

An Affordable Route to Beauty

In an economy where pampering oneself with extras isn't necessarily in the budget, consumers have the option of getting these same relaxing services from beauty schools for about half the cost. Below is a link to articles and news stories already published across the nation regarding the recent switch consumers are making from professional salons and day spas to beauty schools.

Locally, Cameo College of Essential Beauty, located in Murray, reports an average gain of 200 new customers per month since February 2008, according to Brenda Scharman, owner of the beauty school. "I highly doubt it's a coincidence, considering the current status of the economy. This is the largest amount of growth I have seen in new customers in 25 years," said Scharman.

Customer Vicki Leavitt likes Cameo's "inviting atmosphere." In this tough economy "the prices are in my ballpark," she said. Leavitt will continue coming to Cameo because "the students are nice and well-trained. I've never had a bad experience," she said.

"I don't mind being a guinea pig," said customer Maggie Buhler, who now comes regularly with friends. "You actually get a better treatment here because the students are very thorough," said Buhler.

Angela Ryan, a new customer to Cameo started coming because professional day spas "are just too expensive."

Cameo College of Essential Beauty offers student-supervised services to the public in hair, nails, esthetics and skin care. The college, located in Murray at 124 East 5770 South, currently trains an average 200 students in all aspects of the beauty industry. This year marks Cameo's 36th year in business.

Links to news stories in other markets:

<http://www.beautyschools.org/displaycommon.cfm?an=1&subarticlenbr=88>