



BE
Amazing

PAUL MITCHELL

schools



BE

A LEARNER

Our
Program
P. 2-3

Cosmetology
P. 4-7

AN ACHIEVER

INVOLVED

Student
Teams
P. 8-9

CONNECTED

Digital
Support
P. 10-11

Industry
Events
P. 12-13

INSPIRED

Our
Mentors
P. 14-15

SUCCESSFUL

Your
Opportunities
P. 18-19

Career
Placement
P. 16-17

Making a
Difference
P. 22-23

GIVING

FUNraising
P. 24-25

Where
Are They
Now?
P. 20-21

Our
History
P. 26-27

PART OF

Our
Story
P. 28-29

Our
Network
P. 30-31

A FAMILY

OUR PROGRAM

With our multifaceted curriculum and unique culture, a Paul Mitchell® Schools education is about much more than getting your license—it's about starting a great career.

WE BELIEVE

that education is an adventure and the learning experience needs to be fun.

Our instructors—we call them Learning Leaders—aren't just expert stylists. They're amazing educators who love what they do—which is bringing out the best in you.

A Paul Mitchell Schools education goes far beyond the technical training you'll need in order to enter the beauty industry. It's an intensive experience that's designed to help you identify your career goals and develop all the skills you need to succeed. That means everything from giving you a great technical foundation to nurturing you as an artist and a person. It also means building your business skills and helping you with networking and job placement.



What's
in a
name?

In our case, a whole lot.

PAUL MITCHELL IS:
an **iconic brand**
of professional
hair care products

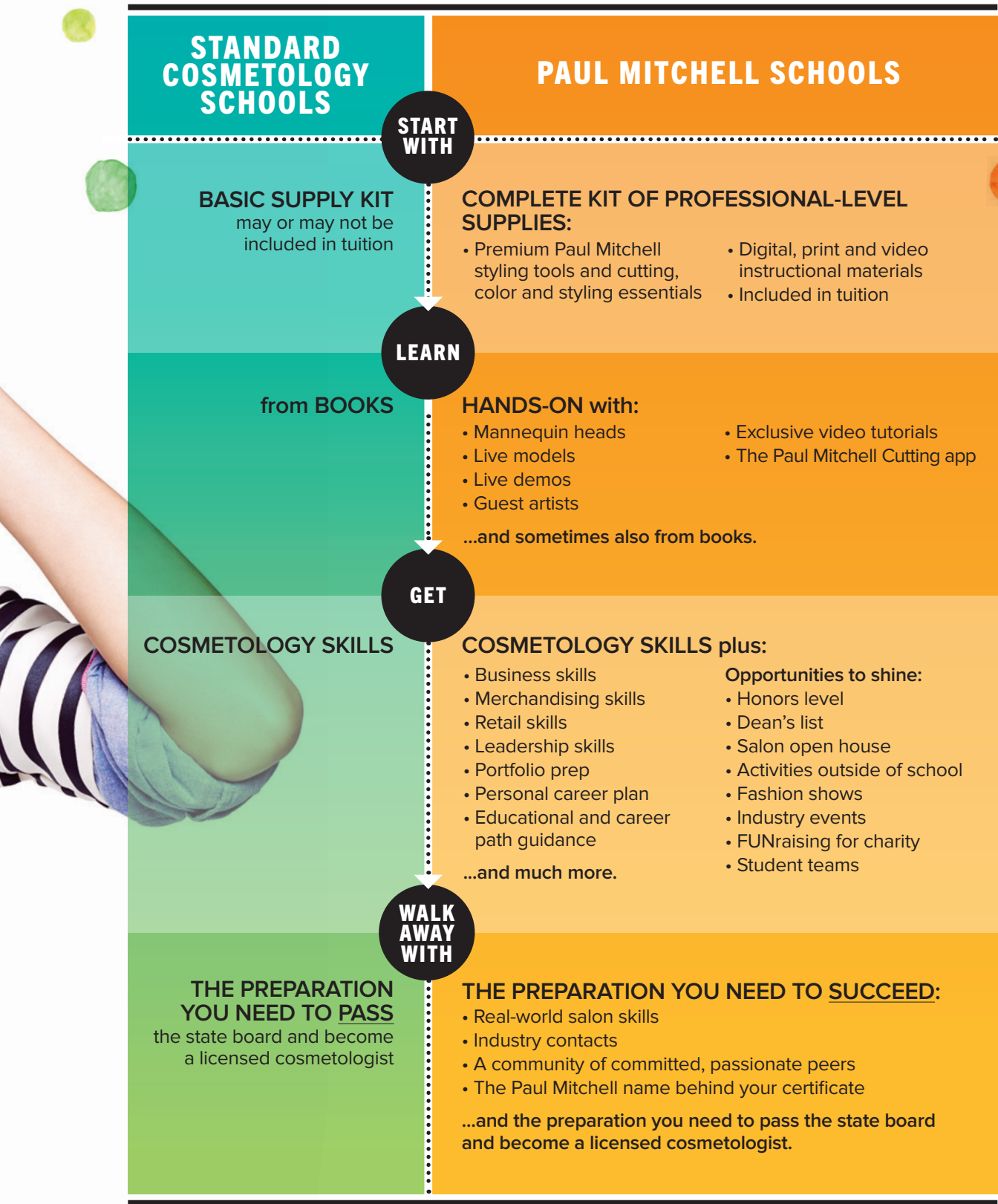
a network of over
100,000 salons

over **100 schools**

nearly **14,000**
graduates a year

HOW WE TEACH

Many people are visual learners; many learn best hands-on. Yet schools—even beauty schools—often teach mostly out of books. Not us! Our unique multifaceted approach (based on a learning philosophy created by a Harvard professor) gets students up and out of their chairs and working hands-on from the first day of class. We use a wealth of multimedia, video, and live demos and lectures—even music—to address the full range of learning styles in every lesson. That way we engage all our students—so you learn more and have more fun.



COSMETOLOGY

We prepare our students—or as we call them, Future Professionals—for successful careers in the beauty industry as licensed cosmetologists. Students are guided through our program's three levels—**CORE**, **ADAPTIVE** and **CREATIVE**—by expert, dedicated Learning Leaders, taking on more advanced techniques, real-world skills and independence as they move through each stage.

