

**PIVOT
POINT**

FUNDAMENTALS: COSMETOLOGY

**THE
FUTURE OF
EDUCATION...
NOW**



PIVOT POINT FUNDAMENTALS: COSMETOLOGY



LAB

Specifically designed for a digital environment, maximizing the potential for a blended learning experience.



FOSTERING THE GROWTH OF SUSTAINABLE CAREERS

In the 21st century, individuals need a set of diverse skills that enable them to sustain their career. Differentiation within instruction allows for multiple solutions that lead to individualized, creative thought processes. In other words, they can make informed choices because they have learned workplace skills. They know how to be resourceful and are creative in finding ways to make things work.

The Fundamentals: Cosmetology library is written with a focus on teaching students to be resilient, make comebacks after setbacks, and to understand the passion and commitment it takes to be a successful salon professional.



SALONCONNECTION

Employee attrition rates within service industries, like the salon sector, are high. The impact of high employee attrition on a salon can be detrimental to the business: decreased performance, loss of clientele, replacement cost and a negative perception of the business.

As individuals who have influence over a student's initial journey, it's important that we provide them with the relevant information, guidance and support to help keep them in the industry longer, with a more positive career outlook.



Pivot Point Fundamentals: Cosmetology

is a comprehensive beauty education library designed for successful licensure pass rates and entry-level proficiency. It is a product developed to help learners transform information into learning that deepens meaning and relevance.

“It’s choice—not chance—that determines your destiny.”

—Jean Nidetch



Meaning and relevance are the personal, emotional parts of learning that make learning stick. This is the area that makes learning personal—involving feedback, assessment and informing the student how they are doing. Guiding learners through the learning process with meaning and relevance in mind helps to strengthen their learning retention and deepens their connection to what is being learned. Knowing we can do something builds our confidence, increases our self-esteem and inspires us to practice and get even better at it.

In the past, our focus was on helping students make sense of the information. Now we are not only doing that, but expanding into deepening meaning and adding relevance to help learning “stick” and build learner self-esteem. This will encourage them to connect their skills to what will be expected in the salon.



AREAS of STUDY

Gone are the days of lengthy chapters that are extremely difficult to fit into your customized curriculum flow. *Fundamentals: Cosmetology* is structured in small, modularized lessons. This modular approach offers more flexibility, as it relates to curriculum planning and placing the necessary lessons within a program's learning path.

This program consists of 13 areas of study, containing 106 theory lessons and 68 workshops.

When incorporating *Fundamentals: Cosmetology* into LAB, the student experience comes to life. Each of these small modules can be placed within the student's learning path and assigned to a class. Within the modules are multiple activities that will:

- >> Allow for collaboration
- >> Inspire deeper thinking
- >> Provide support for multiple learning styles
- >> Reinforce need-to-know information
- >> Earn points for completed modules

Modular education is core to learner-centered design. A module of education can be described as an independent educational unit of limited scope and duration, provided with ancillary educational and learning engagement activities.

Advantages of a modular learning environment include more choice, more variety and flexibility and an increased adaptability of instructional materials.



CORE THEORY



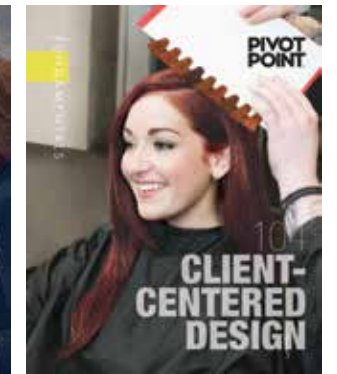
101 // LIFE SKILLS



102 // SCIENCE



103 // BUSINESS



104 // CLIENT-CENTERED DESIGN

HAIR



105 // SCULPTURE/CUT



106 // MEN'S SCULPTURE/CUT



107 // HAIR DESIGN



108 // LONG HAIR



109 // WIGS & HAIR ADDITIONS



110 // COLOR

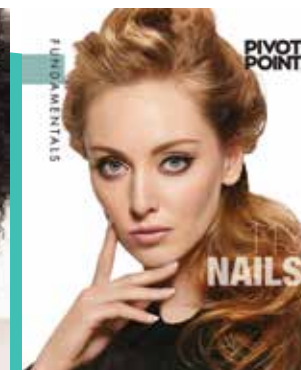


111 // PERM & RELAX

SKIN & NAILS



112 // SKIN



113 // NAILS

Two primary differences in Fundamentals: Cosmetology, compared to other licensure products:

