

# Beauty is more than skin deep:

## GEORGE BROWN COLLEGE'S YORKVILLE SCHOOL OF MAKEUP AND ESTHETICS

When Sheldon Hargrove was hired as program co-ordinator for George Brown's makeup and esthetics training, the college was ready to revamp its programs. A lot of research was conducted at that time and "what we found," Hargrove says, "was that the techniques and course content at some private schools were not as current as they could have been."

And in April 2004, the college took what they learned and created the Yorkville School of Makeup and Esthetics, situated on Toronto's Yorkville Avenue, right smack in the centre of the beauty and fashion district.

What sets this school aside from other makeup and esthetics schools? Plenty! The Yorkville School really focuses on offering the most up-to-date training. "We want teachers who are current, so we only hire professionals who are actively working in the industry," Hargrove says. "This means we have to hire more staff members to accommodate their schedules, but it's worth it."

Another way George Brown's Yorkville School stays current is by watching industry trends. "Ninety per cent of the students taking makeup programs dream of working with

models, doing photo shoots and fashion shows," says Hargrove. But they observed a noticeable increase in interest in the bridal industry. "The bridal industry is huge," he says. "Makeup artists do makeup for the bride but also for the bridal party, bridal shows and bridal photography." So, starting in September, they're offering the first Professional Makeup Artist - Bridal Certificate.

A key component of the program is real-world practice. In the level 1 courses in esthetics and makeup, students practice on each other or on models. But once they're in the advanced, level 2 courses and onward, they practice on clients. The school offers 27 services to the public, from waxing and facials to aromatherapy, makeup and hair styling.

"We wanted our school to be as similar as possible to the real world," Hargrove says. "So the students wear smocks, they make their own bookings, and they're allowed to accept gratuities from clients. After they're finished with the clients, they offer them products for sale, walk them to the door, and practice those all-important customer service skills."

The Yorkville School also offers tremendous flexibility for students. "We tell them what they need for a given certificate and they can schedule the courses any way they like," Hargrove explains. "They can take full-time courses, five days a week, or one course in the evenings while they work during the day."

Another difference between this school and private schools is that George Brown College is government funded. "Our courses offer great value. It's amazing that students can get this curriculum and these hours of instruction at such a low cost," Hargrove says.

And how does all this top notch training translate into future employment for the students? Hargrove says, "I'm constantly blown away by how well the students do on the job market. One recently got a full-time assignment with a high-end U.S. magazine as a makeup artist. Our posting boards are full all the time. And the best spas are calling before the students even graduate."

If you're interested in the Yorkville School of Makeup and Esthetics, contact them at 416-920-4906, e-mail them at [info@yorkvilleschool.com](mailto:info@yorkvilleschool.com), or visit their website at [www.yorkvilleschool.com](http://www.yorkvilleschool.com).

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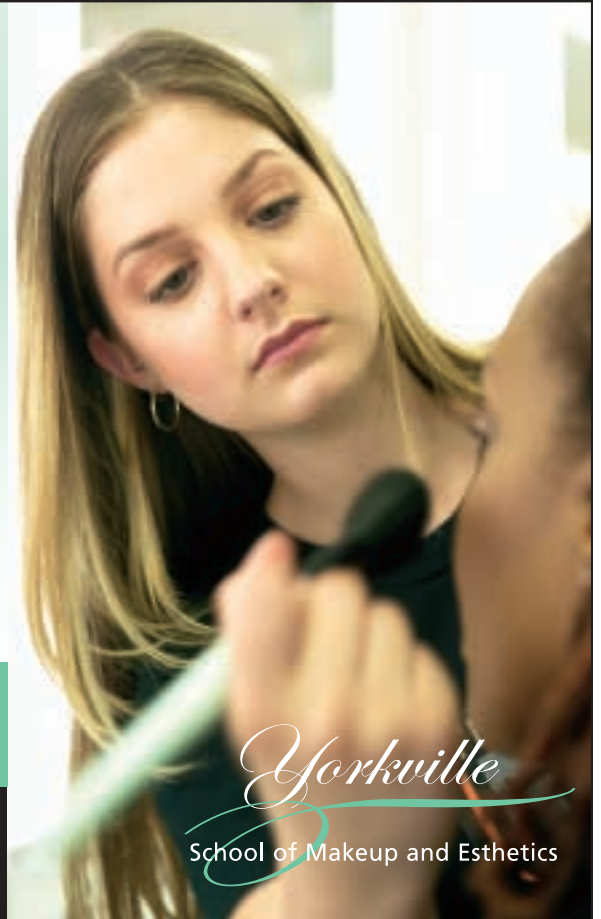
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