



# *the* HAIR STUDIO

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## **PRESS RELEASE**

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### *For Immediate Release*

Frank Napolitano, a cosmetologist from Pittsfield, has passed his ABCH exam and has become certified as an American Board Certified Haircolorist.

The ABCH is an organization dedicated to the development of standardized criteria in certification, promoting credibility and consistent quality in the professional haircolorist. The standards set a precedent in customer service and well being of the consumer.

There are three phases of the examination - written, performance and interactive. The written exam consists of 250 questions and must be completed within a limited time frame. There is an interactive assessment portion to the written exam that deals with real life haircolor challenges. Each scripted scenario measures the candidate's ability to make decisions and their sensitivity toward the client. The performance segment begins before the actual exam. In advance of the exam, the candidate must prepare a specially designed mannequin and make a hair swatch chart, both of which are evaluated on workmanship and the ability to follow instructions. Within a limited time frame the candidate must be prepared to perform four prescribed haircoloring techniques on the mannequin. There is an interactive assessment portion of the performance segment as well. The candidate is asked random questions regarding the tasks being performed. The team of evaluators score each candidate on their professionalism, organizational skills, confidence, color formulations, consistency of mixture, color contrast, method of application, balance, neatness of work and expeditiousness.

Is it any wonder that fewer than 50% of first-time participants pass the examination?

Hundreds of cosmetologists are seeking a higher level of professionalism and are becoming Board Certified Haircolorists. Each Board Certified Haircolorist has their own reasons why they chose to become part of this elite group. Please contact us so we can tell our story.