

member 2009

## MEDIA ALERT / PHOTO OPPORTUNITY

EDMONTON-BASED EVELINECHARLES ACADEMY BECOMES FIRST AND ONLY CANADIAN

SASSOON ACADEMY | SCHOOL CONNECTION MEMBER

Sassoon Academy Creative Directors Stephen Moody and Sally Rogerson make exclusive visit to Edmonton to launch innovative program to advance Canadian beauty education.

### WHAT:

An open house event and education/style presentation. Students, guests and media from Edmonton-based EvelineCharles Academy will see an up-close learning experience featuring the Sassoon techniques and philosophy to cutting hair. The presentation features live models and includes new looks direct from London. Be prepared to be inspired by the beauty industry and rewarding careers in hair.

### WHEN:

Wednesday, October 29, 2008. Presentation of models at 8 PM. Interviews with Eveline Charles and Stephen Moody throughout the day.

### WHERE:

EvelineCharles Academy | #301 City Centre East, 10205 – 101 Street, Edmonton AB T5J 4H5

### WHO:

**Stephen Moody, Executive Director for International Education**, comes from a family of hairdressers. He joined Vidal Sassoon in 1980 as a vardera and soon opted for a career path in the Vidal Sassoon Schools and Academies. Stephen has traveled the world representing Vidal Sassoon in places as far afield as Sweden, Denmark, Germany, Belgium, Italy, Spain, Turkey, Canada, Mexico, South Africa, Japan, Hong Kong, Singapore, Malaysia and Taiwan. Being based in America he has also given seminars throughout most of the USA. In 2003, Stephen became International Executive Director of Vidal Sassoon Education globally.



**Sally Rogerson, Creative Director from the Sassoon Academy in Los Angeles**, is a native of England and says she already holds her dream job. As a Creative Director at the Sassoon Academy in Santa Monica, Sally trains thousands of professional stylists each year. In addition to her full-time teaching responsibilities, Sally tours the world as a much-requested platform artist sharing the latest and greatest in Sassoon styles and techniques. She was recently featured on the TV series Making The Cut on TLC, and in style press worldwide. She is based at the Sassoon Academy in Los Angeles, known as the Harvard of Hair--the only North American school that teaches the Sassoon Cosmetology program. The Sassoon Academy sets the tone globally for cut and color trends.



**Eveline Charles, CEO and founder of EvelineCharles Academy**. Charles opened EvelineCharles Salons Spas in 1984 with a single location in Edmonton, Alberta. Armed with both passion and determination, Charles has now grown her empire to include 9 locations in Western Canada, the EvelineCharles Academy and 10 signature private label product lines.



**Students, instructors and leaders from EvelineCharles Salons, Spas and Academy**. EvelineCharles is an industry leader in education for cut and color. The EvelineCharles Academy is the destination school for thousands of students looking to launch new careers in beauty.

### WHY:

The EvelineCharles Academy is once again elevating the Canadian beauty industry to unprecedented levels as it becomes the first Sassoon Academy | School Connection member in Canada. This unique and prestigious partnership grants EC Academy students access to the best technical training in world and courses for professional and personal development through an exclusive collaboration with Nuts & Bolts and NAIT Business School. Graduating hair stylists will now have the tools for success including comprehensive customer service training, business courses, and strong technical skills.

Currently, over 11,700 hairstylists are employed throughout Alberta. Hairstylists are one of the top 10 most in demand trades in Alberta. Yet, the beauty industry continues to face labour shortages. The lack of well-trained stylists can largely be attributed to the alarming number of stylists who choose to leave the industry. In fact, within five years of graduating, over 50% of trained hairstylists decide to leave the industry due to lower than expected pay. Eveline Charles is dedicated to changing that statistic. Graduates from the EC Academy will be prepared for highly successful and profitable careers thanks to an innovative beauty curriculum.

Over time, Eveline Charles' commitment to raising the bar in the beauty industry will benefit all Albertans and Canadians. Hairstylists will be well-trained, profitable and remain in the industry in record numbers. The salon industry will be viewed as a professional industry with immense economic impact to its local communities.

# # # #

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# EvelineCharles Academy Background Information

## EVELINECHARLES ACADEMY POINTS OF DIFFERENCE

### 1st and Only Canadian Sassoon Academy | School Connection Member

EC students receive the highest technical training with the world renowned ABC | Cutting Hair the Sassoon Way system.

### Nuts & Bolts ProGrow Teaching System

Innovative training program teaching beauty professionals "success secrets" to profitable careers in the beauty industry. Course includes training on legendary customer service while building businesses and making money fast.

### NAIT Business Training

Courses integrate business skills including how to market, manage and advertise a business.

### Instructors

EC Academy Instructors are dedicated, knowledgeable and fashion-forward. Instructors receive worldwide training to provide the latest and best in beauty education.

### Eveline Charles

A founder who is a leader in the industry and committed to raising the standard in the beauty industry by developing industry leaders and skilled professionals.

## FOUNDED

### November 2005

Eveline Charles' dream of opening an Academy was to address the staffing shortages in the already established salons•spas. The severe staffing shortages resulted in millions of dollars in revenue being lost on an annual basis. Additionally, the EvelineCharles Academy was designed to raise the level of education of future industry leaders in the fields of cosmetology, esthetics, medical esthetics and make-up. The NAIT business training program has been integrated into the curriculum to foster future business owners graduating from the EvelineCharles Academy.

## FOUNDER

### Eveline Charles

The founder and CEO of the nine EvelineCharles Salons and Spas, Beauty MD, and the Academy. During the 1980s and early 90s, Eveline established Bianco Nero as Edmonton's premier beauty salon, and expanded to include a full service day spa in 1995. The year 2000 sparked a change from Bianco Nero to EvelineCharles Salons•Spas in 2000.

## LOCATION & FEATURES

3rd Floor City Centre Mall | 10205- 101 Street | Edmonton, Alberta

The Academy is 26,000 square feet and is the one of the largest schools of its kind in Canada.

### EvelineCharles Academy Features:

6 advanced classrooms with media centres | 117 Styling Stations | 20 Makeup Stations | 24 Manicure Stations  
18 Shampoo Stations | 16 Hair Dryers | 2 Facial Spa Rooms |  
1 Pedicure Room | Student Lounge with over 300 Lockers

## MISSION

Provide students with the practical skills and comprehensive knowledge to build a successful career as a cosmetologist or esthetician.

## COURSES OFFERED

Cosmetology (Hair)  
Esthetics  
Makeup Artistry  
Med Spa

Short Esthetics courses:  
Gel nail artistry, chemical peels and procedures,  
Brazilian wax course, advanced pedicure course,  
microdermabrasion and speed waxing.

## ACADEMY CONTACTS

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