

STYLE FORWARD

THE SCHOOL OF BEAUTY

PLAYBOOK

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THE PURPOSE

The beauty industry is full of dreamers hoping for an opportunity to exercise their artistic skills for a living. SCI supports these budding artists in growing their skills and more easily start an entry-level career at salons, spas, weddings, events, and growing communities across Texas. SCI offers established hands-on training in **Cosmetology Operator** and **Esthetician** programs across multiple campuses, giving students a direct way to train for essential personal-care roles.

PURPOSE FOR STUDENT

The School of Beauty provides a clear path into taking that first step into the beauty industry, helping students understand where to start, what comes next, and how their training prepares them for entry-level opportunities. With consistent demand for personal-care services, there's a strong opportunity to make a living in beauty while either working toward starting their own business or taking a path into creative industries, such as cosmetologists working in the movie industry. To achieve these ambitious goals, students need opportunities to provide for themselves while gaining experience to succeed for these future roles, which is where SCI comes: to help build the skills for entry-level employment.

PURPOSE FOR SCI

The School of Beauty positions SCI as a premier source of well-prepared beauty talent in Texas. By uniting all Beauty programs under one clear, service-focused banner, SCI can provide stronger guidance at every step: from choosing a program and understanding career directions to navigating licensing steps, building a portfolio, and transitioning into entry-level roles in salons, spas, and related settings.

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THE OPPORTUNITY

The demand for beauty services is already great, and it has a measurable workforce behind it. In 2024, the U.S. had about 651,200 jobs in barbering/hairstyling/cosmetology (including about 575,200 hairdressers/hairstylists/cosmetologists and 76,000 barbers). BLS projects this combined category will grow 5% from 2024–2034 and generate about 84,200 openings per year on average, driven heavily by replacement needs as workers move roles or exit the workforce. In the Esthetics industry, BLS estimates about 97,400 jobs in 2024, and projects 7% growth from 2024–2034, with about 14,500 openings per year on average.

The structure of the beauty industry also creates a distinctive kind of opportunity: it's both employable and entrepreneurial. BLS notes that a large share of these roles are self-employed (for example, about 48% of hairdressers/hairstylists/cosmetologists and 26% of skincare specialists). Demand is anchored in repeat, relationship-based services, while advanced services (like coloring and texture treatments) are expected to keep driving growth over the decade. Just as importantly, these careers typically require state licensure, meaning students don't only need creativity; they need a legitimate training pathway that meets state rules and prepares them for real client work.

The scale of existing jobs and the steady annual openings represent a large and renewable audience of people looking for a real entry point into beauty. For SCI's School of Beauty, this creates a clear market opportunity: position Cosmetology Operator and Esthetician as practical on-ramps into salon/spa work and client-based services, with training that emphasizes what employers and clients actually experience. Because licensure is a gate and the industry rewards both skill and reputation over time, the School of Beauty can stand out as a straightforward choice for students who want to build a living in beauty while gaining the experience to grow into more specialized or entrepreneurial paths.

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OBJECTIVES

PRIORITY

We strive to welcome every prospect with confidence, highlight the professionalism and sanitation standards of the School of Beauty, and support students from first interest through completion. By attracting motivated, service-minded individuals and delivering on our promise to ***TRAIN iT. DO iT. LIVE iT.***, we measure success through student progress, skill development, and the ability to pursue entry-level opportunities in salon and spa settings.

WHAT WE MUST
ACHIEVE

- Help the prospect feel confident investing in a licensed, hands-on career built on real client service and repeatable skills.
- Demonstrate that the SCI School of Beauty is structured, professional, and centered on sanitation, safety, and service standards.
- Ensure every first-time prospect clearly understands how to start, what to expect during training, and what it takes to finish.

HOW WE'LL
MEASURE

- Hitting enrollment targets for School of Beauty programs across campuses and online (as applicable).
- Measuring program and course completion, and confirming that students report being ready to pursue entry-level roles in their field. Students prepare to sit for licensure.
- Creative and messaging for the School of Beauty is professional, consistent, and clearly focused on real-world service skills.

PRIMARY
PROFILE

- Adults 18–30 exploring a first career in beauty, plus adult career changers who want hands-on, client-facing work.

CORE
NEED

- "Will this program realistically help me train for a licensed beauty career where I can work with real clients?"

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IDEAL SCHOOL OF BEAUTY STUDENT

PROFILE

AGE

STAGE OF LIFE

- 18–30 exploring a first career in beauty, or an adult career changer who wants hands-on, client-facing work.
- Often working in lower-wage, unstable jobs (retail, food service, basic office roles) and looking for a skilled, respected path.

TEMPERAMENT

& MINDSET

- Prefers active, hands-on work and enjoys making visible improvements for other people (hair, skin, confidence).
- Coachable and steady; responds best to clear standards, step-by-step guidance, and consistent feedback.
- Values professionalism and hygiene; wants to be treated like an adult with real goals and responsibilities.

MOTIVATIONS

& GOALS

- Wants a clear, realistic path toward state licensure and an entry-level salon or spa role.
- Asks, “Will I be able to work with real clients and build confidence without feeling overwhelmed?”
- Motivated by a skill-based career where effort shows, better technique, stronger service, and a growing portfolio over time.

COMMON

PAIN POINTS

- Unsure how licensure works and what the steps look like from first class to exam day.
- Worried about working on real clients, making mistakes, being judged, or not being “good enough” yet.
- Concerned about total costs: tuition plus kits/supplies, uniforms, and exam-related fees.
- Nervous about sanitation rules, chemical/product safety, and “messing something up” with tools or timing.
- Unsure how to juggle classes, clinic expectations, commuting, work, and family responsibilities.

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IDEAL SCHOOL OF BEAUTY STUDENT

PROFILE CONTINUED

ACADEMIC

& TECHNICAL READINESS

- Has (or is working toward) a high school diploma or GED.
- Can follow step-by-step processes and routines (sanitation flow, service setup, timing, cleanup).
- Can handle basic math when tied to real tasks (timing, measurements, product amounts, retail totals).
- Willing to review, practice repeatedly, and ask questions when expectations are clear.

PHYSICAL

& SAFETY READINESS

- Comfortable with active work: standing for long periods and using hands/wrists for detailed tasks within reasonable limits.
- Willing to follow sanitation rules and safety procedures every day, even when busy.
- Understands that attention to detail and hygiene protects clients, classmates, and their own reputation.

SOFT SKILLS

CHARACTER

- Dependable: shows up on time and communicates when something changes.
- Respectful with instructors, classmates, and clients; understands reputation matters in beauty.
- Coachable and willing to improve, can take feedback without shutting down.
- Service-minded and calm under pressure; willing to recover professionally when something doesn't go perfectly.

LOGISTICS

& NON-NEGOTIABLES

- Has a realistic plan for transportation, childcare, and scheduling so they can stay consistent.
- Willing to follow professional appearance, hygiene, and dress expectations appropriate for client-facing training.
- Able to meet common workplace policies found in salons/spas (varies by employer) and willing to adjust habits to stay on track through training.
- Prospects need to treat this like a job. Hours are not flexible and students need to meet in-person.
- 100% program attendance is required for licensure.

