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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

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## Customer Reviews

Ordered this book to review information. It has been awhile since I have used my Cosmetology license and wanted to find a book that would help refresh my memory and update on latest techniques. I was very happy with this book it was a lot more technical than my old Milady book circa 1989.

I went to beauty school in the 1980s and this book is a far cry from the dry sparsely illustrated text that we had back then. Just one simple example: In my old cosmo book it said that our hair cutting shears were NOT shears, but scissors and that it was "incorrect" to call them shears. Well, that may \*technically\* be true, but out in the beauty world they are simply called "shears". I noticed that this new Milady book does not bother with information that is clearly irrelevant to the industry. I mean, how would it sound if you went around telling everyone that their shears were not in fact shears but scissors? Nonsense. It goes into detail with cutting and other techniques, the photos and explanations are excellent. I am studying to retake my state board exam (I passed it way back when and I recently allowed my license to lapse) and this book will be very helpful. There are some changes since I was in beauty school, but I am confident that this book will help me to acquire the knowledge I need to pass my state board exam again.

I really like the lay out of this book very colorful very detailed easy to follow along. Instead of seeing mannequins there are pictures of live models. This is the best book yet for beginner cosmetology students.

I LOVE my new book!!! I am currently a Cosmo Student and we are using the 2008 edition of the book. I decided to purchase this one on my own because it keeps up with the trends and has more information and technique than the other version. The pictures are beautiful and colorful.

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!!!!

The New Edition of the milady Textbook is AWESOME!! It's come along way since I was first in School in 1991!! I love the left handed procedures that they added, I had a real hard time trying to

teach a left handed person and the new addition to this textbook really helped! Great Procedure Pictures! I suggest every school to update to this Edition.

I bought this as part of a trio for my cosmetology class and I'm amazed at how thorough and easy to follow everything is! The pictures really help and the review questions and key terms are very useful when studying for an exam. Love it!

Anyone who's using this textbook along with all the online tools and other theory workbooks etc will be getting the best cosmetology education anywhere! This is beautifully illustrated, photographs abound, it's one of the heaviest books I've ever picked up!

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