

milady



MILADY • CATALOG • 2022



The pandemic taught us many things, but here's one that surprised everyone in our industry: Hybrid learning can successfully work, even for beauty school programs, provided it's done right.

I know everyone had doubts going in. And while digital learning will never completely replace in-person instruction, hybrid learning can enhance student education, make teaching easier, and offer an important bridge to students who need more flexibility in how, when, and where they learn.

This is where Milady comes in. We developed CIMA, the ultimate digital learning platform, to support hybrid, distance, and in person programs, large and small. Among its many benefits, CIMA works on any device, is easy to use, gorgeously designed, and leaves all other platforms in the pixelated dust.

With today's students demanding exceptional experiences in all aspects of their lives, I encourage you to move to CIMA sooner rather than later to remain competitive. Reach out and let us help.

We also have been busy improving, updating and creating new products and content:

- Professional Educator, 4th edition (formerly Master Educator), the must-have resource for tomorrow's instructors, released this past Fall. Check it out on page 22.
- The highly-anticipated Milady Standard Cosmetology, 14th edition, is coming late this Spring. It delivers a holistic cosmetology education that's inclusive of all clients and their unique needs. Learn what's new on page 6.
- Our Milady RISE Partner program now has over 300 schools and raises awareness of domestic violence and human trafficking. Learn how to become a partner for free on page 20.

None of these changes or improvements are possible without your feedback and support. We appreciate hearing from you about your program's specific needs. Don't hesitate to get in touch or connect with us on social media. Here's to a healthy and productive 2022 for all of us!

Sandra Bruce
Milady VP and General Manager

P.S. Your students can now apply for a Milady RISE Scholarship, administered by the Professional Beauty Association. Get details on page 21.



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Here to Support You

General Milady Questions

Email info@milady.com

Reach Out to an Account Manager

Visit milady.com/contact (by state/school type)

CIMA Support

Email cimasupport@milady.com

MindTap Support

Email mindtaphelp@milady.com



@miladyteam

Milady Instructors Group



@miladyeducation

Digital Learning That Truly Goes the Distance.



Say hello to CIMA, our sleek and sophisticated digital learning platform that students and instructors love.

Today's learners are used to doing everything online, and they demand an exceptional experience every step of the way. That's why we developed CIMA, the ultimate digital learning platform that enhances hybrid learning and in-class instruction.

CIMA offers:

- Compatibility across devices
- Easy implementation
- Helpful onboarding
- Intuitive navigation
- Robust reporting
- Partner content
- Dedicated tech support
- Built-in instructor resources

And that's just the beginning.



CIMATM

BY MILADY

Make the smart choice to switch to CIMA

Our team is ready to get you up and running on CIMA quickly. You're going to love how easy and intuitive it is to use. And if you need help, CIMA support is just a click, call, or email away.



Visit milady.com/cima to get started

DIGITAL LEARNING

Milady helps you expertly engage all learners.

Reduce prep time

Lesson plans, PowerPoint slides, recommended activities - all found in resources like our Course Management Guides and Instructor Support Slides - make your prep time a breeze—allowing you to focus on individual students.

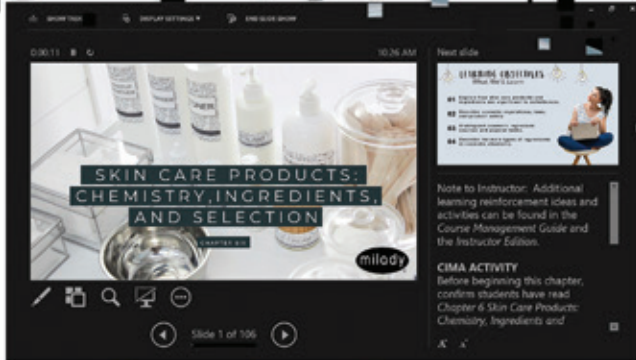
Immerse students with video

Hours of detailed, step-by-step procedural videos available for all major programs will immerse visual and auditory learners—without having to rely on validity of online videos.

Present
continuous
k
ten
w
the moment
present

Present
Simple
every
usually
often
sometimes
eldom





Help students ace their exams

Exam Prep—available in print or digitally on CIMA—is an evolution of our popular Online Licensing Prep tool that helped over 200,000+ students pass their State Boards.

Leverage this test bank directly in your CIMA course or as a stand-alone product.

Build up their confidence

Students need to be ready for any situation, not just those covered in your curriculum. Printed workbooks get to the bottom of it by growing students' critical thinking skills and reinforce critical concepts. This content can also be found within the CIMA platform

Say “I’ll take them all”

Adopt CIMA digital learning platform and get all of these resources included—in addition to school-wide groups, announcements, analytics, and more.

Please see program sections for pricing and availability of instructor and student resources.