Level 1

CORE

Hands-on
experience

A foundation course in cutting, color, texture, styling, skin and nails, and an introduction to our Paul Mitchell Schools culture. Future Professionals learn the fundamentals in theory, then practice them hands-on in the safe environment of the classroom. You'll work on mannequin heads and receive close, personal attention from a Learning Leader guiding you every step of the way.



Technical Areas Covered Include

- Fingerwaves, pin-curls, braiding, up-styling and style finishing
- Texture, including perming and smoothing hair using chemicals and thermal tools
- Theory, application and foil work for hair coloring and lightening
- Precision haircutting skills for one-length, graduation and layered techniques
- Manicure, pedicure, makeup and facials
- And much more



Learning the how, what and why of hairdressing in a theory class at Paul Mitchell The School Costa Mesa



Level 2

ADAPTIVE

The learning continues in the classroom and on the clinic floor, where Future Professionals practice and perfect the fundamental skills learned in Core. Adaptive-level students work on live models in a salon-like environment with the oversight and support of their Learning Leaders. You will work with professional products and learn how to conduct client consultations and create extraordinary guest-service experiences.



Practicing techniques on real people



Working with professional products at Paul Mitchell School Costa Mesa



Working in a salon-like environment

ADDITIONAL PROGRAMS

Some Paul Mitchell Schools also offer more specialized programs. Options may include:

THE SKIN ACADEMY

Learn the science of healthy skin. We train you hands-on in classical professional techniques and the latest skincare innovations and technologies—plus the business skills you'll need to succeed. From skin analysis, ingredient technology and prescriptive retailing to waxing and makeup techniques, our program offers complete preparation for a successful career as a skincare therapist.

THE BARBERING PROGRAM

The modern-day barbershop trend is exploding. More and more men are seeking masculine spaces where they can get a great cut and a relaxing shave performed by an expert barber. Our three-level program gives you hands-on training in everything from precision haircutting, color and texture to skincare, shaving and grooming—plus the personal and business skills you need to build an outstanding career.

THE NAIL ACADEMY

Successful nail artists are creative people with an outstanding sense of design and masterful technical abilities. They're also savvy businesspeople who keep up with industry trends, treat their clients to the best possible service, and know how to market and manage their business. From creativity to product knowledge to new advances in nail enhancement, our program gives you every element of the skillset you'll need for professional success.

→ *For locations that offer these programs, visit paulmitchell.edu*

Level 3 CREATIVE

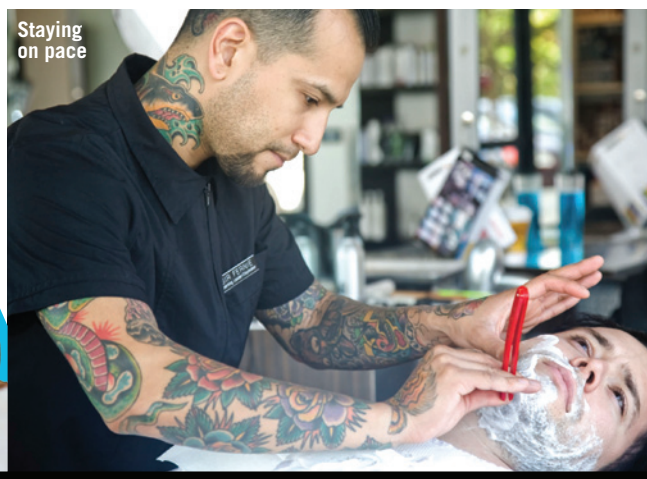
Future Professionals expand their skills and learn more advanced and creative techniques. At the Creative level, students prepare to become salon-ready by working more independently. The pace and conditions are similar to those in a salon. You will develop your speed, build a résumé and portfolio and prepare to pass the state board test.



Perfecting advanced techniques



Working independently



Staying on pace



Learning to create great guest experiences

PHASE TWO

An optional course of intensive study within the Cosmetology program for those Future Professionals who want to be challenged to their highest level of performance. Phase Two students get advanced training and work in conditions that mimic salon reality. By planning, managing and setting team goals, and going that extra mile, you'll learn to create your own success.

STUDENT TEAMS

At Paul Mitchell Schools, education doesn't end at the classroom door. Each campus offers its own selection of extracurriculars, so students can pursue special interests and work and have fun together. It's part of what makes the Paul Mitchell Schools experience so special.



Be Nice Team



Take Home Team



Design Team



Student Council



1 // Style in the real world.

DESIGN TEAM members take their skills beyond the school walls, doing hair and makeup at fashion shows, charity events and more.

2 // Become a product expert.

TAKE HOME TEAM members help each other, and their peers, to become product gurus and retailing whizzes, and put on fashion shows.

3 // Reduce, reuse, recycle.

GREEN TEAM members help make their school—and the world—greener through recycling programs, Energy Days and more.

4 // Take your career viral.

SOCIAL NETWORKING TEAM members learn the ins and outs of social media marketing while promoting themselves and their peers.

5 // Take the lead.

STUDENT COUNCIL helps create school celebrations, graduations and theme days.

6 // Spread the love.

BE NICE TEAM members are all about helping their peers and making their school and community a happier place through fun, feel-good events like “Free Hugs” Day.



**Teams vary by school location*

DIGITAL SUPPORT

Our students have information and inspiration at their fingertips—wherever, whenever. As a Future Professional, you'll be able to access everything you need on your computer or mobile device.

OUR ONLINE PORTAL "PLUGGED IN" GIVES YOU:

*All your
schoolwork
in one
place*

Access classroom handouts, home play activities and resources to help you complete honors programs or earn extra credit in theory classes. Watch video highlights from The Cutting System, The Color System and The Men's Cutting System.

*Career
resources*

Get advice from beauty industry leaders on how to get started in specific career paths—plus résumé how-tos, interview tips, salon profiles and more. For extra inspiration, check out our extensive MASTERS audio interview collection with top stylists and businesspeople.

Buzz

Stay up to date on the latest school news like cool contests, Caper, or the latest FUNraising events. Plus learn what's new from Paul Mitchell, including hot new products.

PAUL MITCHELL

schools
PLUGGED IN



Meet our model,
FUTURE PROFESSIONAL
LUKAS H. His hair was
styled for the shoot by
ALLEN H., another **FUTURE**
PROFESSIONAL.

