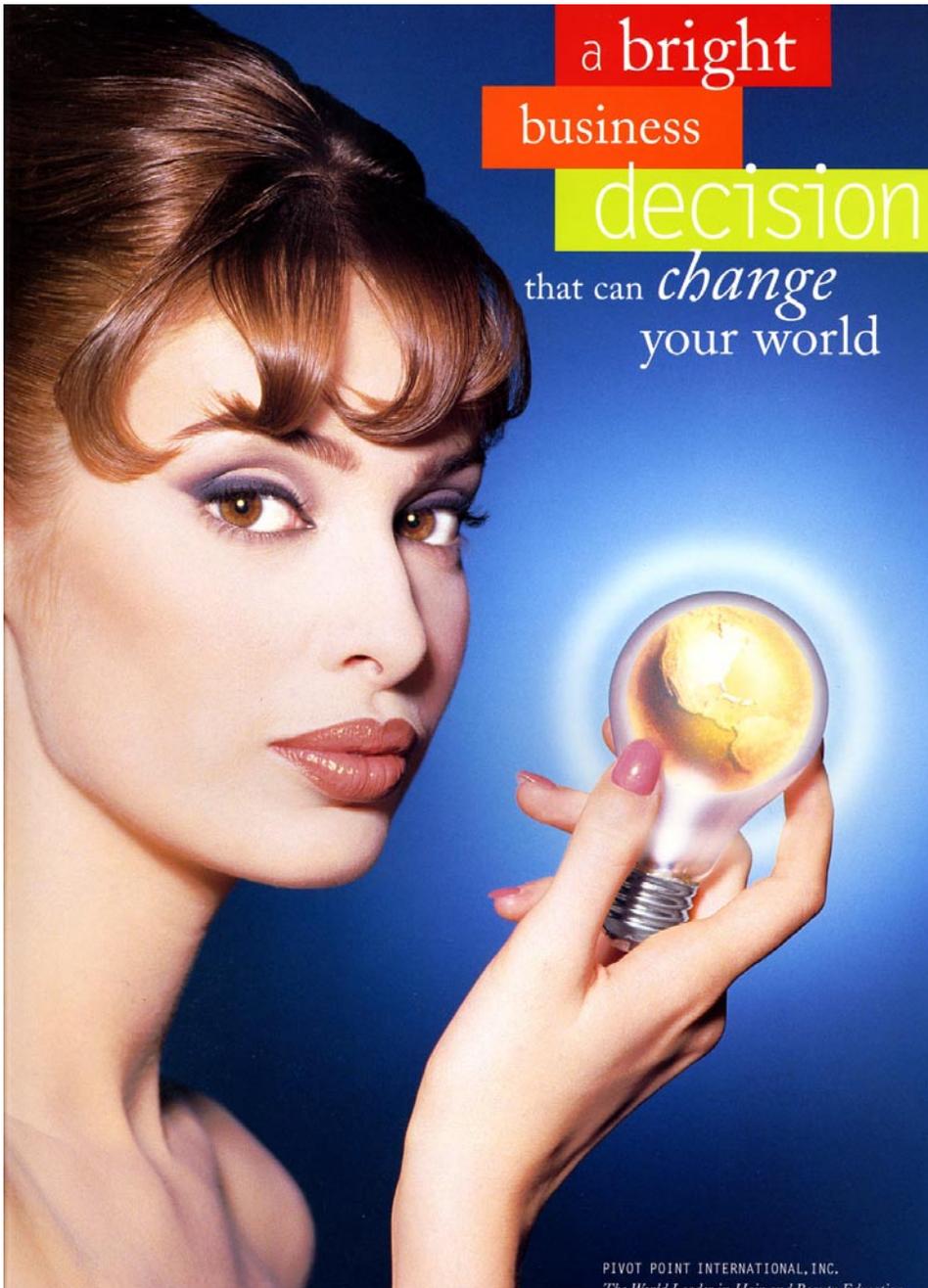


Direct Mail. Created to increase Pivot Point member schools.

Front Cover



Mailing Envelope



get ready for

THE POWER OF Success

Pivot Point Member Schools

*Excel in Recruitment, Retention
and Graduation*



At Pivot Point we believe a cosmetology school is only as good as its recruitment, retention and graduate employment figures. In all three areas Pivot Point Member Schools excel. These numbers prove that Pivot Point's complete educational program not only benefits the 25,000 students currently attending Pivot Point Member Schools around the world, but it also represents a wise business investment for Pivot Point Member School owners.

THE PIVOT POINT PROGRAM
The Pivot Point program encompasses a powerful, all-inclusive cosmetology curriculum, delivered through a scientific, step-by-step, hands-on learning process. This process is presented in a high tech, user friendly, interactive laser disc system, allowing students to easily follow classroom instruction, review any lesson at any time, and take self-tests to evaluate comprehension.

THE PIVOT POINT NETWORK
Our international network allows Member Schools to remain on the cutting edge of fashion, receiving such benefits as:

- Our experience - since 1962 - is the world leader in hair and beauty education
- Corporately owned and operated Cosmetology Research Centers, where every learning module is tested, refined and perfected before international release
- More than 2,000 schools and graduate centers in over 36 countries, with more joining every day
- Insights into teaching methods and international fashion trends from a worldwide network

The program includes:

- An educational library including eight subject modules - with *Design Forum* updated twice a year
- Color, barcoded, interactive student coursebooks (1,300+ pages) with assessment bars, quizzes and vocabulary lists
- Comprehensive teacher's manuals (1,700+ pages) with sample curriculums and lesson plans corresponding to written tests and answer keys
- 29+ laser disc sides
- More than 100 art and design theory chapters
- More than 200 hands-on practical exercises
- 20 communication skills lessons
- A library that keeps growing with regular updates of the *Design Forum* module



a curriculum that

MEANS Business

*You are in business to make money.
So why should you care about
your school's curriculum? Why
not concentrate solely on glitzy
marketing strategies?*

The answer is simple.

The wide scope of our curriculum, coursebooks, and student benefits represent strong selling points.

- Prospective as well as enrolled students readily appreciate the unparalleled value of our programs.
- Our high rate of graduating students becomes yet another valuable marketing tool. These graduates, who not only pass state boards but achieve fulfilling careers, send out the word. A good referral from industry champions is a priceless marketing tool.

THE CURRICULUM

Pivot Point's Member School Program represents the most complete and comprehensive education in the industry. Students receive seven coursebooks that contain more than 1,300 pages in total, with built-in review and self-study components, including conceptual overviews, technical exercises, easy access to corresponding laser disc material via barcodes, hands-on exercises, summaries, reviews and self tests. This extensive educational library not only supplements but also enhances classroom instruction and serves as a permanent resource for future reference.

the scientific approach to

HAIR SCULPTURE - LADIES

Students learn fundamental cutting techniques used to sculpt the four basic forms - the beginning of all hair designs. With a clear understanding of these forms, and how they work alone or in combination, a student is prepared to logically move forward, easily progressing to perm, color and design services.



the scientific approach to

HAIR SCULPTURE - MEN

This module continues to examine the four forms identified in *Hair Sculpture - Ladies*, but now students learn how to combine forms and make adaptations specific to men's hair design. This is a vital step in cosmetology education, since most men's sculptures consist of more than one form. The module begins by focusing on general cutting and design concepts for the male client, continues with technical lessons classified by hair length and closes with a lesson in beard and mustache designs.