Cosmetology education reimagined from the inside out





Get ready for Milady Standard Cosmetology, 14th Edition

Think stunning photography that inspires and educates, enhanced visuals that reinforce learning, and a brilliant layout that increases engagement.

An increased emphasis on diversity and inclusion. With keen insights on all hair textures, skin types, and genders, this new and improved content will better prepare beauty professionals to successfully serve all clients.

The most up-to-date procedures. We've revamped and updated 21 popular procedures to captivate today's learners. Plus, we offer bonus materials within CIMA or via QR codes in the print edition.

Future cosmetologists will develop the skills required to ace their state licensing exam and to launch a rewarding and successful career.

Transition to CIMA, our revolutionary digital learning platform, for even more:

- 26 new step-by-step procedural videos
- Interactive quizzes & built-in flashcards
- All instructor materials included **FREE OF CHARGE**



See the new edition in action at:
milady.com/see-cosmetology-curriculum-in-action

Coming May 2022

Milady Standard Cosmetology, 14th Edition

CIMA Digital Learning Solution

Student Seat • 2-Year Access

ISBN: 9780357873441 • List: \$299.95

CIMA Exam Prep

Student Seat • 2-Year Access

ISBN: 9780357921944 • List: \$39.95

Cosmetology & Foundations eBook Package

ISBN: 9780357379080 • List: \$140.95

Spanish CIMA Digital Learning Solution

Coming Fall 2022

Student Seat • 2-Year Access

ISBN: 9780357873458 • List: \$329.95

Cosmetology & Foundations Textbook Package

ISBN: 9780357871492 • List: \$140.95

Workbook Package

ISBN: 9780357922170 • List: \$135.90

Exam Prep

ISBN: 9780357379103 • List: \$42.95

Bundle and Save

CIMA Digital Learning + Print

ISBN: 9780357921883 • List: \$344.95

INSTRUCTOR RESOURCES

Instructor Resources are built right in to the CIMA digital learning platform and available for free to CIMA users. Using print? Purchase instructor resources and get access either online through CIMA or with USB flash drives.

