

As seen in *COSMOgirl!* and *Seventeen*

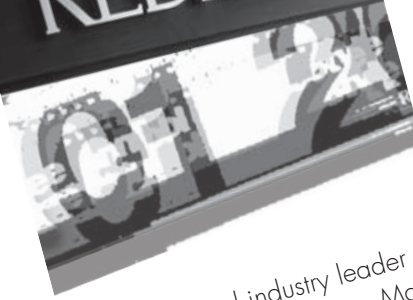
ST. LOUIS
style

Want to be a stand-out in the competitive salon business?

Learn how to build guest-centered relationships as well as develop the skills you'll need to become a high-end Stylist.

"Salons are performance based, with the pay based on the ability to interact successfully with guests," says Mark Branca, owner of The Salon Professional Academy in St. Charles, Missouri. "That's what we teach here: image crafting, which is the basis of success. We want students who desire a career, not just a job."

REDKEN



THE SALON PROFESSIONAL ACADEMY

A renowned industry leader with his own great salons, Mark measures the incredible difference in the quality of students' depth of understanding of the salon business: "Anyone can teach you to pass the state boards. We take your education far beyond that."

THE SALON PROFESSIONAL ACADEMY

3141 West Clay
St. Charles, MO 63301
636-541-9757

The Salon Professional Academy is a Redken affiliated salon training center.

PRODUCING SALON LEADERS

ONE STUDENT AT A TIME

Says Drew Schaefering, student...

Drew entered the Salon Professional Academy in September 2007. When he graduates, he knows he will be ready to work at the high-end salon of his choice: "Here, we learn both the technique and the philosophies we need to build ourselves as both stylists and as business people. We learn the history of salons, and that helps us mature."

Drew says the school has many advantages: the design of a classy salon, small classes that promote individual attention, and one-on-one interaction with guests. "I can see how much I am growing as a professional Stylist."

Says Katie Swisher, graduate...

Katie is passionate about her work. A '07 graduate of The Salon Professional Academy, she chose to become an associate at Studio Branca. Not only did the Academy prepare her to go anyplace she wanted, she says, "They're really great about finding the ideal place for you." Katie was impressed with how much the instructors cared about her success: "They make sure you learn the business of beauty as well as the technical skills."



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