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PROGRAM FIT



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- Cosmetology Operator
- Barber
- Esthetician

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PAIN POINTS

TARGET AUDIENCE

18–30 looking for their first or a new career, and adult career changers who want hands-on work in a professional, client-facing beauty setting.

OBJECTIVES

- Demonstrate that the SCI School of Beauty is professional, sanitation-driven, and focused on real service training.
- Attract prospects who understand they have to hustle to succeed in beauty work and are motivated to complete training and pursue entry-level roles.

PRIMARY PAIN POINTS

CORE PAIN POINTS

- **Pathway clarity:** Uncertain how to start in Beauty and what the steps look like, “Do I choose Cosmetology or Esthetics, and what happens after I start?”
- **Choosing the right trade:** Anxiety about making mistakes and being judged, “What if I mess up someone’s hair/skin or freeze during a service?”
- **Cost, tools & fees:** Concern about paying tuition plus kits/supplies, uniforms, and exam-related expenses.
- **Time to income:** Wanting a realistic picture of progress, “How long until I’m confident enough to apply for entry-level roles, and what does that journey look like?”

SECONDARY

PAIN POINTS

INTERNAL USE ONLY

- **Technical confidence:** Worry about sanitation rules, product/chemical safety, timing, and remembering service steps, fear of “falling behind” as services get more advanced.
- **Physical demands & safety:** Nervous about standing, repetitive hand use, and long training days while maintaining quality and professionalism.
- **Life balance & logistics:** Many are working or supporting families and are unsure how to juggle schedules, clinic expectations, commuting, and responsibilities while staying on track to finish.

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SOUTHERN CAREERS INSTITUTE

COSMETOLOGY OPERATOR

*Cosmetology operators fit into the BLS category Hairdressers, Hairstylists, and Cosmetologists, who provide beauty services such as cutting, coloring, and styling hair, along with treatments to care for the hair and scalp. Many also offer basic skincare, makeup, and nail services depending on their training and state license. In 2024, hairdressers, hairstylists, and cosmetologists held about 575,200 jobs in the U.S., most of them in-personal care services (salons and spas, 46%), with a large share working as self-employed booth renters or shop owners (48%), and a smaller portion in retail trade (5%). All states require licensure, which generally means completing a state-approved cosmetology program and passing a licensing exam.

Recognized License

1

Graduates are eligible to sit for licensure
Students train to sit for licensure.

Tuition

$

$18,700.00
$175 Cosmetology Operator Kit

Length of Program

40 WEEKS

Day Classes
With Successful full-time enrollment

Career Skill Badges

13

Conveying expertise to employers
Demonstrates knowledge of in-demand skills based on program training.

Occupations

$

Cosmetology Operators can learn how to work in a variety of roles, such as:

- *Cosmetologist*
- *Cosmetology Operator*
- *Stylist*
- *Hair Stylist*
- *Nail Technician*
- *Skin Technician*
- *Wax Technician*

What this means for SCI Cosmetology Operator Students



INTERNAL USE ONLY

The job outlook is faster than average. BLS's national data projects that employment of hairdressers, hairstylists, and cosmetologists will grow about 6% from 2024–2034, compared with about 3% growth for all occupations, and that overall employment of barbers, hairstylists, and cosmetologists will grow about 5% over the same period. On top of that, BLS estimates about 84,200 openings each year for barbers, hairstylists, and cosmetologists combined, largely due to turnover and replacement needs as workers change careers or retire. Demand is supported by ongoing consumer spending on personal appearance services, changing fashion trends, and the fact that many clients prefer in-person, relationship-based services that are not easily automated or offshored.

For students in Southern Careers Institute's Cosmetology Operator program, BLS's national data describes a trade with large national employment, steady projected growth, and many annual openings, especially in salons, spas, and other personal care businesses. BLS's national data shows that typical entry into the occupation is through a postsecondary nondegree award from a state-approved cosmetology program plus state licensure, rather than a four-year degree. Graduates may be prepared to pursue entry-level roles such as stylist, junior cosmetologist, salon assistant, or booth renter in salons, spas, or resort settings, depending on state licensing rules and local employer expectations.

**All statistics come from BLS.gov*

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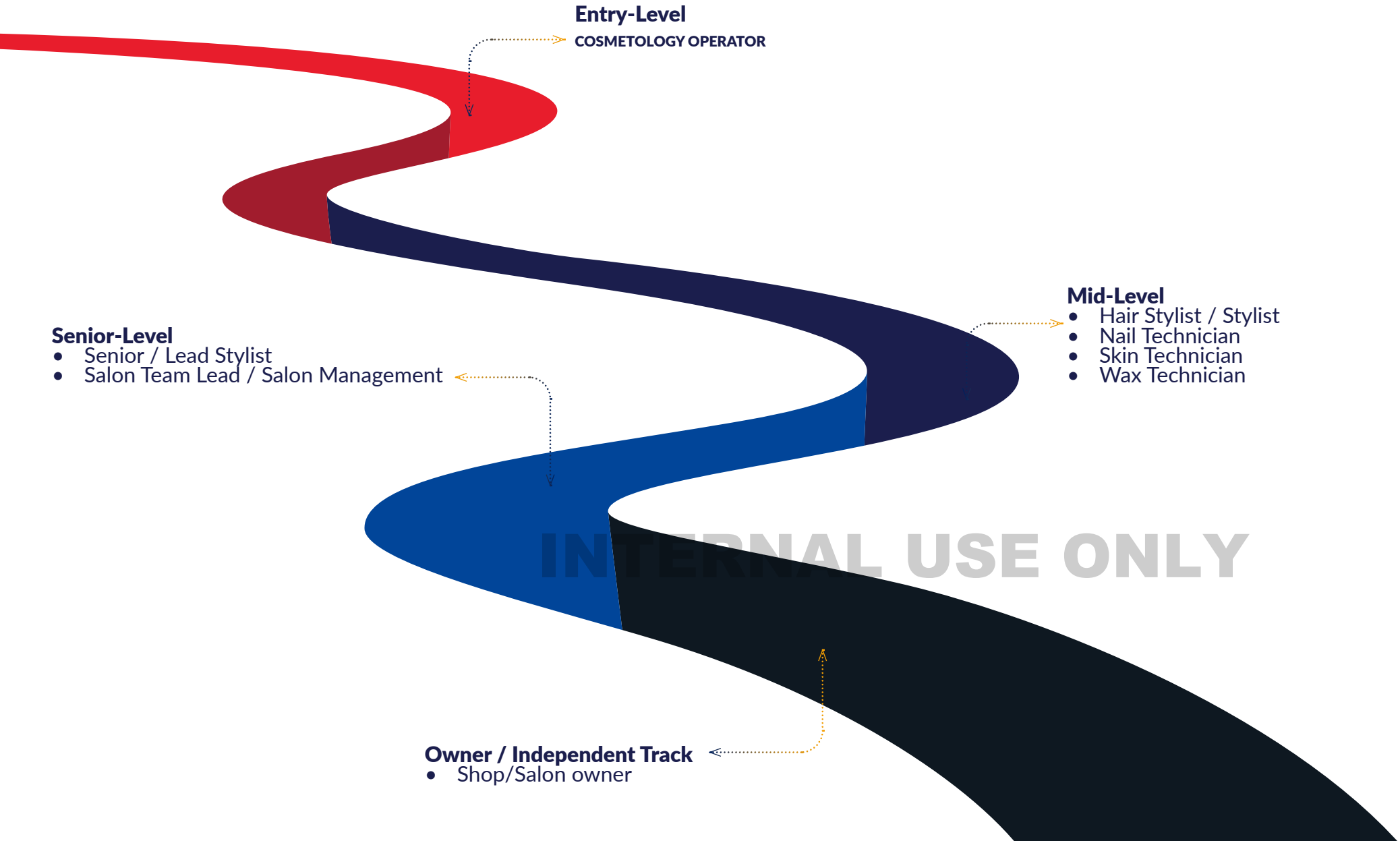

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*Estheticians fall under the BLS occupation Skincare Specialists, who "provide cleansing and other face and body treatments to enhance a person's appearance." In 2024, skincare specialists held about 97,400 jobs across the United States. Most worked in-personal care services such as salons and spas (54%), with additional employment among self-employed workers (26%), offices of physicians (8%), health and personal care retailers (3%), and traveler accommodation (2%), a mix that reflects both traditional spa work and growing demand in medical and retail settings.

