting Specialty Nail Services Microdermabrasion Certification Using Social Media to Grow Your Business	Cos, HD, NH Cos, Nail Cos, Esth ALL LICENSES
<b>November 23, 2014</b>	Trending Hair Color Techniques Full Body Massage Certification For the Gel of It/UV Gel Polish Microdermabrasion Certification	Cos, HD, NH Cos, Esth Cos, Nail Cos, Esth	<b>January 25, 2015</b>	Trending Hair Color Techniques Beauty Basics For the Gel of It/UV Gel Nails Full Body Massage Certification	Cos, Hair Design Esth, Cos Cos, Nail Cos, Esth

**Trending Hair Color Techniques by Pete Packard 4 Hours Cost: \$ 65**  
 The one bowl color application is over! Unleash your Inner Artist...learn how to paint highlights the way nature intended them to look. The Balayage technique reawakens the natural brilliance of hair. This revolutionary hair painting technique can be priced higher than traditional foils but it takes a fraction of the time. Learn to convert single-process color clients to highlight clients. Gain basic painting patterns, how to increase profits with no added processing time and so much more! You will also learn about different techniques used for Ombre haircolor and when to execute Ombre (gradual change from one color or shade into the next using multiple colors) vs Balayage (freehand technique where the color is applied by hand rather than using the traditional foiling or cap highlighting techniques). You won't want to miss this color class. Looking for new ideas? This session is for you and these trending color techniques are a profitable addition to your coloring repertoire.

**Core Fundamentals of Cutting by Pete Packard 4 hours Cost: \$65**  
 Explore all phases of women's haircutting. When do you choose razor over shear, texture creation with different tooth shears, razor, and point cutting or slicing? This class will give you insight to judge your creative self and make the choice that fits each individual's needs.

**Using Social Media to Grow Your Business by Michelle Harman 4 Hrs Cost: \$65**  
 If you are confused, curious, or conflicted about social media this class is for you. Twitter, Linked-In, You Tube, Facebook, Instagram.... rest assured you are not alone. Explore the secrets for creating your brand, build your clients and expanding your profit opportunities through the power of social media. Ease all of your doubts, fears and misconceptions about social media and position yourself to maximize the benefits of social media marketing. Walk away from this seminar with a strategy for Social Media success putting the power of social media to work for you along with boosting your networking capabilities.

**Pump Up Your Business by Christina Smith 4 Hours Cost: \$65**  
 Make 2015 your most profitable year! Learn a simple 3 step retail presentation to boost your sales and teach your front desk scripting secrets to increase your bookings and to turn around negative clients. Find out the reasons clients leave and why they stay, the best time to raise your prices, retention vs. referral and how to attract new clients. Did you know that males make up only 20% of current salon business? Tap into the male market and find out how to word services the will entice men to visit, market directly to men and convert them into repeat clients. Use social media to your advantage to keep your clients informed and as a no cost marketing medium.

**Men's Classic and Trending Cuts by Pete Packard** 4 hours Cost: \$65  
Learn what's new in Men's haircutting. Are the classics making a comeback? Learn more about clipper cuts, scissor cuts as well as razor cuts. Learn how to choose a cut to fit the male client. Do you ever wonder when to pull out your razor and use it instead of clippers? This is the class that will help you make the choice.

**Brows to Brazilians Waxing by Kim Rodgers** 4 Hours Cost: \$65  
This is a class that promises to be both fun and educational. This class will discuss and demonstrate the proper techniques for shaping brows as well as how to provide professional Brazilian wax services. This class deals with sensitive waxing issues. You will learn to deal with these situations so you can perform this professional service and make your client feel comfortable. Learn the following: Safety, sanitation and health, client comfort and consultation, wax review (hard and soft waxes to use), Brazilian etiquette (draping and positioning) waxing techniques for a Brazilian, pre and post products and frequently asked questions. Leave this class knowing how to perform both a Bikini and Brazilian wax.

**Basic Hair Braiding Techniques by Teresa Saxton-McCurry** 4 hours Cost: \$65  
Engage in the world of texture by learning how to manage and style diverse curl patterns of various types and textures of hair. This hands interactive class with cover braiding, cornrowing, twisting and fashion locking techniques for beginners. What products and tools to use, and how to properly care for and grow natural hair. In our growing multi-cultural world, the average client may have a combination of hair types and textures. Learn how to navigate through this diversity and build your business as a reflection of the world today. Find out more about protective style foundation braiding for sew-in hair weaves!

**For the Gel of It/UV Gel Polish by Christina Smith** 4 Hours Cost: \$65  
You won't believe your eyes-or your profits! Spice up your service menu with the "must have" service of the season featuring Shellac/Gel Polishes. Gel Polish delivers proven 14 + day wear with no chipping or scratching. Learn advanced application techniques that create unique, one-of-a-kind nails that demand client loyalty.

**Specialty Nail Services by Christina Smith** 4 Hours Cost: \$65  
This class is designed for both the novice and seasoned veteran nail technician. Learn more about specialty nail services. Hot topics will include advanced massage techniques such as hot stone treatments, reflexology, anti-aging manicures as well as using essential oils/aromatherapy to wow your client's senses. Keep your clients coming back for more all while boosting your bottom line.