Course Management Guide

Includes Instructor Support Slides

Online Access: Contact your Account Manager

USB Drive ISBN: 9780357379011 • List: \$695.95

Instructional Videos

Online Access: Contact your Account Manager

List: \$1045.95

Order a bundle of Course Management Guides and Instructional Videos and save 20%

For more Spanish resources, please visit milady.com/cosmetology14





Milady Standard Cosmetology, 13th Edition

CIMA Digital Learning Solution

Student Seat • 2-Year Access

ISBN: 9780357812556 • List: \$299.95

CIMA Exam Prep

Student Seat • 2-Year Access

ISBN: 9780357921944 • List: \$39.95

eBook

ISBN: 9781305654730 • List: \$146.95

MindTap Digital Learning Solution

Printed Access Card

ISBN: 9781305632028 • List: \$270.95

Textbook

Hardcover ISBN: 9781285769417 • List: \$146.95

Softcover ISBN: 9781285769431 • List: \$139.95

Theory Workbook

ISBN: 9781285769455 • List: \$58.95

Practical Workbook

ISBN: 9781285769479 • List: \$58.95

Exam Review

ISBN: 9781285769554 • List: \$42.95

Study Guide: The Essential Companion

ISBN: 9781285769639 • List: \$69.95

Situational Problems

ISBN: 9781285769653 • List: \$49.95

Bundle and Save

CIMA Digital Learning + Print

ISBN: 9780357812754 • List: \$344.95

For Spanish and Vietnamese editions, please visit
milady.com/cosmetology13

INSTRUCTOR RESOURCES

Course Management Guide

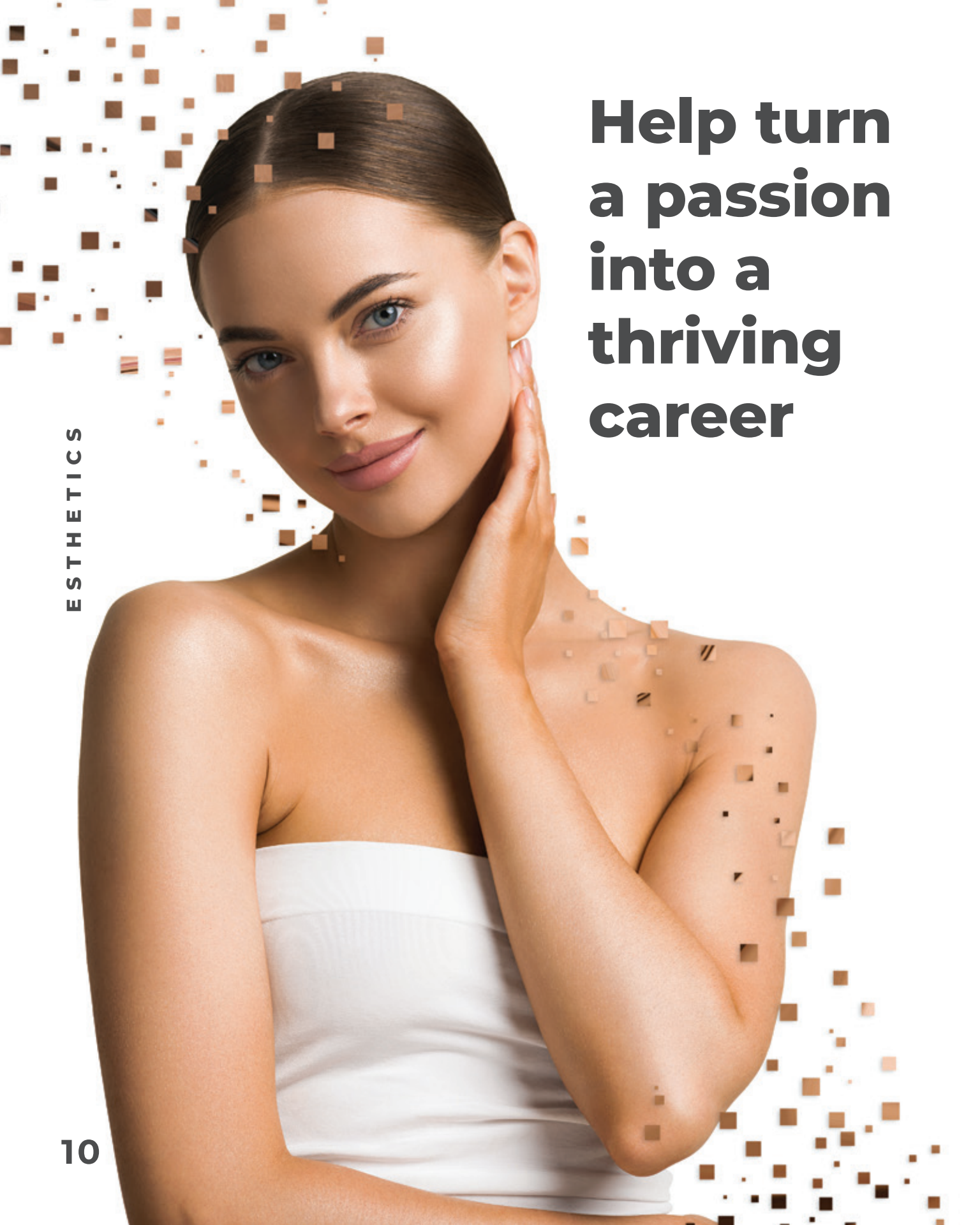
Online Access: Contact your Account Manager

CD ISBN: 9781285769677 • List: \$551.90

Instructor Support Slides

Online Access: Contact your Account Manager

CD ISBN: 9781285769684 • List: \$192.90



**Help turn
a passion
into a
thriving
career**

ESTHETICS



Milady Standard Esthetics: Fundamentals, 12th Edition

CIMA Digital Learning Solution

Student Seat • 2-Year Access

ISBN: 9780357812563 • List: \$299.95

CIMA Exam Prep

Student Seat • 2-Year Access

ISBN: 9780357920213 • List: \$39.95

Did You Know?

Exam Prep content is included with CIMA digital learning platform. Using print? Purchase the Exam Prep book or standalone CIMA Exam Prep as part of your student bundle.

Esthetics Fundamentals & Foundations

eBook Package

ISBN: 9780357422724 • List: \$171.95

MindTap Digital Learning Solution

Printed Access Card

ISBN: 9781337095150 • List: \$282.95

Esthetics Fundamentals & Foundations

Textbook Package

ISBN: 9780357263792 • List: \$171.95

Workbook Package

ISBN: 9780357482841 • List: \$146.95

Exam Prep

ISBN: 9780357871478 • List: \$55.95

Bundle and Save

CIMA Digital Learning + Print

ISBN: 9780357812761 • List: \$344.95

CIMA Full Specialty Package

Includes Standard Foundations, Esthetics Fundamentals, 12e and Nails, 8e

CIMA ISBN: 9780357875049 • List: \$449.95

CIMA + Print ISBN: 9780357921937 • List: \$515.95

SPANISH EDITIONS

CIMA Digital Learning Solution – Coming Soon

Student Seat • 2-Year Access

ISBN: 9780357920190 • List: \$329.95

Esthetics Fundamentals & Foundations Textbook Package

ISBN: 9780357265420 • List: \$192.95

Workbook Package

ISBN: 9780357482858 • List: \$167.95

INSTRUCTOR RESOURCES

Instructor Resources are built right in to the CIMA digital learning platform and available for free to CIMA users. Using print? Purchase instructor resources and get access either online through CIMA or with USB flash drives/DVDs.

