



**PRESS RELEASE
EMBARGO**

The Beauty Boom - Titans of Industry Co-Create Curriculum with The French Beauty Academy In Industry First

Hon Karen Andrews MP officially opened The French Beauty Academy newest flagship program 'The Future of Beauty' as they partner with the biggest names in skin and device technologies to co-develop an industry leading and cutting edge skin focused program. This Australian industry first bridges the gap between training and employment, ensuring French graduates are skilled for the beauty jobs of tomorrow.

Hon Karen Andrews MP officially performed the ribbon cutting ceremony, alongside eleven of the industry's global leading technology and device CEOs and Managing Directors at the Adelaide Street campus, where students will be trained on and with the latest beauty devices and brands such as Hydrafacial, Emsculpt by BTL and triLift by Lumenis.

"This program is at the leading edge of beauty education training in Australia," says Managing Director, Luke French. "Each Official Education Partner has been carefully selected for integration into the curriculum based on their industry leading, ground breaking technology, clinical research and united commitment to educating the next generation of beauty professionals," said French.

Hon Karen Andrews MP has long been a strong supporter of the Academy, and her endorsement represents the merging of industry and government to support enormous opportunities within the beauty sector in Australia, particularly the employment opportunities this industry presents for the women of Australia.

Mrs Andrews endorsed French's comments. "There are such exciting and lucrative opportunities for the women of Australia in this sector. I am delighted to officially open this industry leading program at an institution with a renowned reputation as a quality education provider and one dedicated to ensuring the continual improvement and success of its curriculum and student outcomes. For those students wishing to pursue a trade and a career, this industry is one of phenomenal growth. We are committed to working with industry, and the highest quality vocational providers such as The French to deliver real skills for real jobs."

Not only will students be trained in all the core fundamentals of beauty therapy, they can now choose their area of speciality and learn on industry leading device technologies and the newest skin treatment modalities. Co-developed and jointly delivered with The French education faculty, each Partner's research, technology and clinical protocols will be integrated into learning materials. Students will have hands-on access to the device and/or product, and be trained by each of the partner's head clinical training teams.

The titans of industry sponsoring the program include; **Hydrafacial**, **Emsculpt** Body Contouring by BTL, **Observ520X** Skin Imaging by The Global Beauty Group, **Omnilux LED Light Therapy** by Device Consulting, **triLift** Dynamic Muscle Stimulation (DMSt™) by Lumenis, **Dermapen4** Collagen Induction Therapy by DermapenWorld & Inskin Cosmetics, and Laser Hair Reduction **GMAX Pro Plus** by Candela Medical, **BBL IPL Skin Rejuvenation** by Sciton.

French students gain a highly competitive edge by having access to latest research, advanced skin knowledge and practical experience delivering advanced cosmeceuticals treatments with Dermaceutic Skin Resurfacing Peels by **Dermocosmetica**, and growing consumer beauty categories such as Clean and Sustainable Beauty with **Biologi skincare**, and Bi-Directional and Ingestible Beauty with **Vida Glow**.

“There is an overwhelming demand for industry-ready graduates trained in the latest aesthetic treatments, devices and modalities, coupled with massive sector growth. At The French we’re always looking to what’s next within the beauty industry.

“Our commitment to excellence and thirst for revolutionising beauty career pathways was the driver in creating an industry sponsored curriculum with some of the biggest global dermal brands and technology in the world. We want to ensure our students are fully equipped for the diverse and expanding opportunities on offer to them,” said French.

The Future of Beauty is delivered within the nationally recognised and accredited SHB50121 Diploma of Beauty and SHB50216 Diploma of Salon Management. This all-encompassing dual qualification arms students with the knowledge, skills and experience required to be an exceptional beauty therapist and important business understandings to know how to manage or open a clinic or salon, breeding the next generation of beauty entrepreneurs.

Prospective students can enquire for further information on the program via Academy’s website www.thefrenchbeautyacademy.edu.au/dual-diploma-of-beauty-therapy-and-salon-management

PRESS CONTACT

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Editor's Note:

Better known as the Harvard-meets-Chanel of the Australian beauty training landscape, The French Beauty Academy is Australia’s largest and most prestigious registered training provider for services in the beauty therapy industry.

Established in 1986 as one of Australia’s first government registered beauty academies, The French has a rich history of delivering high quality vocational training and world-class graduates for over 35 years. Each year The Academy accepts over 1500 students into training programs in the areas of beauty services, dermal therapy, laser, make-up, body treatments, nail technologies, and medi spa therapies, with 9/10 French Beauty Academy students secure employment prior to graduation.