Recognized License

1

Graduates are eligible to sit for licensure
Students train to sit for the licensure.

Tuition

$

$9,200
$795 fees including license fees, Esthetician kit, and smocks.

Length of Program

30 WEEKS

Day Classes
With Successful full-time enrollment

Career Skill Badges

10

Conveying expertise to employers
Demonstrates knowledge of in-demand skills based on program training.

Occupations

$

Esthetician graduates may find entry-level employment as:

- *Esthetician*
- *Skincare Specialist*
- *Make-Up Artist*
- *Facial product sales*
- *Salon Management*

Job growth for estheticians is projected to be faster than average. BLS's national data projects that employment of skincare specialists will grow 7% from 2024–2034, compared with about 3% for all occupations, and estimates about 14,500 openings per year over the decade from both new positions and replacement needs. Growth is driven by expanding spa and wellness services (including quick, lower-cost facials and mobile services) and increased demand from women and men seeking skincare services to address aging, social-media-driven appearance concerns, and overall self-care. Entry into the occupation typically requires completing a state-approved cosmetology or esthetician program (postsecondary nondegree award) and passing a state licensing exam; ongoing education is common as products and techniques evolve.

What this means for SCI Esthetician students



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For students in Southern Careers Institute's esthetics-focused training,BLS's national data describes a field with nationally growing demand, thousands of projected openings each year, and a mix of spa, salon, medical, and self-employment opportunities. Typical pathways begin with a state-approved program and licensure, followed by entry-level roles in salons, spas, or medical-adjacent settings (such as dermatology or plastic surgery offices), where new estheticians build skills and a client base over time.

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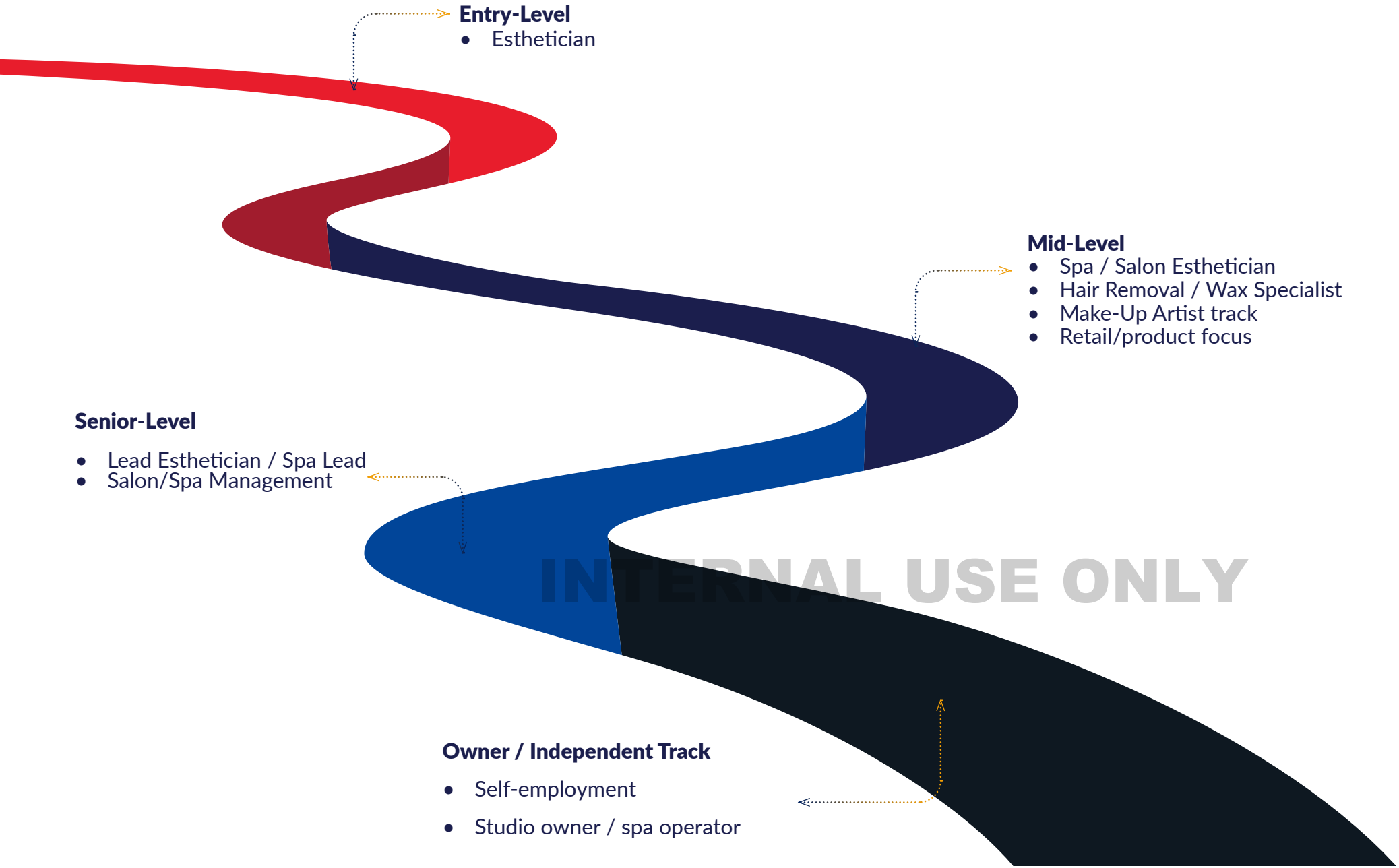

Entry-Level
- Esthetician

Mid-Level
- Spa / Salon Esthetician
- Hair Removal / Wax Specialist
- Make-Up Artist track
- Retail/product focus

Senior-Level
- Lead Esthetician / Spa Lead
- Salon/Spa Management

Owner / Independent Track
- Self-employment
- Studio owner / spa operator

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BARBER

Barbers provide haircutting, hairstyling, shaving, and related grooming services, most often for male clients. Day-to-day tasks include cutting and styling hair, trimming beards and mustaches, giving shaves, shampooing, and advising clients on basic hair and beard care. They typically work in barbershops, salons, or similar personal-care businesses, and a large share operate as independent contractors or shop owners. BLS projections data show that about 75% of barbers are self-employed, reflecting how common booth rental and small-shop ownership are in this trade. All states require barbers to be licensed, which usually means completing a state-approved barbering/cosmetology program and passing a state exam.