PAUL MITCHELL
**LEARNING
PERKS**

At Paul Mitchell Schools we love to celebrate our students' successes! As a Future Professional, you'll be rewarded for your educational achievements through our Learning Perks Program with points you can use to get cool stuff from Paul Mitchell on our online mall. From passing your midterm and final to making the dean's list, every major milestone means more points and bigger rewards. So the more you learn, the more you earn. What's not to love?

INDUSTRY EVENTS

We want you to see and learn as much as possible. Events like Caper, Beacon and NAHA are a great way to expand your horizons, connect with peers and future employers and start envisioning your future in the beauty industry.

CAPER

Every year, several thousand Paul Mitchell Future Professionals gather for this educational extravaganza designed just for them. Caper features fashion shows, inspiring motivational speakers, hands-on classes with top stylists, a Career Connection where students can network with salons, and a fun theme party. Students earn their way to Caper by recommending and retailing Caper promotions.



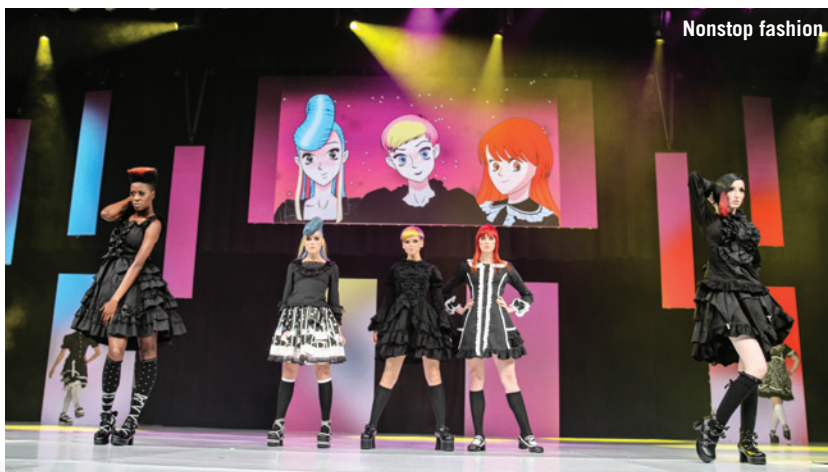
BEACON

Paul Mitchell Schools encourage Future Professionals to submit an entry to Beacon, the premiere national event for cosmetology students. Students chosen to go to Beacon attend specialized classes with some of the biggest names in the industry, get up close and personal with top stylists and gain a more in-depth understanding of the business of beauty.



THE NORTH AMERICAN HAIRSTYLING AWARDS (NAHA)

Beacon winners get to go to NAHA, the preeminent photographic beauty competition in America. NAHA gives awards in many competition categories, including Student Hairstylist of the Year. Known as "the Oscars of hair," this red-carpet event brings together and celebrates the most talented artists in the beauty industry.





Robert Cromeans and Angus Mitchell break it down



A picture-perfect event



Men's styling



The inside scoop on the industry



Staying on top of the trends



Star hosts



The hottest awards show in hairdressing

OUR MENTORS

From sharing a favorite technique to delivering the inside scoop on industry trends, Paul Mitchell's extensive network of beauty industry stars can inspire and guide you on the path to your dream career.



1

**LINDA
YODICE**

@PMTSPhoenix

A much sought-after expert in the field of color, Linda was named one of the top 75 educators of all time by *Modern Salon* Magazine. She is an Artistic Director for Paul Mitchell Professional Hair Color.

2

**DEBRA
DIETRICH**

@Debra Dietrich

A respected beauty expert and educator, Debra is Co-founder of the makeup website musebeauty.pro and an Advanced Academy Educator for Paul Mitchell Schools. She believes strongly in giving back through education.

3

**ROBERT
CROMEANS**

@RobertCromeans

Robert's innovative artistry, business strategy and charisma have made him legendary as a platform artist and stylist. He owns a highly successful salon group and is Global Artistic Director for John Paul Mitchell Systems.

4

**LYDIA
SARFATI**

@LydiaSarfati

One of the most successful women in the spa and salon industry, Lydia is CEO and Founder of Repêchage, a seaweed based skincare company. She is an internationally recognized skincare expert, author and spa consultant.

5

**LUCIE
DOUGHTY**

@LucieDoughty

Lucie balances her salon clients with editorial shoots, celebrity styling, and appearances as a platform artist. She has won many top industry awards as a color artist, stylist and educator, and is Editorial Director for Paul Mitchell.

“For me, mentoring is a passion.
Future Professionals inspire me!
I just love spending time with them.”



6

TAKASHI

@TakashiKitamura_

An industry icon, Takashi has traveled the globe as a platform artist, sharing his unique cutting style with other hairdressers.

Today he is the Global Director of Motion and Film for John Paul Mitchell Systems.

7

CRAIG THE BARBER

@CraigTheBarber

Craig's classic approach to straight razors and shears has earned him a loyal following of high-profile clients.

He shares his grooming expertise on national television and style magazines, and on his blog, TheMensRoom.com.

8

STEPHANIE KOCIELSKI

Stephanie Kocielski

Stephanie's artistry, exuberance, expert skills and extensive experience have made her one of the most sought-after platform artists in the world. She is Vice President of Education for John Paul Mitchell Systems.

9

DIANA SCHMIDTKE

@dianaschmidtke1

As a top male celebrity groomer, Diana styles A-list Hollywood stars for magazine photo shoots, films, and events like the Oscars, and frequently contributes men's style tips to magazines.

Diana helped launch MITCH®, Paul Mitchell's men's line.

10

SCOTT COLE

@scottcolehair

An expert on the synergy of cut and color, Scott has won two North American Hairstyling Association awards. He is an Artistic Director for Paul Mitchell Professional Hair Color.

be successful

Meet our model, **FUTURE PROFESSIONAL MEGHAN C.** Her hair was colored and styled for the shoot by **ASHLEIGH M.**, another **FUTURE PROFESSIONAL**.

CAREER PLACEMENT

At Paul Mitchell Schools, career planning starts as soon as your education does. From landing that first job to mapping out the long-range plan to achieving the career of your dreams, we'll support you every step of the way.

1 // *Guidance*

Periodic one-on-one counseling from a mentor who'll help you set goals and stay on track.