Course Management Guide

Online Access: Contact your Account Manager

USB Drives ISBN: 9780357482094 • List: \$398.90

Instructor Support Slides

Online Access: Contact your Account Manager

USB Drives ISBN: 9780357482117 • List: \$210.95

Instructional Videos

Online Access: Contact your Account Manager

DVD & Bluray ISBN: 9780357364628

List: \$1045.95



Milady Standard Esthetics: Advanced, 2nd Edition

CIMA Digital Learning Solution

Student Seat • 2-Year Access

ISBN: 9780357812594 • List: \$299.95

CIMA Exam Prep

Student Seat • 2-Year Access

ISBN: 9780357921951 • List: \$ 39.95

eBook

ISBN: 9781111139230 • List: \$163.95

Textbook

ISBN: 9781111139094 • List: \$163.95

Workbook

ISBN: 9781111139117 • List: \$84.95

Exam Review

ISBN: 9781111139124 • List: \$58.75

Bundle and Save

CIMA Digital Learning + Print

ISBN: 9780357812792 • List: \$344.95

INSTRUCTOR RESOURCES

Course Management Guide

Online Access: Contact your Account Manager

USB Drives ISBN: 9781111139131 • List: \$308.90

Instructor Support Slides

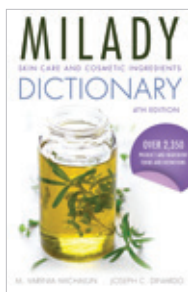
Online Access: Contact your Account Manager

Instructional Videos

Online Access: Contact your Account Manager

DVD & Bluray ISBN: 9781435412880

List: \$1,045.95



Great reference resource

Skin Care & Cosmetic Ingredients Dictionary, 4th Edition

ISBN: 9781285060798 • List: \$60.95

Coming in 2022

CIMA Skills: Eyelash Extensions

Eyelash extensions is a growing, profitable service across many states and soon you'll be able to upskill your students and offer it as an add-on CIMA Skills course.

We are excited to bring you the first *CIMA Skills: Eyelash Extensions* course in the second half of 2022. This course will contain full curriculum you've come to expect from Milady, containing interactive CIMA activities, engaging videos, instructor resources, as well as all other benefits of Milady CIMA. You can offer it as a standalone course or as a way for students to take a more in-depth look at eyelash extensions.

We will be launching more CIMA Skills courses in the future, all designed to deliver specific, skills-based courses on in-demand topics.



ESTHETICS

Teach the latest nail trends and skills

NAIL TECHNOLOGY



Milady Standard Nail Technology, 8th Edition

CIMA Digital Learning Seat

Student Seat • 2-Year Access

ISBN: 9780357812570 • List: \$ 299.95

CIMA Exam Prep

Student Seat • 2-Year Access

ISBN: 9780357920220 • List: \$39.95

Did You Know?

Exam Prep content is included with CIMA digital learning platform. Using print? Purchase the Exam Prep book or standalone CIMA Exam Prep as part of your student bundle.

Nail Technology & Foundations eBook Package

ISBN: 9780357638774 • List: \$143.95

MindTap Digital Learning Solution

Printed Access Card

ISBN: 9781337786669 • List: \$230.95

Nail Technology & Foundations

Textbook Package

ISBN: 9780357446867 • List: \$143.95

Workbook Package

ISBN: 9780357482865 • List: \$133.95

Exam Prep

ISBN: 9780357871485 • List: \$48.95

Bundle and Save

CIMA Digital Learning + Print

ISBN: 9780357812778 • List: \$344.95

CIMA Full Specialty Package

Includes Standard Foundations, Esthetics Fundamentals, 12e and Nails, 8e

CIMA ISBN: 9780357875049 • List: \$449.95

CIMA + Print ISBN: 9780357921937 • List: \$515.95

SPANISH EDITIONS

CIMA Digital Learning Solution – Coming Soon

Student Seat • 2-Year Access

ISBN: 9780357920206 • List: \$329.95

Nail Technology & Foundations Textbook Package

ISBN: 9780357446874 • List: \$157.95

Workbook Package

ISBN: 9780357482872 • List: \$157.90

INSTRUCTOR RESOURCES

Instructor Resources are built right in to the CIMA digital learning platform and available for free to CIMA users. Using print? Purchase instructor resources and get access either online through CIMA or with USB flash drives/DVDs.

