



FOR IMMEDIATE RELEASE

Beauty Schools Help More Students Find Jobs in Tough Times

Now is the optimal time to find a beauty school and launch a career

Staten Island, NY, December 16, 2010 -- Ever heard of the "Lipstick Indicator"? It's the term given to the fact that during a recession, cosmetic sales tend to increase, as coined by Leonard Lauder (chairman of Estee Lauder). In other words, there's something to the idea that looking good is one way people are trying to feel better about the tough economic times we are in. And in the beauty industry, that's good news for aspiring beauty professionals who are aiming to provide those look-good, feel-good services, say experts at SpaBeautySchools.com.

More demand for beauty services will mean more job openings for those who are considering or currently working on their education at beauty schools. The stats support this as well: Job growth for barbers, cosmetologists and other personal-appearance workers is expected to grow by 20 percent through 2018, according to the Bureau of Labor Statistics. In the related spa industry, massage therapy employment is another area expecting healthy increases in job openings with 19 percent.

"Now is an optimal time to explore SpaBeautySchools.com, and perform a comprehensive search for beauty schools in your area," says Gina LaGuardia, vice president of content development and social media at The CollegeBound Network. "And while you're there, you can get an inside look at the beauty and wellness industry, hear from top professionals in the fields like nail technology, massage therapy, and hair design, and garner more in-depth knowledge of what beauty school education is all about."

It's important to do your research, as today's top cosmetology schools go beyond teaching styling tricks and beauty procedures. Incorporated into the curriculum are courses in business, communications, marketing, and brand management – all designed to help beauty school graduates make a name for themselves in a competitive industry. In addition, beauty schools and massage therapy schools offer lots of extracurricular career potential by offering on-site career workshops, career placement services, networking events, and leveraging partnerships with local salons. When seeking a beauty school near you, be sure to inquire about these "real world" lessons and post-graduation perks.

About The CollegeBound Network

Since 1987, The CollegeBound Network (CBN) has worked with America's leading colleges, universities, and career schools in connecting learners with educational opportunities. More than 3 million surfers utilize CBN's sites, including SpaBeautySchools.com, CollegeBound.net, CollegeSurfing.com, and TopCareerSchools.com. CBN specializes in recruitment lead generation solutions for 1,000 educational institutions and 3,500 campuses, using its content-rich portals. In addition to its content-rich websites, CBN reaches out to students through various social media, including Facebook, Twitter (@CollegeBoundnet, @CollegeSurfing), and its daily "U. Got It?" and College Insider blogs.