SCI Barber students have already become licensed Cosmetologists. SCI's Barber program is add on training on top of the Cosmetology Operator program.

Recognized License

1

Graduates are eligible to sit for licensure
Students train to sit for licensure.

Tuition

$

$3,500.00
$421 kit, licensure fees, aprons

Length of Program

12 WEEKS

Day Classes
*With Successful full-time enrollment

Occupations

$

Barbering students can learn how to work in a variety of roles, such as:

- *Barber*
- *Stylist*
- *Hair Stylist*

What this means for SCI Barber students



In terms of scale and outlook, BLS's national data projects 2024–2034 estimate about 76,000 barber jobs in 2024, rising to about 79,200 by 2034, a growth rate of roughly 4.1%, which is a bit faster than the 3.1% growth projected for all occupations. Over the decade, BLS expects around 8,400 openings per year for barbers, largely from replacement needs as workers change careers, move into shop ownership, or retire. Looking at the broader combined group of barbers, hairstylists, and cosmetologists, BLS projects 5% growth from 2024–2034 and about 84,200 openings per year, confirming steady, "faster-than-average" demand for personal appearance workers overall. Demand is driven by recurring grooming needs, population growth, and ongoing consumer spending on personal appearance services that are difficult to automate or move online.

INTERNAL USE ONLY

For students in a Southern Careers Institute Barbering program, BLS's national data describes a trade with steady national demand, thousands of projected openings each year, and a strong self-employment culture. Nationally, typical entry into the occupation is through a postsecondary nondegree barbering/cosmetology program plus state licensure, not a four-year degree. With that education and license, graduates may be positioned to pursue entry-level roles such as barber, barber stylist, or shop assistant in barbershops, salons, or men's grooming concepts, and over time may explore booth rental or shop ownership, depending on local regulations and business conditions.

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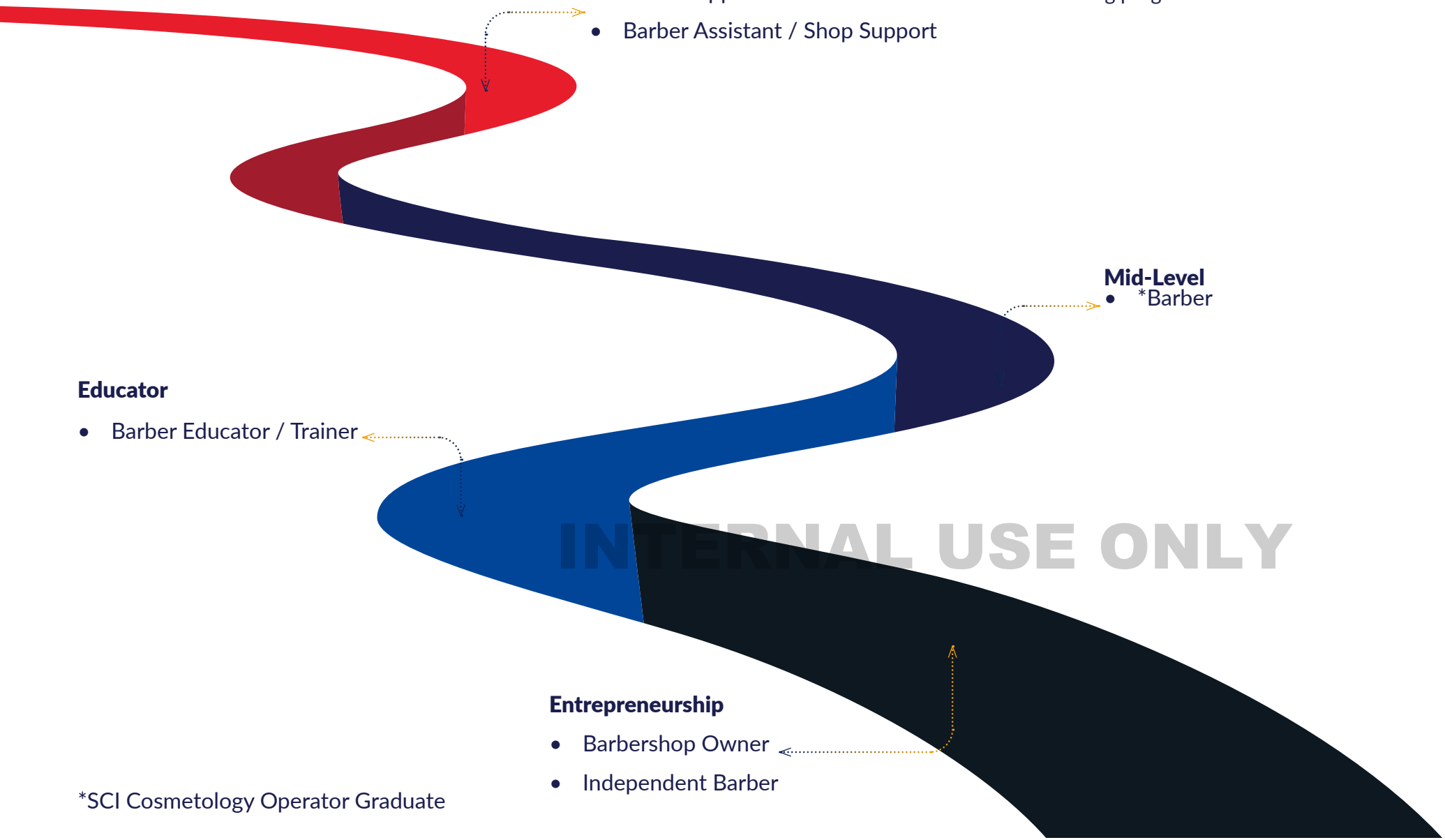
BEAUTY
SOUTHERN CAREERS INSTITUTE

BEAUTY PATHWAYS

*SCI Barber students have already become licensed Cosmetologists. SCI's Barber program is add on training on top of the cosmetology operator training program



Entry-Level

- Barber Apprentice
- Barber Assistant / Shop Support

Mid-Level

- *Barber

Educator

- Barber Educator / Trainer

Entrepreneurship

- Barbershop Owner
- Independent Barber

*SCI Cosmetology Operator Graduate

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TONE & VOICE

How SCI Talks (Voice, Tone, Style)

STRAIGHTFORWARD, HUMAN AND

EMPOWERING

- **Plain-spoken, steady, and respectful:** we sound like a trusted friend or mentor—helpful, not hypey.
- **People-first language:** talk about students and Beauty professionals as people with goals, families, and responsibilities, not just "workers."
- **Concrete > clever:** prefer clear steps, tools, labs, and timelines over slogans or buzzwords.
- **Active, hands-on verbs:** study, train, prepare, style, color...etc.
- **Consistent word choices:** instructors are "knowledgeable" and "experienced," not "gurus" or "masters." Use "in as little as [X]" when talking about timelines.
- **Avoid words like:** "ensure" or "guarantee" or "you will..."
- **Pathway framing:** "Choose your trade → train in labs and salons → prepare for licensure → pursue entry-level opportunities."
- **Visualize progress:** show what students practice first, what comes next, and how they can use those skills on real job sites.
- **Entrepreneurship:** Students have the opportunity to start building skills with structured lessons structured around starting a beauty business.

