

THE SALON PROFESSIONAL ACADEMY



Only the best will do ... for your future. The Salon Professional Academy St Charles

Coming next month...

Redken Exchange!

Chris Gould's report from Redken's New York Training.

Not only is everyone at The Salon Professional Academy St Charles driven to help you grow and succeed, they've also got the experience in high-end styling from which their students will draw for the rest of their long and successful careers!

Beginning with Mark Branca, owner of Studio Branca Salonspa and the new Salon Branca, the belief that you must have fun, work hard and laugh to make a difference in people's lives, and that you must utilize training methods and environment in order to make that dream a reality. "When you think about it, it's obvious that there is a premium paid to

those who can do the best work especially where a person's image is concerned. These are the talented individuals who we are interested in bringing to the next level."

Branca opened The Salon Professional Academy with two of his most talented proteges: Chris Gould, Education Director, and JoAnne Evola, Director of Admissions.

"It's a real pleasure to work with Mark on realizing this dream," Evola says. "His energy comes from the fact that he's absolutely

passionate about the Business of Beauty. The Salon Professional Academy is a testament to that."

"We believe very deeply in the value of education," says Chris Gould. "Our goal is to elevate industry standards one service provider at a time."

"With the right education, passion and dedication you can have the career you've always dreamed of. I'm one of those fortunate to live it every day. That joy is what I want to share."

Mark Branca



L: JoAnne Evola
C: Mark Branca
R: Chris Gould

Meeting of the Minds TSPA St Charles continues an all-star lineup of "Hands-On Learning"

The Salon Professional Academy St Charles shows its dedication to mixing up the classroom experience by bringing in the absolute best of styling professionals in the industry to roll up their sleeves and show you how they set the trends that make the world beautiful.

One recent demonstration featured National Performing Artist, Dhaniel Doud. As a Redken educator, Dhaniel has appeared all over the world at top trade shows and seminars.

The Salon Professional Academy travel to various educational seminars, but TSPA also brings in demonstrators who care about teaching and who know all aspects of the style profession at the highest level.

"These people are exciting. They bring with them the experience and wisdom of the highest end of the beauty scene," says TSPA Education Director, Chris Gould. "They will energize you and fill you with the practical understanding of why these techniques work. And most importantly they will teach our students that so much of what we do is a melding together of professionalism, technical expertise and personality. Seeing how these professionals bring it all together will make our students understand how to bring all these important elements together in their own career."

Dhaniel Doud, shared tomorrow's trends with our stylists and students incorporating his contemporary philosophy of "ON PURPOSE" coloring, as well as thoughts on taking inspiration "from the street," his perspective on the principles of head shape and growth patterns to ensure cutting-edge results for each client. Doud also focused on effective communication between stylist and client and all the benefits that can be achieved through reaching out to really get a feel for the person you're styling.



"Don't be afraid of color. Color is what makes the world go 'round. Once you understand it your clients will love you for it!"

Dhaniel Doud

Don't miss our upcoming educational events! Go to: tspastcharles.com and sign up on our contact page.

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