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Milady offers evolved for over 85 years to be what it really is today, the cornerstone of beauty and wellness education. We have become thrilled and proud to announce the latest edition of Milady Standard Cosmetology, the mostly used source in cosmetology education. For decades since our initial textbook published, it has been our commitment to provide students with the foundation in the concepts and skills had a need to master the science and artwork of cosmetology, and with this most recent version that commitment has not waivered. The effect is an excellent new style with over 750 new photos and a striking layout, providing a visually stunning resource to activate today's learner. For the brand new edition, celebrity stylist Ted Gibson served as Creative Director on the project. We also recruited a group of twelve authors, made up of top professionals and educators in the industry, to provide the most current information on concepts and techniques. Milady Standard Cosmetology will still be a source of education that college students can count on, not only while in school, but throughout their careers. During our considerable peer review and advancement process, we were asked for a resource that placed focus on essential content needed for licensure achievement, and we feel self-confident that we delivered.



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