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INSTRUCTIONAL USE ONLY

PROGRAM DESCRIPTIONS

SOUTHERN CAREERS INSTITUTE
COSMETOLOGY OPERATOR

The Cosmetology Operator program prepares students in cosmetology safety, sanitation, and professional salon practices. Students study hair care, hair coloring, nail services, skin care, makeup, chemical services, and cosmetology theory to support services performed in salon and cosmetology clinic environments.



At SCI, you have the opportunity to gain on-the-job training, including:

- Hair Cutting & Styling
- Hair Coloring Techniques
- Hair Styling Trends
- Hair & Scalp Treatments
- Facials & Skincare Treatments
- Nail Techniques
- Makeup Application
- Waxing & Hair Removal
- Salon Operation & Management

Career opportunities may include, but are not limited to:

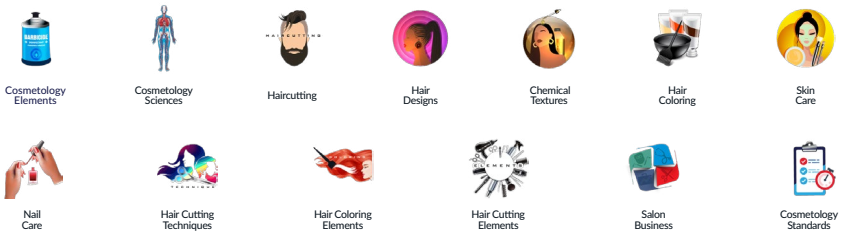
- Cosmetologist
- Cosmetology Operator
- Stylist
- Hair Stylist
- Nail Technician
- Skin Technician
- Wax Technician

Length of Program

40 WEEKS
DAY CLASSES

**With successful full-time enrollment.*

Train to earn the following 13 Skill Badges conveying proficiency in your field:





LEARN iT.

- **Novice Stylist Blue**
  Lecture and skills practice on the following topics: cosmetology's history, life skills, professionalism, health and public safety, infection control, and anatomy and physiology.
- **Novice Stylist Yellow**
  Lecture and skills practice on the following topics: hair, skin, and nail properties, chemistry and chemical safety, electricity and electrical safety, hair design, and hair service preparation.
- **Novice Stylist Red**
  Lecture and skills practice on the following topics: haircutting and hairstyling.
- **Junior Stylist Silver**
  Lecture and skills practice on the following topics: braiding and braid extensions, wigs and hair additions, and chemical texture services.
- **Junior Stylist Copper**
  Lecture and skills practice on the following topics: hair coloring, hair removal, facials, and makeup.
- **Junior Stylist Gold**
  Lecture and skills practice on the following topics: manicuring, pedicuring, nail tips and wraps, monomer liquid and polymer powder nail enhancements, light-cured gels, preparing for license and employment, on the job, and the salon business.
- **Senior Stylist Amethyst**
  Activities may include performing customer procedures in the salon clinic, attending field trips, participating in guest speaker lectures, practicing, remediating, and passing skills assessments, practicing skills and procedures in the lab.
- **Senior Stylist Sapphire**
  Activities may include performing customer procedures in the salon clinic, attending field trips, participating in guest speaker lectures, practicing, remediating, and passing skills assessments, practicing skills and procedures in the lab.
- **Senior Stylist Ruby**
  Activities may include performing customer procedures in the salon clinic, attending field trips, participating in guest speaker lectures, practicing, remediating, and passing skills assessments, practicing skills and procedures in the lab.
- **Senior Stylist Emerald**
  Activities may include performing customer procedures in the salon clinic, attending field trips, participating in guest speaker lectures, practicing, remediating, and passing skills assessments, practicing skills and procedures in the lab.
- **Senior Stylist Turquoise**
  Activities may include performing customer procedures in the salon clinic, attending field trips, participating in guest speaker lectures, practicing, remediating, and passing skills assessments, practicing skills and procedures in the lab.
- **Senior Stylist Onyx**
  Students will have the opportunity to learn about setting personal and professional goals, job search techniques and portfolio development. Final resume, cover letter and mock interviews are key aspects of this course. Students may also learn about different career paths.
- **Senior Stylist Diamond**
  Activities may include performing customer procedures in the salon clinic, attending field trips, participating in guest speaker lectures, practicing, remediating, and passing skills assessments, and practicing skills and procedures in the lab.

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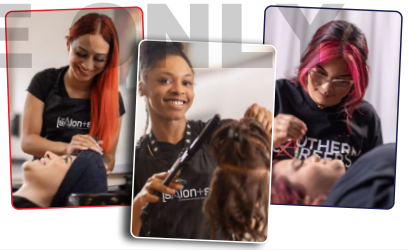
Cosmetology Operator License Available*

TDLR
TEXAS DEPARTMENT OF LICENSING & REGULATION

**Exam fee included in tuition and will be paid if taken within three months of program completion.*



SPEAK WITH AN ADMISSIONS ADVISOR TODAY! 1.833.SCI.TEXAS or visit SCItexas.edu

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935 North Expressway
Brownsville, TX 78520

Corpus Christi Branch Campus
2422 Airline Rd.
Corpus Christi, TX 78414

San Antonio-South Branch Campus
238 Southwest Military Dr. Ste. 101
San Antonio, TX 78221

Discover more information about this program in the **Southern Careers Institute Cosmetology Catalog** at SCItexas.edu

LEARN iT. DO iT. LIVE iT.

Austin Main Campus | 1701 W. Ben White Blvd., Ste. 100 Austin, TX 78704
*Past students' outcomes, starting salaries, and job prospects are not indicative of those for current and future students.
SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI *Not all campuses offer all programs

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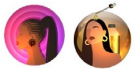
PROGRAM MAPPING | Cosmetology

Course	Course Name	Badge Name	Badge Image	Digital Badge Image	Hard Skill	Soft Skill
COSBL	Trade Safety & Construction Basics	Cosmotology Elements Skill Badge			OSHA Basic & Blueprint Reading	Communicaiton, Work Ethic
COSYE	Introduction to HVAC	Cosmotology Sciences Skill Bagde			Circulation Basics; EPA Guidelines	Work Ethic
COSRE	Heating and Cooling	Haircutting Skill Badge			Heating & Cooling; Air Distribution Systems	Teamwork
COSSI	Venting and Ducting	Hair Designs Skill Badge & Chemical Textures Skill Badge			Copper, plastic, & carbon steel Piping; Soldering & Brazing; Duct Systems; System Air Balancing	Adaptability
COSCO	HVAC Electrical	Hair Coloring Skill Badge & Skin Care Skill Badge			Heat Pumps; Control circuit & motor troubleshooting; Fasteners, hardware & wiring terminations	Time Management
COSGO	Diagnostics and Maintenance	Nail Care Skill Badge			Leak detection, evacuation, recover & charging; metering devices; Basic maintenance	Problem-Solving
COSAM	Hydronics	Hair Cutting Techniques Skill Badge & Hair Coloring Elements Skill Badge & Hair Cutting Elements Skill Badge			Residential & commercial hydronic systems; steam systems; water treatment	Creativity
COSSA	Troubleshooting				Troubleshooting - cooling, heat pumps, gas heating, oil heating & accessories	Problem Solving
COSRU	Commercial and Industrial Systems				Refrigeration: Retail, Commercial, Industrial; airside systems; zoning, ductless, & variable refrigerant flow systems	Attention to Detail
COSEM	Quality and Conservation				Indoor air quality; energy conservation equipment; building management systems; alternative & specialized heating & cooling systems	Work Ethic
COSTU	System Design and Construction				System startup & shutdown; construction drawing & specification; heating & cooling system design	Interpersonal Skills
COSON	Crew Leadership and Placement	Salon Business Skill Badge			Crew leadership; preparation for employment	Leadership
COSDI	Senior Stylist Diamond	Cosmetology Standards Skill Badge			Preparation for State Board Certification	Attention to Detail, Time Management

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SOUTHERN CAREERS INSTITUTE
ESTHETICIAN

The Esthetician program prepares students in skin care services and sanitation practices. Students study facials, hair removal, makeup application, skin analysis, and esthetics theory to support skincare services performed in spa, salon, and esthetics treatment environments.