2 // *Professional Development Classes*

A series of courses covering résumé building, creating a portfolio, practicing for interviews, and visits to local salons. An essential part of our curriculum, Professional Development classes set you up to ace your job interviews and get a head start on your career.

3 // *Career Fairs*

Where Future Professionals and local salons and other industry professionals meet. Students can show their work and market themselves to prospective employers, while salons get to share what they're all about.

4 // *Guest Artists*

Local salon owners and beauty industry professionals like to come in to meet our students. They may demo a favorite haircut or color technique or share their experiences working in the profession. It's one of the networking perks that makes us stand out from the rest!

5 // *Our Graduates*

We keep in touch with our former students and stay up to date about where they are in their careers. That way, when we have students who want to work in a particular salon or particular area of the industry, we can connect them with someone who's already there. Our alumni are one of our greatest resources—for everything from advice to job opportunities.



Building interview skills



Creating the perfect résumé



Learning from a guest artist at Paul Mitchell The School Costa Mesa

YOUR OPPORTUNITIES

DO YOU LOVE
SHARING YOUR
SKILLS AND WORKING
WITH PASSIONATE
PEOPLE?

PAUL MITCHELL SCHOOLS

You can help to shape the future generation of stylists with a career in our schools.

ADMISSIONS LEADER

EDUCATOR

OPERATIONS

LOGISTICS

FINANCIAL AID
REPRESENTATIVE

ADVANCED
ACADEMY

ARE YOU GREAT
WITH PEOPLE? DO
YOU ENJOY HELPING
THEM LOOK AND
FEEL THEIR BEST?

SALON & SPA

Working behind the chair as a stylist, barber, nail artist or skin therapist could be a great path for you. Got a good head for business? Salon management and ownership could be in your future.

SALON PROFESSIONAL

HAIR
NAILS
SKIN

SALON TRAINER

SALON COORDINATOR

SALON MANAGER

SALON OWNER

DO YOU LOVE
WORKING AS
PART OF A TEAM
OF CREATIVE
PEOPLE?

ENTERTAINMENT

From TV, film and live shows to magazines, advertising and fashion, the entertainment industry needs skilled professionals who can collaborate with others to realize a greater artistic vision.

THEATRE

MUSIC

MEDIA
FILM
TELEVISION
CELEBRITY

FASHION
PHOTO SHOTS
RUNWAY

CRUISE SHIPS

What can you do with a Paul Mitchell Schools education? Much more than you may imagine. The beauty industry is a vast field—and it’s growing. With so much opportunity, there are plenty of options out there for you. And wherever you want to go, a Paul Mitchell School is the perfect starting point.

DO YOU WANT TO
BE A PART OF THE
PAUL MITCHELL
BRAND?

JOHN PAUL MITCHELL SYSTEMS®

From testing new products to rowing hair show audiences to marketing and sales, JPMS has lots of great professional opportunities.

MARKETING

R&D/PRODUCT TESTING

EDUCATION/SHOWS

ARTISTIC TEAMS

SALES

REGIONAL DIRECTOR

REGIONAL COLOR
COORDINATOR

BUSINESS DEVELOPMENT
COORDINATOR

ARE YOU A
NATURAL
SALESPERSON?

SALES & DISTRIBUTION

Share your passion for Paul Mitchell products and help salons grow their business.

SALES MANAGER

CUSTOMER SERVICE

DISTRIBUTOR
STORE SALES

DISTRIBUTOR SALES
CONSULTANT

EDUCATION MANAGER

DISTRIBUTION CENTER

MARKETING



BRENNAN'S TIPS

Brennan Claybaugh is Director of Education for Paul Mitchell Schools and Advanced Academy. Here's some of his favorite career advice for Future Professionals.

1

Do as much as you can and try everything—haircutting, hair coloring, up-styling, makeup, nail artistry, barbering, photo shoots, fashion shows, theatre and more.

2

Discover what motivates you. Is it being with people? Is it making people look good and feel good? Is it learning the “how” and the “why” of everything? Identify your motivation—and use it to be your best.

3

Combine your passions. Beauty and teaching. Color and creativity. Style and showmanship. Haircutting and technology.

4

Presentation is everything, and that presentation begins with you. Your actions, words and look promote you.

5

For clean hair, follow these instructions: lather, rinse, repeat. For a long and successful career, follow these instructions—study, practice, repeat. Repetition is the mother of all skill. Learning takes action and what you learn and accomplish is your responsibility.

WHERE ARE THEY NOW?

Take a moment to get to know a few extraordinary Paul Mitchell Schools alumni. Their stories speak to the power of dreaming big—and getting a great education.



JENNER FEROAH

f Lunatic Fringe Salon

Jenner Feroah took a job right after graduation as a support staff member at Lunatic Fringe salon group. She worked her way up to master stylist and then moved into management, where she rose to the very top.

Q: What do you do?

A: I'm the CEO. I oversee all 13 Lunatic Fringe salons, train managers and watch over the business. We open about two new locations a year, and I take the new salons from the first moment of interest through the agreement and training.

Q: Do you have a lot of stylists from Paul Mitchell Schools at your salons?

A: Yes. They know how to be part of a team, they know how to work hard. They seem to be better prepared coming into the beauty industry.

Q: Tell us about your Paul Mitchell Schools education.

A: I loved it! I got involved in absolutely everything that I could—Student Council, Capers, Beacon—I was Beacon Student of the Year. I was already 24 when I started school, so I knew that this was my career and took every opportunity to learn and grow and see where I naturally thrived. I was also working, so it was a very busy time in my life. But, anyone can do anything really hard for a short amount of time—you just dig in and you do it. There's always that greater payoff at the end.



STANLEY NOLAN

f Stanley Nolan

After working in real estate and studying interior design, Stanley Nolan decided to pursue her lifelong love of hair and enrolled at a Paul Mitchell School. Today, she's a Paul Mitchell Learning Leader specializing in texture.

Q: What do you most enjoy about teaching Paul Mitchell Future Professionals?

A: I love watching them grow in such a short time. They start off super nervous. About three months in they're a little bit more comfortable. And by about nine months—well, these guys are up to three or four clients a day, they're in Phase Two, they're rocking it out and super confident! I just love being part of that journey. It happens so quickly; every day I have to make sure that I'm giving them the best that I can. So it pushes me as well, to be the best educator I can be. I really enjoy it. They make my day every day. We're like a little family.