Course Management Guide

Online Access: Contact your Account Manager

USB Drives ISBN: 9780357482292 • List: \$398.90

Instructor Support Slides

Online Access: Contact your Account Manager

USB Drives ISBN: 9780357482315 • List: \$209.90

Instructional Videos

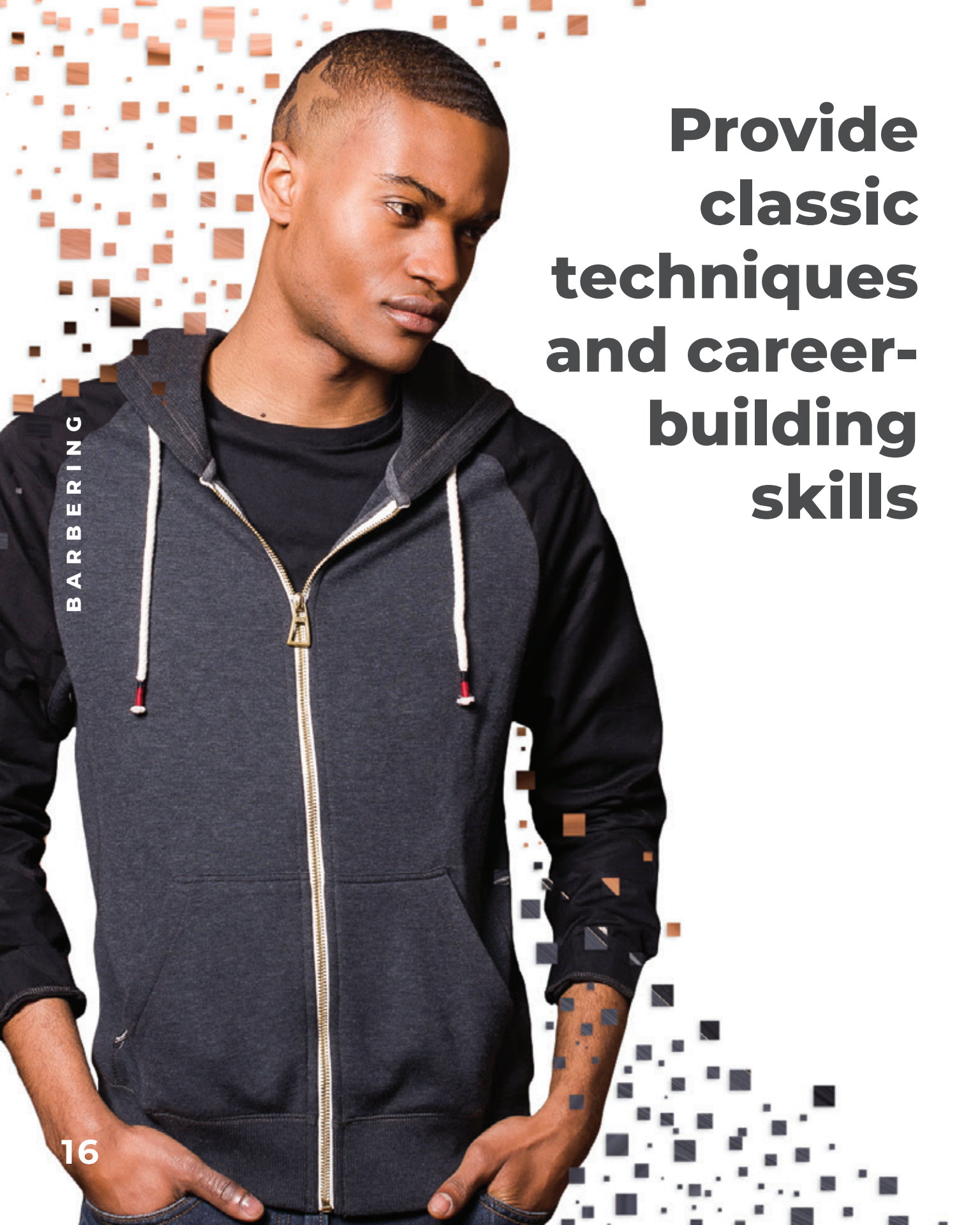
Online Access: Contact your Account Manager

DVD ISBN: 9781285080703

List: \$1,045.95

Pricing information subject to change

Order a bundle of Instructor Resources and save 20%



**Provide
classic
techniques
and career-
building
skills**

BARBERING



Milady Standard Barbering, 6th Edition

CIMA Digital Learning Solution

Student Seat • 2-Year Access

ISBN: 9780357812587 • List: \$299.95

CIMA Exam Prep

Student Seat • 2-Year Access

ISBN: 9780357920237 • List: \$39.95

eBook

ISBN: 9781337298902 • List: \$156.95

MindTap Digital Learning Solution

Printed Access Card

ISBN: 9781305664005 • List: \$268.95

Textbook

ISBN: 9781305100558 • List: \$156.95

Workbook

ISBN: 9781305100664 • List: \$73.95

Exam Review

ISBN: 9781305100671 • List \$50.95

Bundle and Save

CIMA Digital Learning + Print

ISBN: 9780357812785 • List: \$344.95

SPANISH EDITIONS

CIMA Digital Learning Solution – Coming Soon

Student Seat • 2-Year Access

ISBN: 9780357920183 • List: \$329.95

Textbook

ISBN: 9781305100763 • List: \$170.95

Workbook

ISBN: 9781305100831 • List: \$81.95

INSTRUCTOR RESOURCES

Instructor Resources are built right in to the CIMA digital learning platform and available for free to CIMA users. Using print? Purchase instructor resources and get access either online through CIMA or with CDs/DVDs.

