iF MAGAZINES

YOUTH CAREERS & ENTREPRENEURSHIPS

SPECIAL COMMEMORATIVE EDITION THE SECOND **FULL WEEK OF SEPTEMBER**

CELEBRATING
Everyone Today
FOR EVERYONE
Tomorrow

THE INDUSTRY
That
TOUCHES
Everybody



The Key Is Already In Your Hands. Unlock Your Talent. Build Your Future.

NATIONAL BEAUTY & BARBER WEEK

BEAUTY. BARBERING. BUSINESS.

Celebrating Beauty. Barbering. Creativity. Careers. Entrepreneurship. — Celebrating the Hands, Hearts & Careers Behind the Industry. Created by Funtology. Presented by iF Magazines.

From the stylist behind the chair to the barber perfecting the fade. From the nail technician creating art to the makeup artist transforming a face. From the educator teaching the next generation to the student picking up a professional tool for the very first time.

THIS WEEK IS FOR YOU.



CREATED BY FUNTOLOGY

National Beauty and Barber Week was submitted and created by Funtology in February 2021 and certified through National Day Calendar in March 2021. It is celebrated the second full week of September each year.

PRESENTED BY IF MAGAZINES



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SECTION

01

THE STORY BEHIND THE WEEK

How National Beauty & Barber Week Began

Every great celebration starts with recognizing that someone, somewhere, deserves to be seen.



HOW NATIONAL BEAUTY & BARBER WEEK BEGAN

In February 2021, Funtology created and submitted National Beauty and Barber Week as an opportunity to recognize an industry that touches lives every single day.

In March 2021, the observance was certified through National Day Calendar, with documentation signed by Alice Anderson.

National Beauty and Barber Week is celebrated during the second full week of September each calendar year.

But why an entire week? Because this industry deserves more than a day.

Behind every haircut, hairstyle, manicure, facial, makeup application, braid, shave, shampoo and transformation is a professional who has invested time in learning a craft.

There are educators teaching the techniques. There are students discovering talents they never knew they had. There are entrepreneurs opening businesses. There are salon and barbershop owners creating jobs.

There are customers who have trusted beauty and barber professionals during some of the most important moments of their lives.

And there are young people watching all of it and thinking:

"I CAN DO THAT."

NATIONAL BEAUTY AND BARBER WEEK WAS CREATED TO RECOGNIZE THEM ALL.





THIS IS MORE THAN **BEAUTY.**

It is Education.

It is Service.

It is Entrepreneurship.

It is Community.

It is Skill.

It is Creativity.

It is Career Development.

It is BUSINESS.



SECTION

02

THE PEOPLE BEHIND THE PROFESSION

This Week Is For You!

National Beauty and Barber Week belongs to the people who make this industry what it is.



TO OUR STYLISTS

YOU DO MORE THAN STYLE HAIR.

You listen. You create. You solve problems. You educate customers. You build relationships. You help people walk out of your chair feeling different from the way they walked in.

We celebrate you.

TO OUR BARBERS

YOUR CHAIR REPRESENTS SKILL, PRECISION, TRUST & ENTREPRENEURSHIP.

A barbershop can be a business, classroom, community gathering place, mentoring space and neighborhood institution all at once.

We celebrate you.



TO OUR NAIL TECHNICIANS

THE SMALLEST CANVAS, PROUDLY DISPLAYED.

From nail health and care to color, design and artistic expression, you transform one of the smallest canvases into something people proudly display.

We celebrate you.





TO OUR SKINCARE & MAKEUP ARTISTS

WHEN KNOWLEDGE MEETS CREATIVITY.

You understand faces, skin, color, light, texture, products and presentation. Whether creating everyday beauty, theatrical characters, special-event looks or artistic transformations, you demonstrate what happens when knowledge meets creativity.

We celebrate you.



TO OUR BRAIDERS, NATURAL-HAIR ARTISTS & SPECIALTY PROFESSIONALS

You carry techniques, traditions, innovations and artistry forward.
We celebrate you.

TO OUR SALON & BARBERSHOP OWNERS

You didn't just learn a service.

YOU BUILT A BUSINESS AROUND YOUR SKILL.

You manage customers, employees, products, inventory, marketing, scheduling, expenses and revenue while still delivering an experience.

We celebrate you.