Q: You pursued a few other paths before deciding on the beauty industry. What was coming to a Paul Mitchell School as a Future Professional like for you?

A: The energy was so amazing. It seemed like it was where I should have been all my life. For the first time, I thought, "This is what I need to do." I just was excited about it, and I've been excited about it ever since! I get paid to do hair and makeup—you can't beat that!

“*I really love giving somebody that extra confidence they didn't know they had to make them walk a little bit taller. That's what it's all about for me.*”



DJ QUINTERO

Instagram @djquintero

DJ Quintero is a fashion and celebrity stylist whose work has appeared everywhere from the runways of New York Fashion Week to the Golden Globes to Vogue. His star-studded client list includes Catherine Zeta-Jones, Blake Lively, Mick Jagger, Miranda Kerr and many more.

Q: How did you get from Paul Mitchell Schools to where you are today?

A: I knew I wanted to work in fashion, so when I graduated I moved to New York City and applied to every major salon. Eventually I got a job with Serge Normant. He's a top stylist in the fashion world, and I learned about the whole industry from him. When I'm not on a shoot or on the road with a celebrity, I'm behind the chair in his salon.

Q: You recently collaborated with the legendary designer Valentino when he created costumes for the New York City Ballet. What was that like?

A: Nerve-racking—but really cool! Valentino would give me drawings of how he wanted the hair to be, and I would practice the hairstyles in front of him. His vision was so grand and extravagant—huge things on the dancers' heads—and they had to be able to dance. But we made it work. And now I have this whole book of Valentino sketches at my apartment.



VANESSA ADARNA

Instagram @salon25

Obsessed with hair since she was a little girl, Vanessa Adarna is the owner of Salon 25, a Paul Mitchell Focus Salon. When she's not behind the chair or managing her business, she's teaching other salon owners and stylists about color as a Paul Mitchell National Educator.

Q: How did you get your first job after graduation?

A: I met a salon owner named Joannie Rossiter when she visited my school. I assisted her in our classes, and she ended up offering me a job. Joannie's salon was in Honolulu, so I ended up moving to Hawaii right after graduating. Joannie is still my mentor—she's like my hair mom.

Q: Why did you name your salon “Salon 25”?

A: You could say 25 is my lucky number. I was the 25th Future Professional to graduate from Paul Mitchell Schools. When I first started working for Joannie she asked me what my goals were, and I told her I'd like to open my own salon one day. She said, “Okay, when?” I had just gotten out of school and was happy to have a job so I was thinking, “Oh my God, I don't know!” but I said, “When I turn 25.” In school they taught us that when you have a goal, you should write it down. So I actually got “25” tattooed on my wrist. And you know what? After years working behind the chair and as a Learning Leader for Paul Mitchell Schools, I moved back to the area where I grew up and opened a salon—at age 25! It somehow all worked out.

MAKING A DIFFERENCE

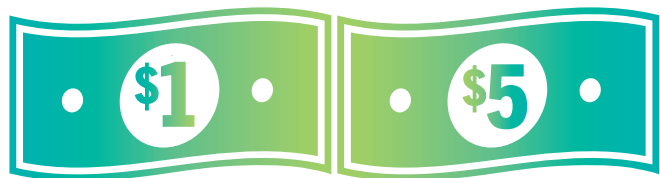
Over the years, Paul Mitchell Schools have raised millions of dollars for charity. We're helping to change the world, one good deed at a time.