LEARN iT.

After completing this program, graduates are trained to:

- Express creativity within the bounds of technical skill in safety and sanitation
- Understand health factors when working with skin
- Make-up, superfluous hair removal

Career opportunities may include, but are not limited to:

- Esthetician
- Skincare specialist
- Make-up artist
- Facial product salesperson
- Salon management

Length of Program

30 WEEKS
DAY CLASSES

**With successful full-time enrollment.*

Train to earn the following 13 Skill Badges conveying proficiency in your field:

ESTHETICIAN ELEMENTS
FACIAL TREATMENTS
ELECTRICAL & CHEMICAL SAFETY
HAIR REMOVAL
FACIAL DEVICES
ADVANCED FACIAL TREATMENTS
COMMUNICATION
BEAUTY BUSINESS
PROFESSIONALISM
LICENSE PREPARATION

LEARN iT.

- **Esthetician Novice Blue**
  Lecture and skills practice on the following topics: TDLR rules & regulations, anatomy & physiology, infection control, disorders and diseases of the skin, physiology and histology of the skin, skin analysis, skin care products, and the treatment room.
- **Esthetician Novice Red**
  Lecture and skills practice on the following topics: Makeup foundations, hair removal foundations, facial massage, and facial treatments.
- **Esthetician Junior Bronze**
  Lecture and skills practice on the following topics: Electricity & electrical safety, chemistry & chemical safety, and skills development.
- **Esthetician Junior Silver**
  Lecture and skills practice on the following topics: Makeup essentials, hair removal, and skills development.
- **Esthetician Junior Copper**
  Lecture and skills practice on the following topics: facial devices and technology and skills development.
- **Esthetician Junior Gold**
  Lecture and skills practice on the following topics: Advanced topics and treatments, and skills development.
- **Esthetician Senior Amethyst**
  Lecture and skills practice on the following topics: Communicating for success, the healthy professional, and skills development.
- **Esthetician Senior Ruby**
  Lecture and skills practice on the following topics: on the job, the beauty business, and skills development.
- **Esthetician Senior Emerald**
  Lecture and skills practice on the following topics: Career opportunities & the history of esthetics, life skills, professional image, and skills development.
- **Esthetician Senior Onyx**
  This course introduces the skills needed for career success. A final resume and mock interview are key aspects of this course. The course also provides instruction on the preparation for both the written and practical licensure exams.

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Esthetician License Available*

TDLR TEXAS DEPARTMENT OF LICENSING & REGULATION

**Exam fee included in tuition and will be paid if taken within three months of program completion.*



SPEAK WITH AN ADMISSIONS ADVISOR TODAY! 1.833.SCI.TEXAS or visit SCItexas.edu

Corpus Christi Branch Campus
2422 Airline Rd.
Corpus Christi, TX 78414

Brownsville Branch Campus
935 North Expressway
Brownsville, TX 78520

Discover more information about this program in the Southern Careers Institute Cosmetology Catalog at SCItexas.edu

LEARN iT. DO iT. LIVE iT.

Austin Main Campus | 1701 W. Ben White Blvd., Ste. 100 Austin, TX 78704
*Past students' outcomes, starting salaries, and job prospects are not indicative of those for current and future students.
SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI *Not all campuses offer all programs

PROGRAM MAPPING | ESTHETICIAN						
Course	Course Name	Badge Name	Badge Image	Digital Badge Image	Hard Skill	Soft Skill
ESTBL	Novice Esthetician Blue	Esthetician Elements Skill Badge			Sanitation, Sciences, & the Treatment Room	Ethics, Attention to Detail
ESTRE	Novice Esthetician Red	Facial Treatments Skill Badge			Facial treatments and Massage	Time Management
ESTBR	Junior Esthetician Bronze	Electrical & Chemical Safety Skill Badge			Electricity, Chemistry, & Safety	Attention to Detail
ESTSI	Junior Esthecian Silver	Hair Removal Skill Badge			Advanced Hair Removal & Makeup	Communication
ESTCO	Junior Esthetician Copper	Facial Devices Skill Badge			Facial Devices and Technology	Safety, Communication
ESTGO	Junior Esthetician Gold	Advanced Facial Treatments Skill Badge			Advanced Topics and Treatments	Communication
ESTAM	Senior Esthetician Amethyst	Communication Skill Badge			Professional Image & Communication	Communication
ESTRU	Senior Esthetician Ruby	Beauty Business Skill Badge			Salon business, marketing, employment, classroom to career	Work Ethic
ESTEM	Senior Esthetician Emerald	Professionalism Skill Badge			Career Preparation	Feedback Response, Work Ethic
ESTON	Senior Esthetician Onyx	Licensure Preparation Skill Badge			Preparation for written and practical licensure Exams	Attention to Detail, Time Management

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Becoming a barber offers the chance to unleash your creativity on the job. It's a respected trade that enables you to connect deeply with your community, offering services that boost clients' confidence and well-being. Plus, with flexible hours and the potential for entrepreneurship, it suits those valuing independence and passion in their work.



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BRAND **IDENTITY**

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THE SCHOOL OF ABEAUTY
SOUTHERN CAREERS INSTITUTE

POP-UP BANNER

33” X 81”





BEAUTY
SOUTHERN CAREERS INSTITUTE

1. SCI Star Logo Icon
2. Lemon Milk Font - Regular
3. SCI Name - Lemon Milk Font - Regular
4. Brand Red Banner Bar

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BEAUTY
SOUTHERN CAREERS INSTITUTE

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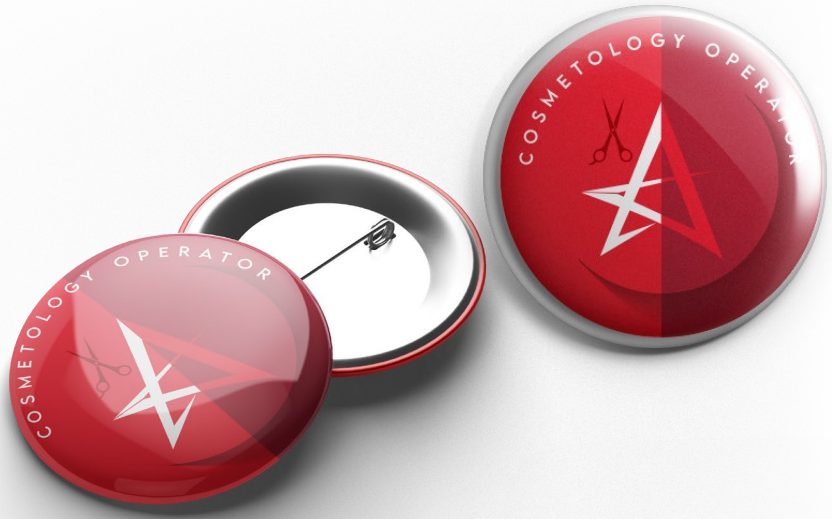
PROGRAM LOGOS