SECTION

03

THE EDUCATORS & SCHOOLS

Before there was a professional, there was a student. And somewhere along the way, there was someone willing to teach.

STUDENTS MUST LEARN THE WHY BEHIND THE HOW.

National Beauty and Barber Week proudly recognizes the teachers, instructors, schools, youth organizations, cosmetology programs, barbering programs, career educators and mentors helping students develop their skills.

Teaching beauty and barbering is about far more than demonstrating how to perform a service.

A great educator doesn't simply prepare someone to perform a service.



A GREAT EDUCATOR HELPS A STUDENT SEE WHAT IS POSSIBLE.

THEY LEARN:

01 Sanitation & Disinfection
02 Infection Control
03 Professionalism
04 Client Consultation
05 Skin, Hair & Nail Theory
06 Tool Safety
07 Product Knowledge
08 Color Theory
09 Customer Service
10 Communication
11 Career Readiness
12 Entrepreneurship
13 Financial Literacy
14 Retail Sales
15 Business Operations
16 And, of course...

PRACTICE.
PRACTICE.
PRACTICE.



Thank you for correcting the technique.

Thank you for demonstrating it one more time.

Thank you for encouraging the student who wanted to quit.

Thank you for connecting education to opportunity.

Thank you for preparing the hands that will serve tomorrow's customers.

WE CELEBRATE YOU!



SECTION

04

THE NEXT GENERATION

Somebody's future professional may be sitting in a classroom right now.

A child does not have to wait until adulthood to begin discovering what interests them.



CAREER EXPLORATION GIVES YOUNG PEOPLE AN OPPORTUNITY TO ASK:

- What am I good at?
- What do I enjoy?
- What can I learn?
- Could this become a career?
- **Could I own the business one day?**

This philosophy is at the heart of Funtology and iFuntology. Through career exploration, students can be introduced to the worlds of:

Funtology
COSMETOLOGY EXPLORATION

Barbertology
BARBERING EXPLORATION

Nailtology
NAIL-CARE EXPLORATION

Skintology
SKINCARE, MAKEUP & CREATIVE ARTISTRY EXPLORATION

Students aren't simply being told about careers. They are being encouraged to explore them, learn the theory, practice skills appropriately, think like entrepreneurs, write about their experiences, and imagine what they could build.



IF I CAN SEE IT, I CAN BE IT.

A student who discovers barbering today may become tomorrow's master barber.

A student exploring nails may eventually own a nail salon.

A student learning face painting may discover makeup artistry, theatrical makeup, entertainment or entrepreneurship.

A student designing a miniature salon may eventually walk through the doors of the full-size business they built.



EXPOSURE CREATES POSSIBILITY.

And possibility can change a young person's future.



SECTION

05

FROM THE CHAIR TO THE BUSINESS

Don't just learn the service. Learn the business.

Talent can get someone's attention. But understanding business can help turn talent into a sustainable career.

A BUSINESS MAY INCLUDE:

National Beauty and Barber Week also celebrates the entrepreneurial power of the beauty and barbering industries. A salon professional can potentially generate revenue through more than the service performed behind the chair.

01 Professional Services	02 Retail Product Sales	03 Specialty Services	04 Booth or Suite Operations
05 Product Development	06 Education & Training	07 Classes & Workshops	08 Events
09 Content Creation	10 Brand Partnerships	11 Mobile Services	12 Salon Ownership
13 Barbershop Ownership	14 Multiple Locations	15 Employment Opportunities	16 Mentoring & Training Future Professionals

This is why entrepreneurship belongs in career education.

Students need to understand that knowing how to perform a service and knowing how to operate a profitable business are two different skill sets.

THE QUESTION CHANGES.

Not only:

"What career do I want?"

But also:

"WHAT CAN I BUILD WITH WHAT I KNOW?"

That is where career exploration becomes career ownership.





SECTION

06

THE CUSTOMER

Yes, this week celebrates you too!

There would be no beauty and barber industry without the people who sit in the chairs.

YOU TRUSTED A PROFESSIONAL WITH:

Your first haircut.

Your prom.

Your graduation.

Your wedding.

Your family photographs.

Your job interview.

Your birthday.

Your children's hair.

Your special occasions.

And sometimes no occasion at all.

You simply wanted to feel good. The relationship between a customer and a trusted beauty or barber professional can last for years—and sometimes generations. Parents bring children. Children grow up. Those children eventually bring their children. That is more than a transaction.

