

FOR IMMEDIATE RELEASE

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JOLIE ACADEMY EXPANDS IN RESPONSE TO GROWING NEED FOR ESTHETICIANS

Ludlow, MA (June XX, 2010) –While other businesses are struggling in the current economy, the esthetics and skin care field is booming! According to the United States department of Labor Statistics, employment for estheticians and other skin care specialists is expected to grow by almost 38 percent, much faster than average, by the year 2018. To help meet this growing need for quality skin care specialists, Jolie Hair and Beauty Academy has recently expanded and updated their facilities, and incorporated brand-new, modern equipment into their Esthetics program curriculum.

To celebrate, Jolie Hair and Beauty Academy is welcoming the entire community to attend an Esthetics Grand Opening on June 21 at the Ludlow campus from 10:00 a.m. – 12:00 p.m. and 6:00–7:30 p.m., and at the Wilkes-Barre from campus from 10:00 a.m. – 2:00 p.m. The events will feature tours of the expanded facilities, free basic facials, a raffle for free services, light refreshments, and the opportunity to speak with admissions staff and instructors about enrollment at Jolie Academy.

Jolie Academy’s Esthetics program uses hands-on learning techniques to help students gain an in-depth understanding of skin care practices including facials, full-body treatments, make-up application, and head and neck massages. Graduates of the program have the opportunity to begin a career as an *esthetician* in a salon, spa, hotel, or resort.

“With the newly expanded Esthetics departments at both campuses, we’re able to deliver more complete training. We look forward to the learning and career opportunities that these expansions will provide our new students,” said Jennifer Bousquet, Jolie Hair and Beauty Academy Admissions Director. “These grand openings are a way to show the community the enhancements made to our Esthetics departments. We are proud of our programs, and we want to show prospective students what’s going on at our schools.”

Visit the Esthetics Grand Openings on June 21 at the Jolie Academy – Ludlow campus located at 44 Sewall St., Ludlow, MA 01056, or the Jolie Academy – Wilkes-Barre campus located at 125 North Wilkes-Barre Blvd., Wilkes-Barre, PA 18702.

Jolie Academy – Ludlow also offers training in Cosmetology and Manicuring. Jolie Academy – Wilkes-Barre also offers training in Cosmetology and Nail Technician, and a Teacher’s Course program. For more information about the Esthetics Grand Opening events or Jolie Hair and Beauty Academy programs, call the Ludlow campus at 413-589-0747 or the Wilkes-Barre campus at 570-825-8363.

About Jolie Hair and Beauty Academy

Jolie Academy provides hands-on training in the cosmetology, esthetics, manicuring and nail technician fields. Jolie’s mission is to provide cosmetology, nail technician, manicuring, esthetics and teacher training that is valuable, enjoyable and focused on your future. The instructors at Jolie are all experienced professionals, and have the knowledge and real-life experience to help each student advance in their career field of choice. Programs vary by campus. For more information, please visit www.JolieAcademy.com.

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