\$13.3 MILLION

raised for charity in the past

11 YEARS

MOST DONATIONS BETWEEN



AT A TIME

13,000+

FUTURE PROFESSIONALS

FROM 110

PAUL MITCHELL SCHOOLS

RAISED OVER

\$2.1M

FOR 11 CHARITIES

IN 2014

thousands of
FUNraising
events a year

3 MONTHS OF

cut-a-thons

BAKE  **SALES**

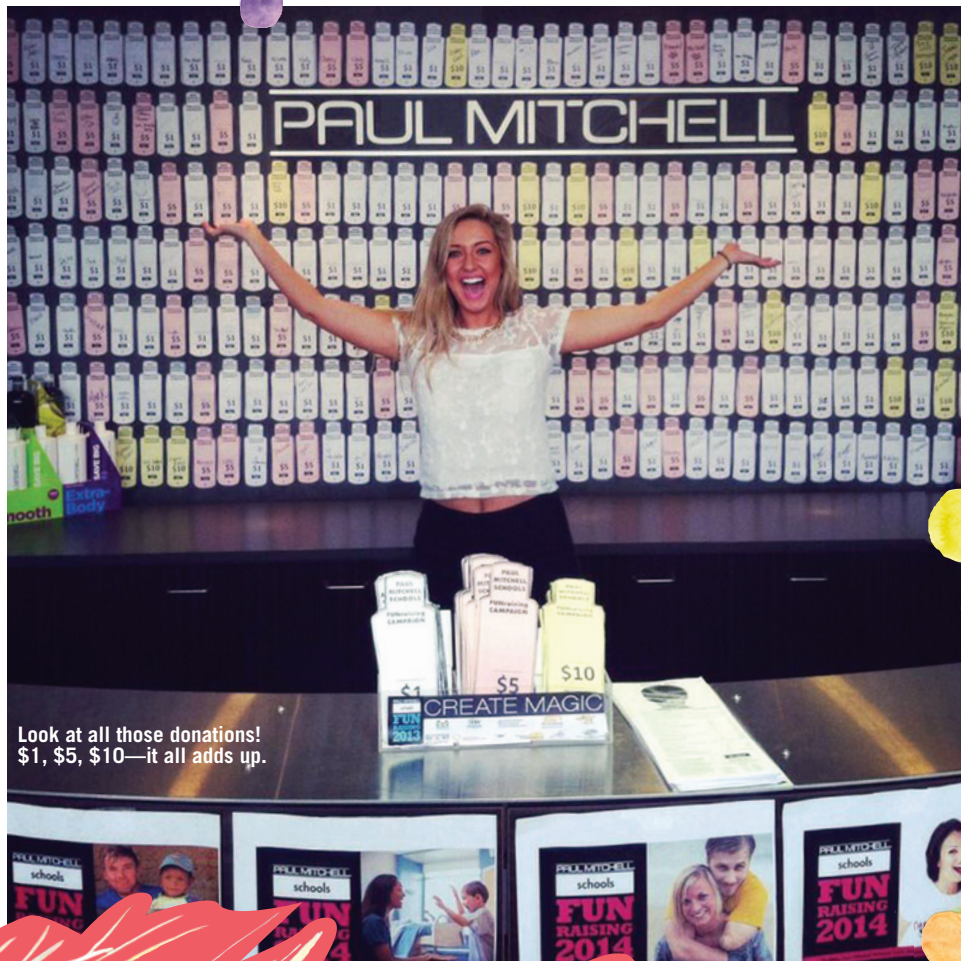
car washes

**GRILLED
CHEESE
TOMATO
SOUP DAY**

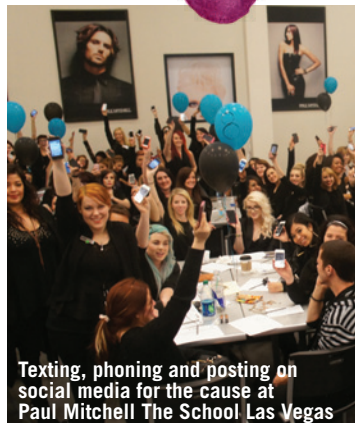
**FASHION
SHOWS**

FUNRAISING

We make a difference—and have fun doing it!



Look at all those donations!
\$1, \$5, \$10—it all adds up.



Texting, phoning and posting on
social media for the cause at
Paul Mitchell The School Las Vegas



Princess and Pirate Day



Cool props
plus a photo
booth make
FUNraising
a snap!





Tracking our progress



Pampering some little princesses



OUR HISTORY

Whether you're talking about excellence in education or the number one brand of professional beauty products, there's no name more respected in the beauty industry than ours. Here is a little of the history behind Paul Mitchell and Paul Mitchell Schools.

BEFORE PAUL MITCHELL SCHOOLS

Winn Claybaugh opens the Von Curtis Academy. Nearly two decades later, Von Curtis would become Paul Mitchell The School Provo.



Winn Discovers Paul Mitchell

After seeing her on stage at a New York hair show, Winn meets Paul Mitchell Artistic Director Jeanne Braa and they begin to work together.

The First Caper

Winn tells Von Curtis students that if they can sell a certain amount of retail products, he'll take them to the Long Beach hair show. Half a dozen students get to go on this first cross-country "Caper."

PAUL MITCHELL schools

THE BIRTH OF PAUL MITCHELL SCHOOLS

Winn and John Paul come together to create a new vision in cosmetology education. They open Paul Mitchell The School Costa Mesa, and Von Curtis Academy becomes Paul Mitchell The School Provo.



A Tradition of Remembrance

Inspired by a student whose dad was a New York firefighter, Paul Mitchell Schools begin holding annual 9/11 remembrance days. Activities include fundraising and free beauty services for first responders.

PAUL MITCHELL SCHOOLS

1980

1983

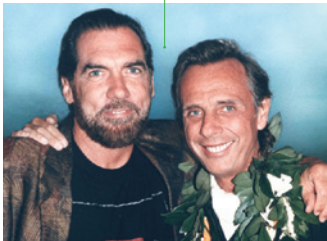
1987

1988

2001

2002

JOHN PAUL MITCHELL SYSTEMS



THE BEGINNING

With just \$700, John Paul DeJoria and Paul Mitchell launch John Paul Mitchell Systems®. Their "office" consists of a post office box and an answering machine with a message recorded by a female friend.

The Awapuhi Farm

Green from the get-go, Paul Mitchell establishes a self-sustaining, solar-powered Awapuhi farm in Hawaii—all of the Awapuhi used in our products is still harvested there today.



Forward Thinking

Co-founders Paul Mitchell and John Paul DeJoria look to the future and pioneer one of the world's first solar and wind-powered racecars and enter it in the World Solar Challenge in Australia.



Tea Tree Expands

Due to the overwhelming popularity of Tea Tree Special Shampoo®, Paul Mitchell launches the Tea Tree brand, turning showers everywhere into a tingly, spa-like retreat.



Playing with Color

We introduce Paul Mitchell the color, our first professional hair color brand. It is followed shortly after by PM SHINES® in 2004.





Excellence in Education

Modern Salon magazine creates its annual Excellence in Education awards. Paul Mitchell Schools are among the honorees this first year and in the years that follow.

A Big Honor

The North American Hairstyling Awards (NAHA) inducts Winn into their Hall of Leaders. He is the youngest person ever to receive the honor.

We Hit a Hundred

Paul Mitchell Schools reach 100 locations (and 10,000 Future Professionals) nationwide.

First Annual Ann Bowler Day

In honor of the passing of Winn's 92-year-old best friend Ann, schools begin a holiday tradition of visiting nursing homes and spreading cheer.

Unlocking Hope

Winn receives the Hairdressers Unlocking Hope award from Behindthechair.com. The award recognizes his work to make giving back an integral part of cosmetology education.

MIC STYLING PAUL MITCHELL

the school SLOVENIA

We Go International

Paul Mitchell Schools opens its first international location—in Slovenia.



A DECADE OF GIVING BACK

Paul Mitchell Schools celebrate ten years of FUNraising with a gala featuring Betty White, Fran Drescher, Magic Johnson, and other celebrity superstars. The amount raised for charity over the course of the decade totals over \$11.2 million.

2004

2009

2010

2011

2012

2013

2014

THE DEBUT OF A BESTSELLER

Paul Mitchell revolutionizes the blowout and reduces drying time with the launch of Super Skinny® Serum (still our bestselling product).



30 Years in the Making

Tradition meets technology with the launch of the Awapuhi Wild Ginger® collection, featuring luxury care for dry, damaged hair.



Who Is MITCH?

MITCH®, our first-ever men's line, hits salons and offers guys high-performance grooming essentials that can handle any style situation.



Intelligent Styling

Paul Mitchell introduces the industry to intelligent styling with Neuro®, a line of professional tools boasting meticulous craftsmanship and cutting-edge technology.