1 LEARNER-CENTERED //

Progressive Design in a Magazine Style Layout

- >> Invites the learner to learn
- >> Eases reading burden with streamlined text
- >> Expands understanding with carefully crafted words to say more, with less
- >> Communicates remembered messages with large, stunning visuals

Social Collaboration Exercises

- >> Promotes a culture or community of belonging
- >> Encourages learners to “speak up” about learning topics
- >> Increases interaction and engagement
- >> Makes sharing information easier

2 SALON-RELEVANT //

Salon Connection Sidebars

- >> Prepares learners for the “real world”
- >> Makes important, what’s important
- >> Helps keep the future in mind

Expanded Care and Safety Section

- >> Builds awareness of client and expectations in the salon
- >> Refines workplace skills

Life Skills Feature Professional Skills

- >> Teaches resilience, commitment and persistence that help build sustainable careers
- >> Focuses attention on respect and integrity



FEATURES & BENEFITS

Feature Benefit For Schools

Brain-Compatible Learning System

- >> Licensure pass rates increase
- >> Learners gain a plan for lifelong learning
- >> Instruction reaches all learners

Learner-Centered Format

- >> Learner interest and engagement levels increase
- >> More students stay in school
- >> Flexibility of curriculum

Salon-Relevant and Client-Centered Content

- >> Grads are prepared for the real world
- >> Grads are resilient, dedicated, top-notch, passionate professionals



Feature Benefit For Students

Brain-Compatible Learning System

- >> Learning is made easier
- >> Learning sticks
- >> Learning is paced to reach all learning styles

Learner-Centered Format

- >> Large visuals paint 1,000 words
- >> Streamlined text makes it easier to read
- >> Additional resources are easily accessible
- >> Anytime, anywhere availability increases efficiency

Salon-Relevant and Client-Centered Content

- >> Salon Connections help keep the future in mind
- >> Expanded safety makes important, what's important
- >> Learning client expectations builds workplace skills



Feature Benefit For Clients

Brain-Compatible Learning System

- >> Confident and capable professionals
- >> Learning is likely to continue

Learner-Centered Format

- >> Creativity is increased through strong visuals
- >> Comfort and safety are practiced skills

Salon-Relevant and Client-Centered Content

- >> Professionals know what looks good or how to fix it
- >> Professionals are connected to the industry and stay abreast of current trends and fashions



Your educational program is at the heart of your students' experience and could be one of your points-of-difference over that of your competitor. Take the opportunity to point out all the features and benefits of your educational program during the admissions process. It will provide your prospective students with a better understanding and set realistic expectations early on in the process.

WE HELP MAKE A SEAMLESS TRANSITION POSSIBLE.

No matter which educational program you are currently using in your school, we have the expert knowledge and guidance to ease any transition pains.

The process is simple! We will:

1. Meet with you and your team to determine the level of support needed to get you started
2. Provide you with a curriculum comparison chart to help build your learning paths
3. Implement one, or two-day on-site training for all your faculty and staff (additional fees may apply)
4. Deliver continual support through our Business Development Managers, Field Educators and Global Customer Service teams



ONE-DAY TRAINING //

In the *Fundamentals: Cosmetology* orientation, you'll learn how to successfully implement a 21st century learning system, providing learners the opportunity to transform information into learning that deepens meaning and relevance. This comprehensive beauty education library is designed for successful licensure pass rates and entry-level proficiency.

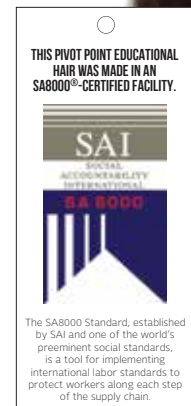
TWO-DAY TRAINING //

In addition to the content within the one-day training, day two of the LAB orientation will help you connect with today's tech-savvy learners in new ways, helping you make positive changes to your classroom. You can now ensure this connected generation has fun and learns, shares, connects and curates an inspiring learning experience. After all, they might just become your biggest fan —and will tell everyone about it!