Course Management Guide

Online Access: Contact your Account Manager

CD ISBN: 9781305100695 • List: \$308.95

Instructor Support Slides

Online Access: Contact your Account Manager

CD ISBN: 9781305100688 • List: \$192.95

Instructional Videos

Online Access: Contact your Account Manager

DVD ISBN: 9781305100565

List: \$1,045.95

Order a bundle of Instructor Resources and save 20%

Teach success in the classroom and beyond

M A S S A G E



Theory & Practice of Therapeutic Massage, 6th Edition

CIMA Digital Learning Solution

Student Seat • 2-Year Access

ISBN: 9780357812600 • List: \$299.95

CIMA Exam Prep

Student Seat • 2-Year Access

ISBN: 9780357920244 • List: \$39.95

eBook

ISBN: 9781337272087 • List: \$134.95

MindTap Digital Learning Solution

Printed Access Card

ISBN: 9781337287609 • List: \$209.95

Textbook

ISBN: 9781285187587 • List: \$120.95

Workbook

ISBN: 9781285187617 • List: \$59.95

Exam Review

ISBN: 9781285187655 • List: \$42.95

Bundle and Save

CIMA Digital Learning + Print

ISBN: 9780357812808 • List: \$344.95

SPANISH EDITIONS

Textbook

ISBN: 9781285187709 • List: \$131.95

Workbook

ISBN: 9781285187716 • List: \$70.95

INSTRUCTOR RESOURCES

Instructor Resources are built right in to the CIMA digital learning platform and available for free to CIMA users. Using print? Purchase instructor resources and get access online through CIMA.

Course Management Guide

Online Access: Contact your Account Manager

List: \$358.95

Instructor Support Slides

Online Access: Contact your Account Manager

Empower through education



That's what happens when you become a Milady RISE Partner School.

Beauty professionals are in a unique position to help spot the signs of domestic violence and human trafficking thanks to the trusted relationships they develop with their clients. With the right training, beauty pros can learn to recognize when clients are in crisis—and how to safely assist them.

- It's free to participate and you don't have to be a Milady school to apply.
- Once approved your students will get access to our Human Trafficking Awareness, Domestic Abuse Awareness, and Practical Infection Control Courses (\$29.95 value).
- Once they complete all three, they will be Milady RISE Certified and ready to protect their clients.