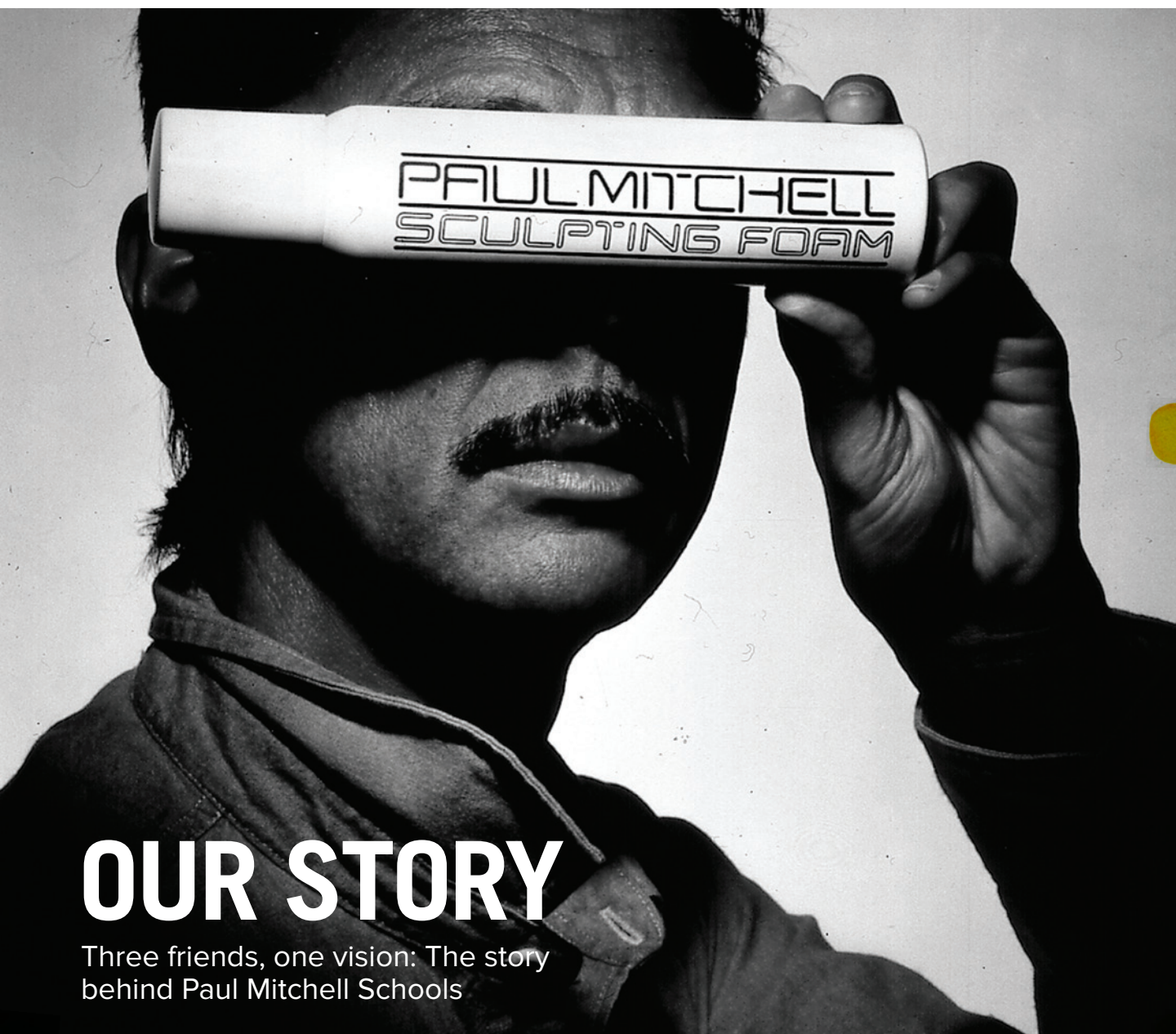


The New Face of PaulMitchell.com

Our website gets a makeover and offers exciting new features including an inside look at our company's history and culture, tons of style inspiration, videos, a blog and much more!



be part of a family



OUR STORY

Three friends, one vision: The story behind Paul Mitchell Schools

I**N 1980**, Paul Mitchell and John Paul DeJoria were inspired to create a company that would support the success of hairdressers and provide luxury hair care at an affordable price. With just \$700, they launched a revolutionary hair care system with three products: Shampoo One[®], Shampoo Two[®] and The Conditioner[™]. Today, their dream is a reality. Paul Mitchell currently produces over 100 products and is available in over 80 countries worldwide.

From the very beginning, education was a big part of the vision. Soon, the company had assembled an A-team of outstanding stylists and educators. Among them was

Winn Claybaugh, a top motivational speaker and business expert. As he inspired audiences across America, Winn was spreading a philosophy of business that has helped an entire generation of beauty professionals find success—and has profoundly shaped the Paul Mitchell Schools culture.

Everything finally came together in 2000, when Winn, John Paul, and Paul's son Angus Mitchell—by that time co-owner of the company that bears his late father's name—founded Paul Mitchell Schools with just one location. Today, Paul Mitchell Schools is over 100 locations strong—and growing.



WINN CLAYBAUGH

Winn Claybaugh is the dean, co-founder and co-owner of Paul Mitchell Schools. He formerly served as National Motivational Expert for Paul Mitchell.

Since 1989, Winn has traveled extensively around the country working as an educator and consultant with audiences ranging from college students to CEOs—and of course, hairdressers. CNN's Larry King has called him "one of the best motivational speakers in the country." A business owner for over 29 years, Winn has helped thousands of companies—from airlines to restaurant chains to television networks—build their brands and create successful working cultures.

Winn is the host of MASTERS Audio Club, a popular beauty industry audio series. He is also a frequent guest on national radio and speaker at major beauty industry events and a regular contributor to online publications that reach millions. He is the author of the award-winning book *Be Nice (Or Else!)*.

In 2004, the North American Hairstyling Awards (NAHA) recognized Winn's outstanding contributions to the hair and beauty industry by naming him to their Hall of Leaders. He was the youngest person ever to receive this honor. In 2011, Winn received the Hairdressers Unlocking Hope award for philanthropy from behindthechair.com, and in 2013 was named Humanitarian of the Year by Friendly House LA.



JOHN PAUL DEJORIA

John Paul DeJoria's inspirational rags-to-riches success story exemplifies the American Dream. He has struggled against the odds not only to achieve success, but to share his success with others.