PROFESSIONAL TOOLS FOR A PROFESSIONAL EXPERIENCE

HAIR

All mannequins and Snap Caps are handmade. The artisans use their skills to meticulously hand-implant hair at varying angles to mimic natural growth patterns and densities to provide the most human, lifelike experience.



* The SA8000 Standard, established by SAI and one of the world's preeminent social standards, is a tool for implementing international labor standards to protect workers along each step of the supply chain.

TOOLS

Pivot Point tools are created by designers, for designers. All our products are carefully engineered to achieve optimum results and are thoroughly tested by students, educators and salon professionals. Our experience helps us fine-tune and continually innovate to make or select the best tools available in the industry. Quality and durability are always at the forefront.



DISCOVER MORE

As a family company, the core of Pivot Point's business is people. We are committed to our employees' well-being. We want to know that manufacturers with whom we partner hold the same values and ethical standards for their employees.

Pivot Point proactively requested SA8000® certification from our contracted hair-manufacturing factory to ensure the quality of goods matches the well-being of the artisans who create them. The SA8000 certification affords our partners the confidence that our educational hair goods are produced in sanctioned conditions.

SA8000 certification solidifies a commitment to human rights by guarding against the use of child and forced labor, discrimination and unfair disciplinary practices, working hours and compensation.

WHY GO ANYWHERE ELSE?

Make Pivot Point your one-stop shop for all student essentials.

CONTACT US FOR PRICING:
847-866-0500
PIVOT-POINT.COM

THE NOVICE

Our entry-level kit includes hair necessary to complete the ladies cutting workshops, our better lineup of tools and features *Pivot Point Fundamentals: Cosmetology* on LAB with a printed study guide.



PRINTED STUDY GUIDE

The perfect complement to the digital program delivered through LAB.



ELECTRICAL STYLING KIT

1600-Watt Tourmaline Ionic Blow Dryer
1" Tourmaline Titanium Marcel Iron
1" Tourmaline Titanium Flat Iron



WAHL CLIPPERS & TRIMMERS

BACKPACK

Specially designed for the hairdresser; padded, zipped pocket for more fragile tech gadgets; 2 heat-resistant pockets inside; multiple outer pockets and pouches



CUSTOM-DESIGNED 5-PIECE BRUSH SET

Medium Round Brush
Large Round Brush
Extra-Large Round Brush
Cushion Brush
Paddle Brush

EDUCATION

Pivot Point Fundamentals: Cosmetology
Printed Study Guide
24-MONTH LAB SEAT:
Workshop Videos
Downloadable eBooks
Integrated Lesson WebBooks
Learning Connections
Slide Presentations
Design Decisions Charts
Rubrics
Exam Ace

TOOLS

ESSENTIALS KIT: COSMETOLOGY
Digital Timer
Razor Hair Shaper
6 C-Clips
Control Clips, 50 ct./ea.
Double-Prong and Single-Prong
Aluminum Spray Bottle

Small Applicator Bottle
Color Bowl
6 Cutting Combs
3 Tail II Combs
Teaser/Lift Comb
2 Large Tint Brushes
Acrylic Mirror
6-pc. Manicure Kit

SHEARS

5.5" Shinzu Cutting Shears
5.5" Shinzu Texturizing Shears

ELECTRICAL STYLING KIT

1600-Watt Tourmaline Ionic Blow Dryer
1" Tourmaline Titanium Marcel Iron
1" Tourmaline Titanium Flat Iron
Wahl Clippers & Trimmers

A LA CARTE
Backpack
Cape
Apron
Extra-Large Round Brush
Large Round Brush
Medium Round Brush
Paddle Brush
Cushion Brush
9-Row Air Forming Brush
Small Cushion Brush
Plastic Swivel Holder

EDUCATIONAL HAIR

Erika
Britney
Irene



ERIKA MANNEQUIN



IRENE MANNEQUIN



BRITNEY MANNEQUIN



PLASTIC SWIVEL MANNEQUIN HOLDER



SHINZU SHEARS SET

THE PRO

**CONTACT US
FOR PRICING:**
847-866-0500
PIVOT-POINT.COM

Elevate your student experience by adding more hair to the Novice kit with upgraded shears, clippers and trimmers, bag and mannequin holder.