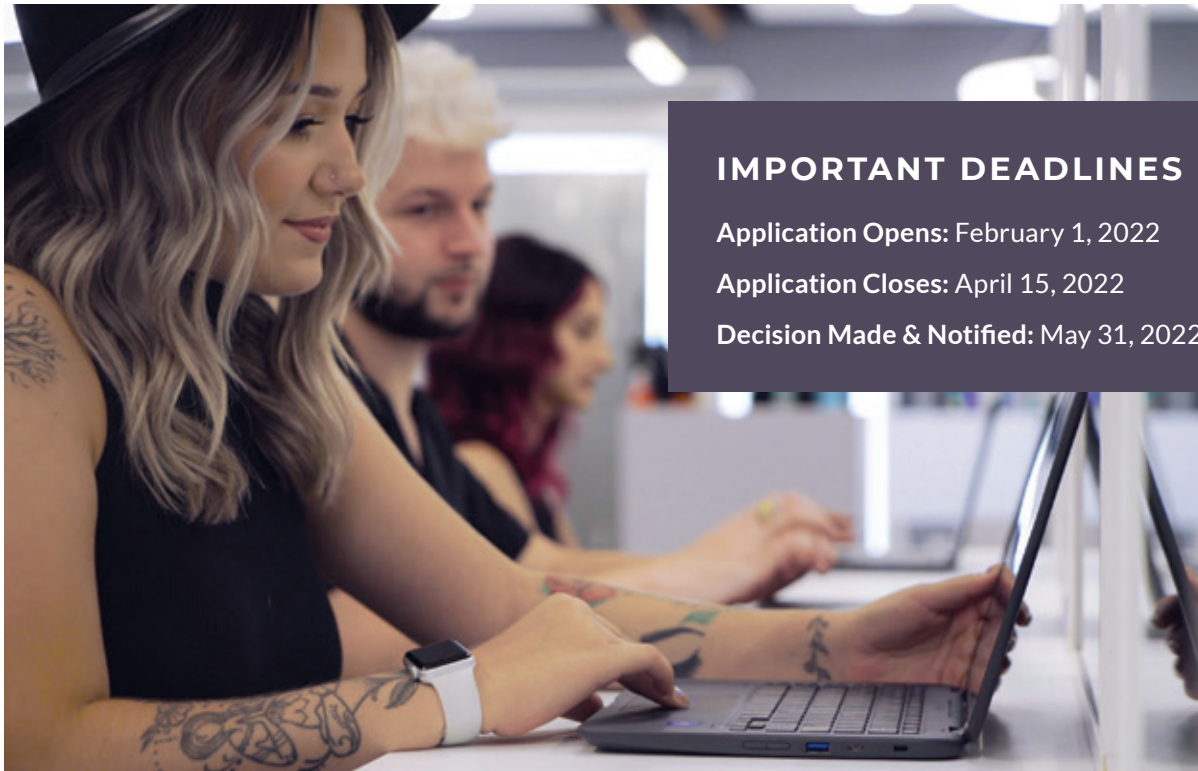
Become a Partner School

milady.com/rise-partner-school-program

Celebrating those who always pursue knowledge

\$500 scholarships available for students and professionals who are Milady RISE Certified in Client Well-Being & Safety

We've partnered with the Professional Beauty Association to support those who always pursue knowledge. Five students and five licensed beauty professionals who are Milady RISE Certified in Client Well-Being & Safety will each receive a \$500 scholarship that they can use toward their tuition or continuing education courses.



IMPORTANT DEADLINES
Application Opens: February 1, 2022
Application Closes: April 15, 2022
Decision Made & Notified: May 31, 2022

RISE SCHOLARSHIP



Visit the application page at:
miladytraining.com/pages/milady-rise-scholarship

Pricing information subject to change

FUTURE INSTRUCTOR

Educate and inspire tomorrow's educators





Professional Educator, 4th Edition

Preparing future educators with the skills they need to navigate myriad scenarios in modern classrooms is no easy feat, but this edition of Professional Educator rises to the occasion. We've kept the best elements from our earlier edition and added in new content that elevates learning and outcomes, like how to deploy an effective hybrid-learning program and strategies for reaching all learners. We've also updated and integrated inclusive methodology, an effort that involves new artwork representing a spectrum of age, gender, ethnic, and ability diversity.

CIMA Digital Learning Solution

Student Seat • 2-Year Access
 ISBN: 9781337786867
 List: \$299.95

CIMA Exam Prep

Student Seat • 2-Year Access
 ISBN: 9780357920251
 List: \$39.95

eBook

ISBN: 9780357545140
 List: \$185.95

Textbook

ISBN: 9781337786836
 List: \$185.95

Exam Prep

ISBN: 9781337786874
 List: \$53.95

INSTRUCTOR RESOURCES

Course Management Guide

Online Access: Contact your Account Manager
 List: \$285.50



See it in Action

milady.com/see-professional-educator-curriculum-in-action

FUTURE INSTRUCTOR

Anyone that is able to fully immerse in the content will have the skills to become a leader of influence. Education doesn't have to be boring! This edition gives ample activities for a leader to use.

~ Lily Benitez,
 Blade Craft Barber Academy

I love the fact that you have added in the use of technology along with the book with the use of the QR codes. This will help the educator who is still quite timid in the use of technology, and help them to begin to "get their toes wet" so to speak.

~ Daniel Stephens,
 Kenneth Shuler School of Cosmetology

Continuing Education for Instructors

Continuing education (CE) hours count towards accreditor's requirements and may count towards your instructor license renewal.

(Please check with your State Board)

Enhance your educator skillset in a format that fits your life: virtual live training, on-demand, or in person.
Start by visiting milady.com/continuing-education

Check out the Milady Instructors Facebook Group for valuable teaching tips, curriculum ideas and classroom management advice.

