

## **PRESS RELEASE – Name Change Reflects School Expansion**

### **For Immediate Release**

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Los Angeles, July 17, 2006

One of California's foremost beauty schools has changed its name. The San Fernando Beauty Academy has expanded from its original location into a new 20,000 square foot facility in the Antelope Valley and has changed its name to the Western Beauty Institute to reflect its wider regional presence.

The school was founded in 1959 during the San Fernando Valley's growth peak when the area came to symbolize America's suburban dream. As women's economic power grew, there was a growing need for beauty services and the trained cosmetologists to provide them.

Since the Antelope Valley has grown exponentially in the last few years, the same demand was felt there. Western Beauty Institute opened its doors in Lancaster to train women and men as licensed cosmetologists. The school provides theoretical and hands-on instruction in hairdressing, dyeing, haircutting, manicures, pedicures, waxing, facials and applying cosmetics, mud packs and wraps. The school's facilities are state of the art in a pristine environment. In addition to technique, classes emphasize how to build a client base, the key to financial independence.

Because health is the foundation of looking good, the program includes anatomy, physiology, and chemistry. Cosmetologists are the first responders to skin and hair disorders and are frequently the ones to recommend dermatological treatment.

West Beauty Institute Graduates move on to lucrative careers as hair stylists, manicurists, barbers, estheticians, image consultants and even salon owners. Some concentrate on skin care or become Hollywood make up specialists.

Christina Lopez, the President Western Beauty Institute, says it's "an exciting world with opportunities for individuals who have the drive and desire to build a new future, and gain the requisite talents to make a difference."

Western Beauty Institute has been profiled in *USA Today*, *The Los Angeles Times La Opinion* as an employment engine, driving economic growth within the San Fernando Valley where it maintains its first campus. It hopes to make a similar impact in Lancaster, a city now known as boom town, from the sonic booms of nearby Edwards Air Force Base to its recent population increases, but still remembered fondly by some as the former childhood home of Hollywood luminaries, Judy Garland, John Wayne and music icon Frank Zappa.

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