EDUCATION

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Cosmetology Printed Study Guide
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Acrylic Mirror
6-Pc. Manicure Kit

SHEARS

5.5" Matsuzaki 1-Star Cutting Shears
6" Matsuzaki 1-Star Texturizing Shears

ELECTRICAL STYLING KIT

1600-Watt Tourmaline Ionic Blow Dryer
1" Tourmaline Titanium Marcel Iron
1" Tourmaline Titanium Flat Iron
Andis Clippers & Trimmers

A LA CARTE

Backpack
Luggage on Wheels
Cape
Apron
Extra-Large Round Brush

Large Round Brush
Medium Round Brush
Paddle Brush
Cushion Brush
9-Row Airforming Brush
Small Cushion Brush
Metal Adjustable Mannequin Holder

EDUCATIONAL HAIR

Erika
Britney
Irene
Amber
Josephine
Samuel

**MATSUZAKI 1-STAR
SHEARS SET**



**ALUMINUM
SPRAY BOTTLE**



**LAB STUDENT SEAT INCLUDING
PIVOT POINT FUNDAMENTALS**



**ANDIS CLIPPERS
& TRIMMERS**



APRON



C-CLIPS (6)



**ACRYLIC
MIRROR**



RAZOR HAIR SHAPER



ERIKA MANNEQUIN



IRENE MANNEQUIN



SAMUEL MANNEQUIN



BRITNEY MANNEQUIN



**METAL ADJUSTABLE
MANNEQUIN HOLDER**



JOSEPHINE MANNEQUIN



AMBER MANNEQUIN



THE EXPERT

**CONTACT US
FOR PRICING:**
847-866-0500
PIVOT-POINT.COM

Enhance your students' education by upgrading to another level of shears and adding *Pivot Point Salonability* to the Pro kit. *Pivot Point Salonability* includes *Cut & Color*, *Long Hair* and *Meta Men*.

EDUCATION

Pivot Point Fundamentals:
Cosmetology Printed
Study Guide

Salonability Cut & Color
Salonability Long Hair
Meta Men

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Small Applicator Bottle
Color Bowl
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Teaser/Lift Comb
2 Large Tint Brushes
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6-Pc. Manicure Kit

SHEARS

5.5" Matsuzaki 2-Star Cutting Shears
6" Matsuzaki 2-Star Texturizing Shears

ELECTRICAL STYLING KIT

1600-Watt Tourmaline Ionic Blow Dryer
1" Tourmaline Titanium Marcel Iron
1" Tourmaline Titanium Flat Iron
Andis Clippers & Trimmers

A LA CARTE

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Extra-Large Round Brush

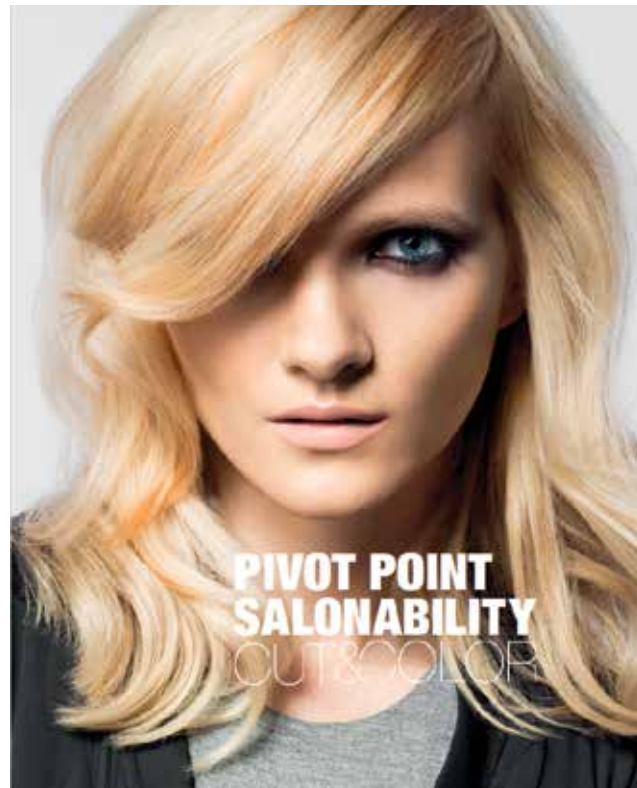
Large Round Brush
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Paddle Brush
Cushion Brush
9-Row Airforming Brush
Small Cushion Brush
Metal Adjustable Mannequin Holder

