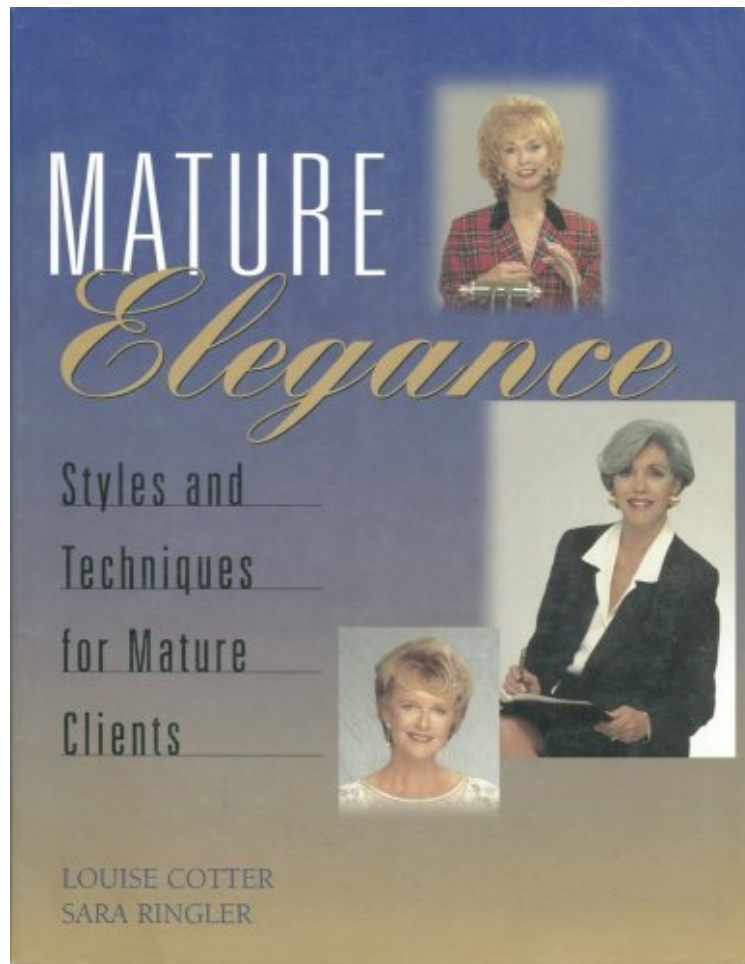


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Mature Elegance is a book of style selections and helpful technical tips to help you in targeting this important segment of society. Mature women are not only a large percentage of your business, but are also powerful business executives and diversified professionals who provide a valuable exchange of ideas and are ultimately your best means of advertising your services. Designed for your use in helping meet their full beauty potential, this book includes comprehensive technicals, coverage of facial features and makeup, hair color and perming, in addition to valuable information on how to sell to and communicate with this very large market segment. Just some of what you will learn

includes:

About the Author A successful salon and school owner, Sara Ringler also manufactures her own line of cosmetics. A member of the National Cosmetology Association and a volunteer for the "Look Good...Feel Better" program, she is a frequent guest speaker on the trade show circuit. A respected educator and leader in the cosmetology industry, Louise Cotter's dedication to cosmetology shows in her life-long work as salon owner, instructor, educational director, editor of the NCA Newsletter, and author of many educational texts.