Master Educator Certification

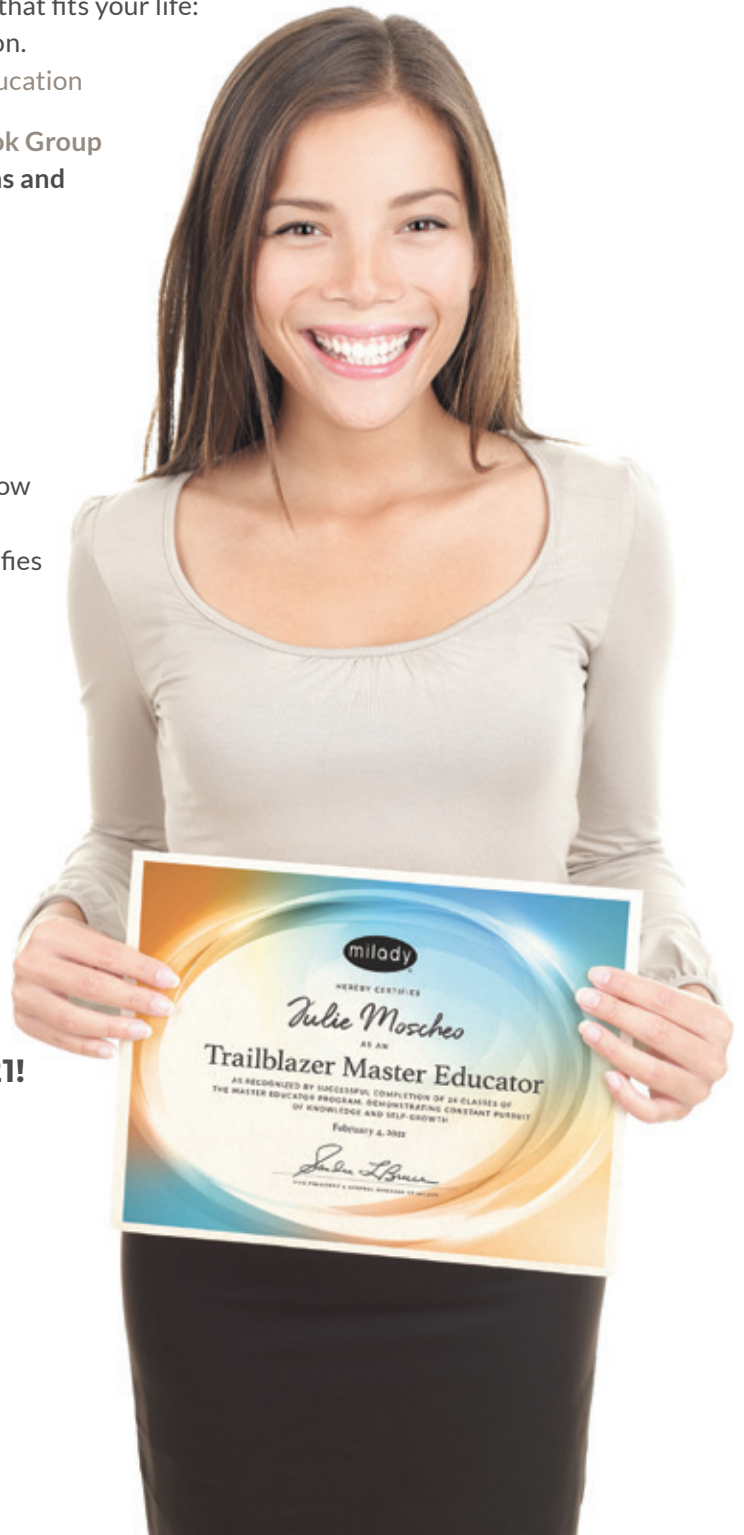
Take your love for what you do and learn how to successfully share your knowledge with others. Master Educator Certification signifies a commitment to growth, professionalism, and success as an educator.

- Three different levels for educators.
- Complete on your own time.
- Receive and proudly display Master Educator Certificate for each level.
- In-person, virtual and online instructor training classes count towards your Master Educator Certification.

Congratulations to those who earned Milady Master Educator Certifications in 2021!
We love your commitment to always pursue knowledge.



Scan for continuing education courses
miladytraining.com



CIMA Collabs

Introducing CIMA Collabs, a program that brings partner content—like *Beauty as a Business* and *Dermalogica*—right within the CIMA digital learning platform. CIMA Collabs keeps your students and instructors focused within one platform, and adds the benefits of time tracking plus all other CIMA capabilities.



**BEAUTY AS
A BUSINESS**

Milady has partnered with *Beauty as a Business (BaaB)* to bring social media and digital marketing courses right in CIMA. Whether you have been thinking of offering these courses or your school already includes them in your curriculum, now you can access BaaB content right in CIMA.

- Access social media marketing content that helps future pros understand and apply concepts while still in school.
- Social media savvy students will help build up your school's online presence, driving more traffic to your website.
- Program includes best practices to leverage Instagram, photography, live and short-form video content, websites that convert, Google reviews and more.
- Only 25% of beauty schools teach social media curriculum. Make your program stand out with this dynamic, easy-to-implement program.

BaaB curriculum is available for all schools and delivered digitally through the Milady CIMA platform.

CIMA Collabs: Beauty as a Business

Student Seat • 2-Year Access

ISBN: 9780357924761 • List: \$49.00



Scan for details about CIMA Collabs
milady.com/cima-collabs

dermalogica

Milady is also offering a path for Dermalogica Partner Schools to access their content. Reach out to your account manager for details.

Look for even more CIMA Collabs in the coming months.



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ISBN-10: 0-357-92235-2

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We're Here to Help

General Milady Questions

Email info@milady.com

Reach Out to an Account Manager

Visit milady.com/contact (by state/school type)

CIMA Support

Email cimasupport@milady.com

MindTap Support

Email mindtaphelp@milady.com



@miladyteam

Join *Milady Instructors Group*



@miladyeducation

always
PURSUE
knowledge