**Seasonal Color Analysis-Mineral Make-Up by Roberta Ritter** 4 Hours Cost: \$65  
This class will teach how to pick your perfect color palette and how to do a color analysis to teach your clients how to choose their best colors. Also learn a basic mineral make-up application, the latest trend in the Cosmetic industry. Topics will include how to select colors for different skin tones, ages and occasions, the application of the color palette, contouring, and how to blend for a natural and fabulous look. A class you don't want to miss!

**Eyelash Extensions By Roberta Ritter** 4 Hours Cost: \$65  
This introductory course will give you all of the important aspects of eyelash extensions, choosing the right candidate, proper procedure and technique, marketing tools, pricing for profit and client safety. Demonstration of the eyelash extensions will be performed with a limited amount of practice time. Discover how to create an open look and an elongated look with lashes.

**Beauty Basics by Dresden Buras** 4 Hours Cost: \$65  
This class is an introduction to skincare basics and make-up application 101. Learn foundation and concealer application along with more about highlighting, contouring skills and blush placement. Basic eye shadow, liner, and mascara application will be demonstrated as well as a lip liner technique. You will not want to miss out on all of these beauty secrets.  
**Attendees must bring their own make-up along with their own make-up brushes or make-up sponges, eye shadow applicators and disposable lip brush.**

**Full Body Massage Certification by Cheri Heinzerling** 8 hours Cost: \$125  
This course is designed for the Esthetician or Cosmetologist to receive their full-body massage certification. By taking this course, an Esthetician or Cosmetologist may provide full body massage as part of a skin care treatment. Massage is a treatment that can be added to a salon for minimal cost and minimal space yet allow you to increase your income. You will receive hands-on massage techniques and learn about the application of products and their uses. In addition to your continuing education units each participant will qualify to be certified in massage for Ohio State Board of Cosmetology purposes.

**Specialty Massage Services by Cheri Heinzerling** 8 hours Cost: \$125  
This specialty relaxation massage class is designed for those who have some massage experience and would like to add some new techniques to advance their skill level. Learn fun and exciting services such as Bamboo, Hot and Cold Stone, Holistic Foot Massage, Bolus, Lomi Lomi and Aromatic massage. This class includes demonstration and some hands-on. Learn the latest trends in massage and popular modalities that can be incorporated into your already existing services.

**Microdermabrasion Certification by Roberta Ritter** 4 hours Cost: \$65  
If you work in, or own, a skin care salon or spa, you must offer microdermabrasion treatments due to the increasing popularity and demand of these services. This class will allow you to become certified in using a Microdermabrasion machine. Learn about setting up the equipment, safety and preparing the clients skin and how to determine the correct treatment level to use. Discuss the benefits of Microdermabrasion, which skin types should avoid treatments and how many treatments are needed.

**Call (440) 442-4500 or**

**Email: [beautyeducators@aol.com](mailto:beautyeducators@aol.com)**

**Please note:**

- A). Late arrival or early departure may result in the loss of CEU credit, please plan your classes accordingly.
- B). No credit will be given to any attendee if the attendee's name and information is not written on the sign-in sheet.
- C). No CEU credit will be given to an attendee, if attendance of the class is not completed.
- D). NO credit will be given for duplication of course within the same renewal year.

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**Websites:  
[www.InnerStateBeautySchool.com](http://www.InnerStateBeautySchool.com)  
or  
[www.BeautyEducators.com](http://www.BeautyEducators.com)**

**Ohio State Board of Cosmetology  
Continuing Education Requirements**

	Hours Needed
License	8
Cosmetology/Managing Cosmetology	8
Esthetician/Managing Esthetician	8
Hair Designer/Managing Hair Designer	8
Manicurist/Managing Manicurist	8
Natural Hair Stylist/Managing Natural Hair Stylist	8
Instructor (in addition to basic license requirements)	8

**Continuing Education exemption for licensees aged sixty-five (65) or older.**  
Licensees age sixty-five or older before January 31 of a renewal period are exempt from the requirement to obtain continuing education hours for the renewal of their active license. It is required that the renewal fee be paid to keep a license active.

**Admission Policies**

1. Space is limited, we recommend that registrations be received one week prior to course date. Inner State reserves the right to postpone or cancel a course if there are not enough participants. Include your email if you want a confirmation.
2. There is an additional \$10 fee to register at the door or to reschedule a class on or after the course date. **Registration fees are non-refundable.**
3. Sign up for two or more courses at the same time and get a \$10 discount!
4. **4 hour classes meets 11:00 am- 3:30 pm 8 hr classes meets 9:00 am – 6:00 pm**
5. We must have your Ohio State Board ID# to ensure your get credit for the class..

**BEAUTY EDUCATORS REGISTRATION FORM**

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First Name	M.I.	Last Name		
Address		City	State	Zip
Home/Cell Telephone Number	Email Address		State Board Identification Number	

Course Name	Course Date	Price
<b>Sign up for 2 or more live classes and take \$10.00 off</b>		
<b>TOTAL:</b>		

Please make Check or Money Order payable to Inner State Beauty School

Mail to: **Inner State Beauty School  
5150 Mayfield Road Lyndhurst, Ohio 44124**

**Credit Card Registration is Available**



Card Type: Discover Visa MasterCard Exp. date: \_\_\_\_\_ V-code: \_\_\_\_\_  
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