SOUTHERN CAREERS INSTITUTE
COSMETOLOGY
OPERATOR

SOUTHERN CAREERS INSTITUTE
ESTHETICIAN

INTERNAL USE ONLY

BUTTON PER PROGRAM





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PROFESSIONAL RAGLAN SHIRT

SCREEN PRINT

SOUTHERN CAREERS INSTITUTE
COSMETOLOGY OPERATOR

SOUTHERN CAREERS INSTITUTE
ESTHETICIAN

THE SCHOOL OF BEAUTY
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THE SCHOOL OF BEAUTY









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PROFESSIONAL SERIES SHORT SLEEVE SHIRT

SCREEN PRINT



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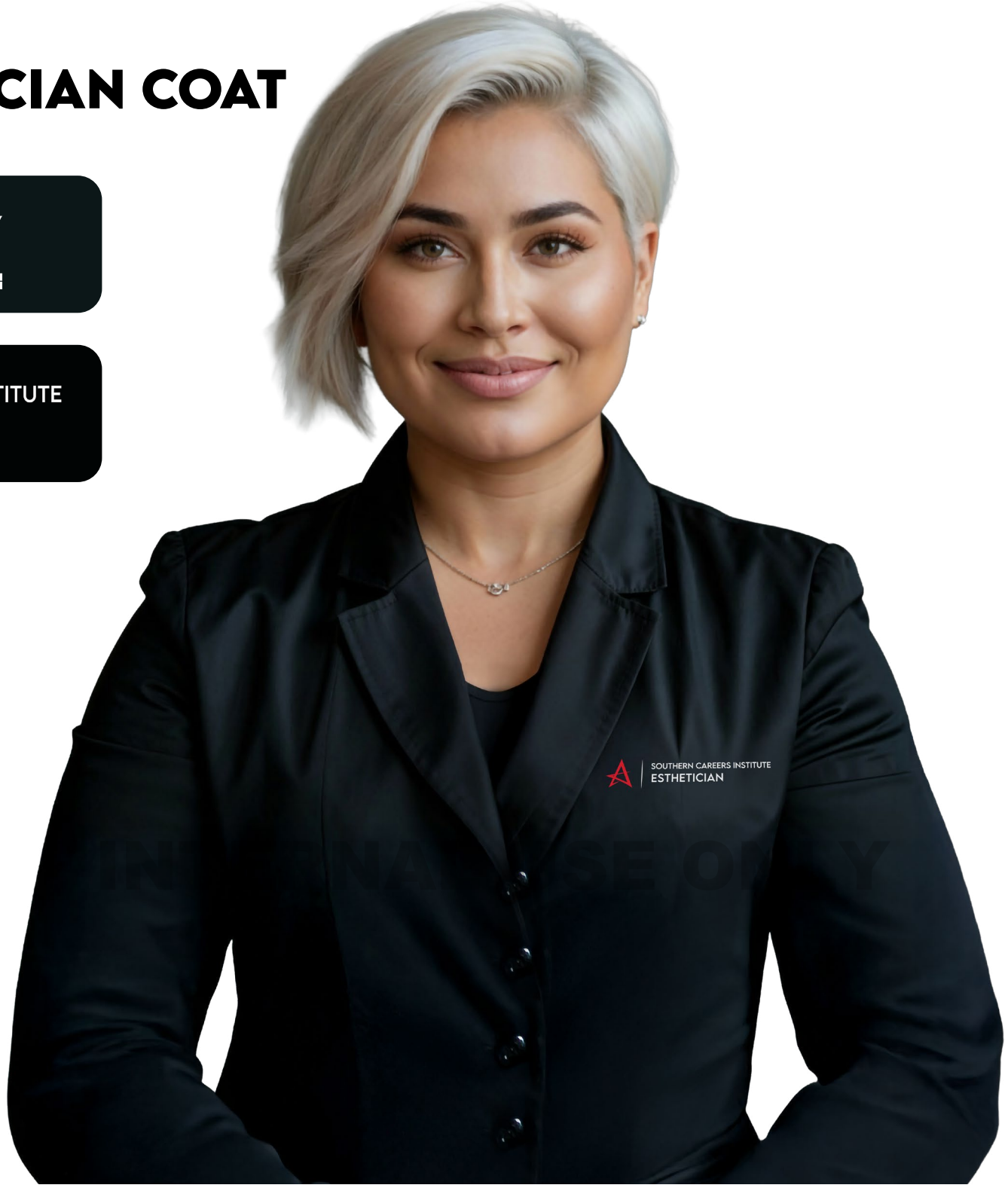
BLACK ESTHETICIAN COAT
EMBROIDERY

