



For Immediate Release

Media Contact:

Erica Conley

Marketing Specialist

Milady, a part of Cengage Learning

(518) 348-2448

Erica.Conley@cengage.com

Milady Introduces New DVD Demonstrating Creative Techniques for Haircutting, Hair Coloring and Makeup

*"theEDGE by milady: muse edition" shows beauty professionals and students
how to creatively meet their clients' needs*

Clifton Park, NY – March 30, 2009 – Milady, part of Cengage Learning, today announced the 2009 sequel to the highly successful [theEDGE by milady: muse edition](#), a haircutting and makeup application instructional product launched in 2008. *theEDGE by milady: muse edition* continues the journey into the creative process, using the client as inspiration. Travel along with the Milady Design Team as they meet three very different women with varying lifestyles, preferences and requests that are uniquely their own. In this edition, Milady explores the art and science of the "Needs Assessment", a consultation designed to assist the student in discovering exactly what the client is looking for, and collaborating on creative and artistic solutions to meet those needs. Professionals and students will learn how to use the latest techniques in haircutting, hair coloring and make-up application to create just the right look, using their clients' vision as their inspiration.

***theEDGE by milady: muse edition* features:**

- Full-color, laminated technical cards show step-by-step how to recreate three hair and makeup looks
- Haircuts, hair color and makeup applications that are beautiful, wearable and easy to duplicate looks for everyday people wanting to look extraordinary
- One-hundred and fifty minutes of broadcast-quality video on DVD, showcasing the Design Team "in action" illustrates highly professional analysis and techniques
- Both English and Spanish voiceover and subtitles for greater accessibility

Milady President, Dawn Gerrain quotes, "Milady has taken the beauty industry to the next level with *theEDGE by milady: muse edition*; and we will continue to deliver new and innovative products that drive creativity and forward thinking."

The Design Team

Suzanne Mulroy

Suzanne Mulroy brings 25 years of experience in the beauty industry to her current position as Market Development Manager for Milady. She began her career as a make-up artist in Chicago, building a diverse and extensive clientèle and continues to share her extensive knowledge and commitment to the industry helping hundreds of people achieve their dreams. Some of her contributions include producing workshops

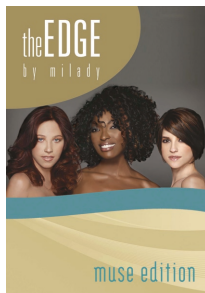
at Fred Segal Beauty for professional and novices alike interested in pursuing a career in film, TV and fashion, Director of Operations for a multi-million dollar Beverly Hills spa, overseeing a 5-million dollar sales territory and traveling the world speaking to beauty professionals. She currently is developing programs and products designed to revolutionize the industry.

Diego Raviglione

With more than 23 years of experience as a highly creative artistic hair designer and educator for Redken, Joico and GrahamWebb International, Diego Raviglione exudes an untouchable enthusiasm for the art of hairdressing and inspires the same in all his students. His work has been published in Elle, ElleGirl, Oprah Magazine, InStyle, Marie Claire, Cosmopolitan, Allure and Shape magazines. His work has also been included in several key industry trade publications such as American Salon, BeautyLaunchpad, BehindtheChair and Modern Salon. Raviglione's ingenuity has also been featured on runways during LA FashionWeek and on stage at Lollapalooza where he served as head stylist to featured acts like Jane's Addiction. Diego has recently embarked on a unique educational endeavor as the first Artistic Director for three beauty schools in California. His key goal is to invoke an intensified passion and drive in students by developing an advanced haircutting and styling curriculum that empowers students with skills and behaviors that will equal success in their career.

Lisa Gregory

Lisa Gregory has been an integral part of the style and beauty industry since 1983. She takes inspiration from hair and fashion trends in London where she was born and raised. Her career began with a five-year apprenticeship near London, after which she worked in the field and was named Creative Director and Staff Trainer for a salon group boasting over 100 stylists. Lisa's responsibilities included photographic work and fashion shows, staff training and co-management within the salon and the academy. Her passion for artistry and education led to a position with Wella, Great Britain. She was involved in national academy classes, shows, and photographic work which were published in international magazines. Lisa's hard work and talent have been recognized with multiple honors from the British Hairdressing Awards.



Note to Editors: cover images, review copies, editorial opportunities and interviews are available upon request. Please call (800) 998-7498 ext. 2448

Binder with 6 laminated technical cards and DVD
ISBN-10: 1-4354-8181-X | ISBN-13: 978-1-4354-8181-7
List Price: \$89.95

[View product demo](#)

About Milady

Milady, a part of Cengage Learning, is the #1 provider for beauty and wellness learning solutions. For more than 80 years, Milady has provided the industry with superior educational and professional learning materials. Milady offers salon and spa professionals support through personal consultation, business and life coaching, comprehensive organizational training and web-based assistance. Complete with programs in place to assist salon and spa business owners to further develop successful lives and stable profitability, Milady is a true full service provider from student to professional. Spanning six continents, Milady has aided more than 10 million beauty professionals in achieving licensure success. Learn more about Milady by visiting www.milady.cengage.com.