



the HAIR STUDIO

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PRESS RELEASE

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For Immediate Release

INDUSTRY HONORS CONTINUE FOR FRANK NAPOLITANO THE STATE'S #1326 AMERICAN BOARD CERTIFIED HAIRCOLORIST

In August 2008 Frank Napolitano became the MA #1326 American Board Certified Haircolorist. Mr. Napolitano owns The Hair Studio in Pittsfield, MA. He became Board Certified by passing a very stringent examination given by a committee of his peers. The American Board of Certified Haircolorists (ABCH) was established in 1996 by a group of dedicated haircolorists seeking to establish higher standard for haircolorists. Currently, anyone who holds a cosmetology license can perform haircolor services regardless of their experience. As a result, many consumers leave the salon unhappy. Many never return to the salons for their haircolor services. "I am honored and proud to be part of such an important group. Consumers need to be able to identify if a well trained haircolorist is providing their service," said Frank, "I have seen consumers come into the salon with hair extremely damaged by a cosmetologist who did not understand haircolor. This result is a bad reputation for all haircolorists."

The goal of ABCH is attempting to standardize training and to certify haircolorists around the country. Currently it is the manufacturers who teach haircoloring. As a result, they do not teach about the things that can go wrong, and the damaging effects that can, and do, occur with misuse of haircolor. Manufacturers attempt to use unique terms in an attempt to make their haircolor unique. This has resulted in a very fragmented educational curriculum which has not served the haircolor community well. The ABCH, on the other hand, uses generic terms and teaches more of the chemistry and science of haircolor, so the practitioner has a better understanding of what occurs when haircolor is applied to the hair. "It is a very difficult examination and fewer than 50% of the candidates who take the exam will pass," Frank went on to say.

The ABCH maintains a web site where consumers can go to find a qualified haircolorist. Currently there are 1280 Board Certified Haircolorists. The web address is www.haircolorist.com. Click on the directory to find a qualified haircolorist. The web site will even give you driving directions to the salon of your choice.