THE SCHOOL OF BEAUTY
SOUTHERN CAREERS INSTITUTE

SOUTHERN CAREERS INSTITUTE
ESTHETICIAN



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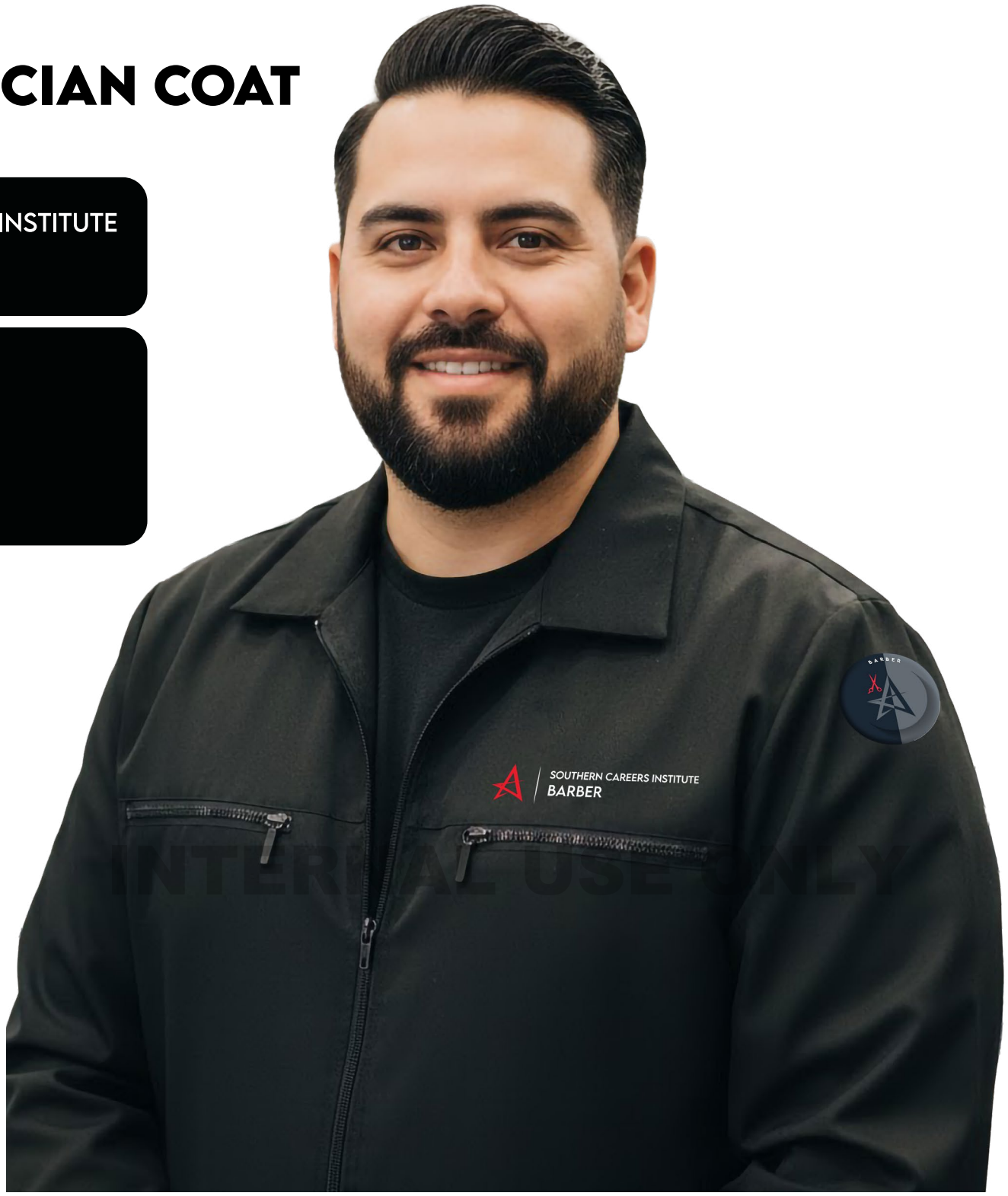
BLACK ESTHETICIAN COAT
EMBROIDERY

SOUTHERN CAREERS INSTITUTE
BARBER



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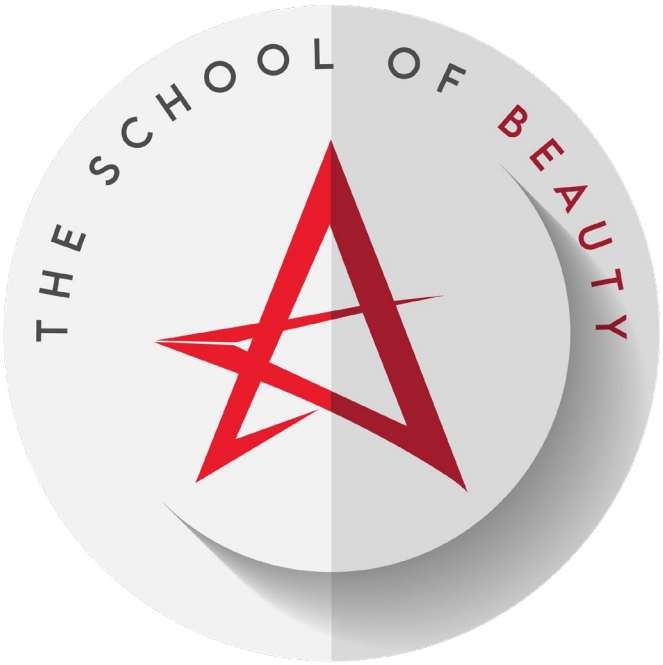
MARKETING SEALS



PRIMARY SEAL FOR BEAUTY



COSMETOLOGY



ESTHETICIAN



BARBER

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ESTHETICIAN KIT

EMBROIDERY PATCH

LINK



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WATER SPRAY BOTTLE

COLOR SCREEN PRINT



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WATER SPRAY BOTTLE

COLOR SCREEN PRINT

https://www.myron.com/i/1171/hair-comb.htm

THE SCHOOL OF BEAUTY
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SOUTHERN CAREERS INSTITUTE
COSMETOLOGY
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LANYARD

COLOR SCREEN PRINT



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COLOR PALETTE

PRIMARY

#E81D2C	#A11C2D	#1B1E4D	#014599
RGB 232 / 29 / 44	RGB 161 / 28 / 45	RGB 27 / 30 / 77	RGB 1 / 69 / 53
CMYK 2 / 100 / 93 / 0	CMYK 24 / 100 / 86 / 20	CMYK 100 / 96 / 36 / 39	CMYK 100 / 83 / 7 / 1

SECONDARY

#101820	#A11C2D	#1B1E4D	#FFFFFF
RGB 16 / 24 / 32	RGB 84 / 86 / 91	RGB 177 / 177 / 177	RGB 255 / 255 / 255
CMYK 82 / 71 / 59 / 75	CMYK 66 / 57 / 51 / 29	CMYK 31 / 25 / 26 / 0	CMYK 0 / 0 / 0 / 0

FONTS

HEADLINE + SUB-HEADLINE FONT | LEMON MILK

LEMON MILK HEADLINE MEDIUM

LEMON MILK HEADLINE MEDIUM

ITALIC LEMON MILK TEXT MEDIUM

LEMON MILK TEXT MEDIUM

ITALIC LEMON MILK TEXT BOLD

LEMON MILK TEXT SEMIBOLD ITALIC

BODY COPY FONT | LATO REGULAR

Lato Nova Black

Lato Nova Black Italic

Lato Nova Regular

Lato Nova Italic

HEADLINE FONT | LEMON MILK BOLD

BE THE ULTIMATE CAREGIVER

URL | LATO BLACK + REGULAR

SCItexas**.edu**

LC-BLACK

REGULAR

UC-BLACK

SUBHEAD FONT | LATO BLACK

Welcome to Southern Careers Institute.

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OVERSIZED BODY COPY FONT | LATO MEDIUM

Lato Medium can be used on occasion for large running text. It is an unconventional move with more impact.

OVERSIZED BODY COPY FONT | LATO REGULAR

Lato Medium can be used on occasion for large running text. It is an unconventional move with more impact.

DO NOT INLCUDE WWW. | **USE ALL CAPS FOR SCI. LOWERCASE FOR TEXAS.**

This helps with reading and remembering the url.

SOCIAL TEMPLATES







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PHOTOGRAPHY PORTRAIT

Our brand photography should capture subjects who are in their element – using close-up portrait photography with natural lighting of students, faculty, and others, engaged in a moment or in self-reflection.

Vibrant: Subjects should appear inspired, excited, diverse and full of life.

Inclusive: Showcase moments of belonging and the diversity of our community.











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PHOTOGRAPHY IN ACTION

Photography should capture the spirit and activity of SCI. Highlight both individuals and groups engaged in quiet moments and loud action. Bright and clear photos.











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NOTE

This document is a guide for everyone who shares our message. By keeping our voice steady and true, we create a better experience for our students, faculty, staff, and communities across Texas — proudly carrying forward the SCI name as a symbol of opportunity, resilience, and success.

BRAND ESSENTIALS

Download logos and essential marketing items at the **SCI Brand Library**

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DISCLAIMER

This is a living document. Elements outlined within are subject to change.

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