THAT IS RELATIONSHIP.



During National Beauty and Barber Week, we invite customers to celebrate the professionals who take care of them.

Tell your stylist
THANK YOU.
Tell your barber
THANK YOU.



- Recognize your nail technician.
- Recognize your makeup artist.
- Recognize your skincare professional.
- Support your local salon or barbershop.
- Purchase a retail product.
- Leave a positive review.
- Refer a customer.
- Share their business. Post their work.

YOUR SUPPORT HELPS SMALL BUSINESSES GROW.

SECTION

07

NBBW CELEBRATION CHALLENGE

How will you celebrate?

National Beauty and Barber Week should be seen, heard and experienced. We're inviting schools, salons, barbershops, professionals, students, customers, organizations and communities to join the celebration.





01 · SALONS & BARBERSHOPS

Host an open house.

Recognize your team.

Feature a customer appreciation day.

Highlight your business history.

Introduce your retail products.

Mentor an aspiring professional.

Invite students to learn about careers.

02 · SCHOOLS & YOUTH ORGANIZATIONS

Host a Beauty & Barber Career Day.

Invite industry professionals to speak.

Create career posters.

Explore salon entrepreneurship.

Design a dream salon or barbershop.

Research beauty and barber careers.

Create a student career portfolio.





03 · STUDENTS

Interview a professional.

Create a face chart.

Design a hairstyle.

Practice appropriate techniques on mannequins or designated practice materials.

Create a business name.

Design a logo.

Build a salon concept.

Write about the career you would like to explore.

04 · PROFESSIONALS

Share how you got started.

Show an old photograph from your early career.

Celebrate another professional.

Mentor someone.

Teach something.

05 · CUSTOMERS & THE PUBLIC

Book an appointment.

Support a local business.

Purchase retail.

Give a referral.

Post a positive review.

SAY THANK YOU TO THE PROFESSIONAL WHO HELPS YOU LOOK AND FEEL YOUR BEST.

SHOW US WHAT YOU DO!

This National Beauty and Barber Week, iF Magazines wants to celebrate the people behind the profession.

WE WANT TO SEE

Your Salon
Your Barbershop

Your Classroom
Your Students
Your Team
Your Career Goals

Your Career Journey
Your Favorite Transformation
Your Business Story
Your Products
Your Creativity
Your "Why"



TELL THE STORY BEHIND IT.

This isn't only about showing a finished hairstyle, haircut, nail design or makeup application.

Who taught you?

When did you know this was your career?

What was your first professional tool?

What would you tell a student interested in this career?

What was your first paying service?

When did you open your business?

What mistake taught you the most?

Where do you want your business to be five years from now?

EVERY PROFESSIONAL HAS A BEGINNING.

iF Magazines celebrates the journey—not just the finished picture.

THIS INDUSTRY IS BIGGER THAN THE CHAIR.

A chair may be where the service happens. But look at everything surrounding that chair.

There is a customer. There is a professional. There is education. There are tools. There are products. There is creativity. There is science. There is communication. There is customer service. There is retail. There is technology. There is marketing. There is financial literacy. There is entrepreneurship. There is ownership. There are careers.



THERE ARE DREAMS.

And somewhere, there is a young person watching. That is why National Beauty and Barber Week matters.

We celebrate those who came before us. We recognize those working in the industry today. And we intentionally expose the next generation to the possibilities waiting for them tomorrow.

HAPPY NATIONAL BEAUTY & BARBER WEEK!

To Our Customers.
To Our Students.
To Our Teachers.
To Our Schools.
To Our Salons.
To Our Barbershops.
To Our Stylists.
To Our Barbers.
To Our Nail Technicians.
To Our Makeup Artists.
To Our Skincare Professionals.
To Our Staff.
To Our Entrepreneurs.
To Our Communities.
To The Public.



THIS WEEK IS FOR ALL OF US.

IF MAGAZINES
YOUTH CAREERS & ENTREPRENEURSHIP

EXPLORE. LEARN. CREATE. BUILD.

Because today's student could be tomorrow's stylist, barber, artist, educator, innovator—or OWNER.

CREATED BY FUNTOLOGY

CELEBRATED THE SECOND FULL WEEK OF SEPTEMBER EACH YEAR

FEATURED BY IF MAGAZINES