EDUCATIONAL HAIR

Erika
Britney
Irene
Amber
Josephine
Samuel



LUGGAGE ON WHEELS



SALONABILITY: CUT & COLOR LAB STUDENT SEAT PLUS PRINT



CONTROL CLIPS



COLOR BOWL



SALONABILITY: LONG HAIR LAB STUDENT SEAT PLUS PRINT

CUTTING COMB



CAPE



META MEN LAB STUDENT SEAT PLUS PRINT



MANICURE KIT

MATSUZAKI 2-STAR SHEARS SET



SAMPLE THEORY LESSON PAGES

104.2

CLIENT CONSIDERATIONS

EXPLORE //

What are some professions that combine shapes to create works of art?

INSPIRE //

Learning how to adapt lines and shapes will help you personalize designs for each and every client.

ACHIEVE //

Following this lesson on *Client Considerations*, you'll be able to:

- >> Describe how hair designs can be adapted to complement different body types
- >> Identify various body shapes
- >> Provide examples of hair designs to complement various face shapes
- >> Identify clothing and lifestyles to consider when making design decisions for your clients

FOCUS //

CLIENT CONSIDERATIONS

Body Types and Shapes





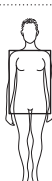
Face Shapes

Hair Color and Natural Coloring

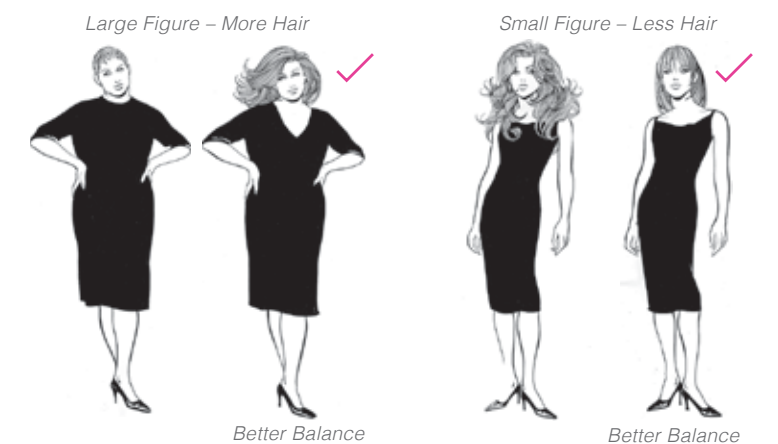
Clothing and Lifestyles



The following is a list of recommendations for each body shape:

SHAPES	DESCRIPTION	
HOURGLASS		Rounded bottom and thighs; small waist, full bust
	Do: Wear clothes fitted at waist Wear fabrics that drape smoothly	Don't: Wear oversized clothes Emphasize the fullest areas
APPLE		Rounded shoulder line; average to big bust; fullness around the middle
	Do: Wear cowl necklines Wear tailored clothing with soft drape styles	Don't: Wear clothing that is wide at the waist Wear cropped tops
TRIANGLE (PEAR)		Full hips; defined waist; shoulders more narrow than hips; small top half
	Do: Wear dark colors to diminish the widest area Add bright colors and prints on top	Don't: Wear oversized tops Emphasize the widest area
INVERTED TRIANGLE		Bottom half smaller than top; straight and squared shoulder line
	Do: Wear darker colors on top to diminish width Wear V-necklines	Don't: Accentuate shoulders with wide lapels or collars Puffy sleeves
RECTANGLE		Narrow shoulders; small bust; non-defined waist; narrow hips
	Do: Add feminine details Wear fitted tops	Don't: Wear male-structured clothing Baggy tops

As mentioned earlier, there are no hard rules. As a designer, it's up to you to make recommendations to your client, but ultimately it's their decision whether or not they agree with your recommendations. For example, a large figure could be enhanced with more hair—a design that is too small in proportion will make the body look even larger. While a small figure could be enhanced with less hair—for a short, small-boned figure, a design that is too large will make the body appear even smaller. In some cases, the existing hair length might not be long enough to carry out a chosen design immediately. It might be necessary to let some areas of the hair grow.