After high school and service with honors in the U.S. Navy, John Paul did whatever it took to make ends meet—from selling encyclopedias and working as a janitor to pumping gasoline. He was even homeless at one time. Eventually, John Paul took his talents to several hair care and cosmetic companies before becoming an independent consultant. That's when he teamed up with his friend Paul Mitchell to launch John Paul Mitchell Systems.

John Paul has extensively donated his time, money and expertise to helping others. His philanthropic activities range from serving as a patron of Mineseecker, a nonprofit working to solve the worldwide problem of land mines, to founding Grow Appalachia, an initiative to help families in need grow their own healthy, fresh food. In 2011 he signed the Giving Pledge, a commitment to dedicate the majority of his wealth to philanthropy.



ANGUS MITCHELL

Angus Mitchell experienced a unique upbringing in the hair industry as the son of the late legendary hairstylist Paul Mitchell. Educated at Vidal Sassoon, Angus combines their legendary precision technique with the free creative expression Paul Mitchell encourages to craft his own signature style.

Angus travels to hair events around the world on behalf of Paul Mitchell. A platform artist and educator, he is passionate about pursuing every creative outlet he can in the beauty industry and keeping the excitement in the business for the next generation of professionals. Angus is also the model and spokesperson for Paul Mitchell's first-ever men's line, MITCH.

The loss of his father inspires Angus' philanthropic work with PanCAN, a foundation dedicated to advancing research, supporting patients and creating hope for anyone affected by pancreatic cancer. Angus is also an advocate for environmental research and preservation and in 2007 donated a unique, historic property in Hawaii, beloved by his father, to the Nature Conservancy.

be part of a family

OUR NETWORK



**100+ SCHOOLS
100,000+ STUDENTS
IN THE PAUL MITCHELL NETWORK**

VISIT US AT PAULMITCHELL.EDU

For more information about our graduation rates, the median loan debt, who completed the program and other important information regarding the location you are interested in attending, please visit our website at paulmitchell.edu/ge. Financial aid is available to those who qualify.

When you become a Paul Mitchell Future Professional, you become part of something big. No matter where you go after graduation, you'll find plenty of Paul Mitchell salons and alumni to connect with.



SCHOOLS SALONS

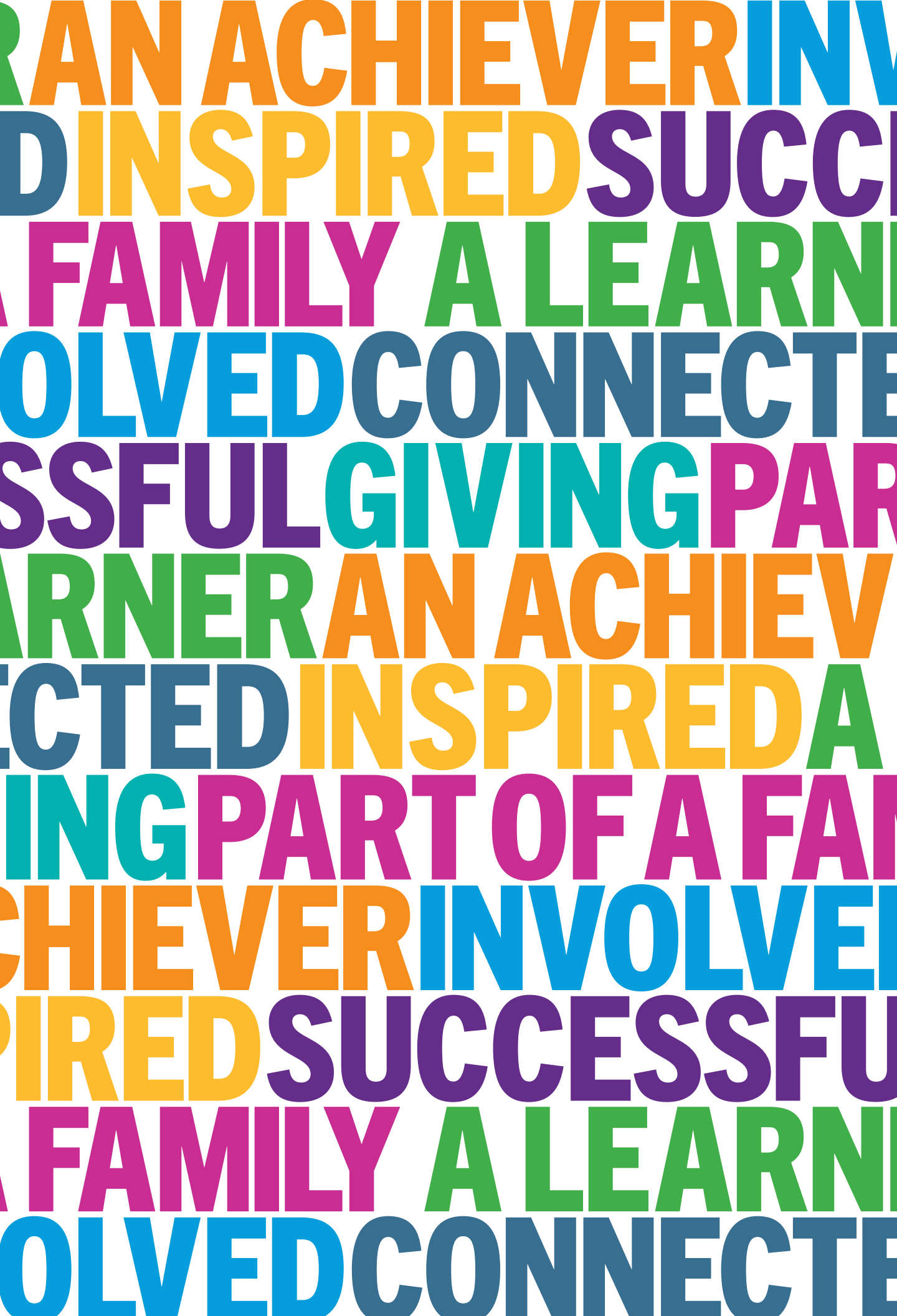
MITCHELL NETWORK



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**In the United States and Slovenia*

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INSPIRED SUCCESS
OF A FAMILY A LEARNER
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BE THE FUTURE OF STYLE

PAUL MITCHELL®

schools