Johan Bichel Lindegaard // CC BY 2.0

BODY TYPES

The variety of human **body types** fall into three main categories:

- >> Ectomorph
- >> Mesomorph
- >> Endomorph



Being aware of your client's body type will help you make hair design recommendations that complement them. Determine your client's body type at the beginning of the service by having them stand in front of the mirror so you can see the overall body height and proportions. The following chart identifies the characteristics of the three body types. Keep in mind that not everyone falls into a single category, and most of us have characteristics of two, or even three of the body types.



DISCOVER MORE

As artists throughout history sketched, painted and sculpted the human body, they discovered some golden rules about the ideal proportions between the body and the head, including the hair. Today those proportions have become a standard that is taught in art classes all over the world. When you incorporate these standards into your work as a hair designer, you will increase your ability to make the best design decisions for your clients. Plato once said, "The good, of course, is always beautiful, and the beautiful never lacks proportion." To see what he meant by this, search the Internet for the "Golden Ratio" as found in nature, art, sculpture and architecture.

SAMPLE WORKSHOP LESSON



GRADUATED FORM DIAGONAL-FORWARD LINE

EXPLORE

Have you ever worn this haircut or know someone who has? What did you like and/or dislike about it?

INSPIRE

Many clients prefer the ease of shorter hairstyles but also like the feeling of some length. This sculpture creates closeness in the nape while maintaining longer lengths toward the front.

ACHIEVE

Following this *Graduated Form, Diagonal-Forward Line Workshop*, you'll be able to:

- >> Identify the 7 Sculpting Procedures related to the graduated form, diagonal-forward line
- >> Sculpt a graduated form with a diagonal-forward line using perpendicular distribution and 30° projection
- >> Create fullness and a curved-under effect by air forming the diagonal-forward graduated sculpture using a 9-row brush

DESIGN DECISIONS CHART

GRADUATED FORM DIAGONAL-FORWARD LINE

Draw or fill in the boxes with the appropriate answers.

DESIGN DECISIONS					
SHAPE / WEIGHT		TEXTURE / STRUCTURE		SECTIONING PATTERN	
BACK					
HEAD POSITION	PART	DISTRIBUTE	PROJECT	FINGER/SHEAR POSITION	DESIGN LINE MOBILE/STATIONARY
CREST-SIDES/TOP					
HEAD POSITION	PART	DISTRIBUTE	PROJECT	FINGER/SHEAR POSITION	DESIGN LINE MOBILE/STATIONARY
AIR FORMING DIRECTION					

Instructor Signature _____ Date _____



PERFORMANCE GUIDE

GRADUATED FORM DIAGONAL-FORWARD LINE

View the video, complete the Design Decisions chart, then perform this workshop. Complete the self-check as you progress through the workshop.

45 mins
Suggested Salon Speed

PREPARATION		✓
	<ul style="list-style-type: none"> >> Assemble tools and products: >> Setup workstation 	<input type="checkbox"/>
SECTIONING – HEAD POSITION – DESIGN LINE		
	<p>1. Section hair into 2 areas:</p> <ul style="list-style-type: none"> >> Front hairline to crown; crown to nape 	<input type="checkbox"/>
	<p>2. Position head upright.</p> <p>3. Part hair at a 30° diagonal-forward angle on either side of nape, resulting in a concave parting.</p>	<input type="checkbox"/>
	<p>4. Sculpt design line:</p> <ul style="list-style-type: none"> >> Perpendicular distribution >> 0° projection >> Parallel finger/shear position >> Sculpt from center to one side to begin mobile design line 	<input type="checkbox"/>
COMPLETION		
	<ul style="list-style-type: none"> >> Discard single-use supplies >> Disinfect tools and multi-use supplies >> Disinfect workstation and arrange in proper order 	<input type="checkbox"/>

45 mins
Suggested Salon Speed

My Speed

INSTRUCTIONS:

Record your time in comparison with the suggested salon speed. Then, list here how you could improve your performance.



BRING YOUR STUDENTS INTO THE FUTURE WITH FUNDAMENTALS

Call for more information: 847-866-0500

FUNC-BROCHURE

**PIVOT
POINT**