



BODY BEAUTIFUL™

INSTITUTE

2010

COURSE
CATALOGUE



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800-510-5528
www.BodyBeautiful.net





Personal Stylist Training • LEVEL I ESSENTIAL COLOR & STYLE

Schedule: 5 days training
Tuition: \$2,850
CEUs: 2.8

Master the essentials of color and style from image expert and coauthor of "The Triumph of Individual Style," Carla Mathis. With just four days of demonstration and hands-on practice you become a certified Level I Personal Stylist—fully equipped to use the Level I & II Master Color Sets and the Level I Essential Clothing & Style Guide with your clients. **This course will be available for enrollment as a distance learning program in Summer 2007.**

Color Sensitivity I

1. Basic Color Theory, Psychology of Color
2. Color Resonance Identification
3. Case Studies – Identify in art and images of nature
 - Resonance
 - Intensity
 - Value
 - Contrast Level
4. Case Studies – Identify Faces (photographs)
 - Skin Tones
 - Hair Colors
 - Eye Colors including whites of eyes
 - Color patterns as seen in Skin, Hair, and Eyes
 - Temperature Patterns
 - Value and Contrast Level
 - Harmony Patterns
5. Using case studies and participants from class, practice using Body Beautiful Master Color Sets:
 - Level I – Coordinated palettes
 - Level II – Inherent colors—hair, skin, eyes & related reds

Style I

Body Signature Analysis and Styling Techniques for Women;

1. Body Signature
 - Line in the Body – How to choose fabrics
 - Shape in the Body – How to choose silhouettes
2. How to use the Level I Personal Profile with clients

Wardrobe Refinement & Closet Analysis;

1. Beginning Principles of Wardrobing
 - Basic Wardrobe Groups
 - How to Build a Basic Wardrobe
 - Wardrobe Inventory
 - How to Provide a Closet Analysis
2. Beginning Personal Shopping
 - How to Shop for Your Client
3. Create a Look - for each class participant
 - The Look as a Professional Stylist
 - 3 outfits — 1 Spring/Summer, 1 Winter, and 1 additional for back to back days

Electives: Level I Training is prerequisite
Schedule: 1 day each elective
Tuition: \$570 per day

Hair, Eyeglasses, and Hats / 1 Day

1. Hair Quality Assessment
2. Client Skill Level Assessment
3. Hair Design as it relates to Proportion and Silhouette
4. Eyeglass Design as it relates to
 - Brow line
 - Chin/jaw line
 - Cheek shape and placement
 - Bridge to brow placement
5. Hat Design as it relates to
 - Body proportion
 - Temple width
 - Garment silhouette
 - Character of outfit

Make Up / 1 Day

1. Makeup Assessment
2. Makeup Skill Assessment
3. Face Proportion
4. Foundation
5. Brows
6. Eyes
7. Mouth
8. Blush
9. Contouring
10. Photography techniques for women and men in both black/white & color
11. Women & men's makeup for TV and Video



Personal Stylist Training • LEVEL II PROFESSIONAL COLOR & STYLE

Level II Professional Color & Style for Women

Schedule: 5 days training

Prerequisite: Level I Training

Tuition: \$2,850

CEUs: 3.5

Expand your client base to include the business world as you become certified in the Professional Body Signature System. This five day course will teach you all the valuable techniques for helping women discover their Body Signature and to design their professional wardrobe for an added advantage in reaching their career goals.

Color II

1. Color for the Professional market
2. Color Resonance training review
3. Psychology of color in the workplace

Style II for Women

Body Signature Analysis and Styling Techniques for Women;

1. Body Signature

- Line in the body – How to choose fabrics (Review Level I)
- Line in the face – How to choose accessories and prints
- Shape in the body – How to choose silhouettes (Review Level I)
- Proportion – How to dress with pleasing proportion
- Scale – How to choose accessories that relate to your scale
- Texture
 - ~ How to choose textures that relate to the skin and hair
 - ~ How to relate weight of clothing to the visual weight of the client
- Distinctive Features – How to highlight or camouflage any figure

2. Styles of Clothing

3. Fit

4. Principles of Relatedness

- How to choose accessories that relate to your Body Signature, Personality and the desired 'Look'
- Related level of refinement
- Related line
- Related character

Business Wardrobe for Women;

1. How to use the Level II Professional Clothing & Style Guide with your client.
2. How to build a business wardrobe
 - Levels of formality
 - Business casual
3. Psychology of Style
 - How to create psychological effects
 - ~ Approachable
 - ~ Powerful
 - ~ Efficient
 - ~ Dramatic
 - ~ Understated
 - How and when to create these effects for your client
4. Look Assessment
 - The Look: Professional Stylist
 - 3 outfits — 1 Spring/Summer, 1 Winter, and 1 additional for back to back days

Level II Professional Color & Style for Men

Schedule: 3 days training

Prerequisite: Level I Training

Tuition: \$1,710

Color II

1. Color for the Professional market
2. Color Resonance training review
3. Psychology of color in the workplace

Style II for Men

Body Signature Analysis for Men;

1. Line in the body
2. Line in the face
3. Silhouette for men
4. Proportion for men
5. Scale for men
6. Texture for men
7. Color for men
8. Distinctive Features for men



Personal Stylist Training • LEVEL II PROFESSIONAL COLOR & STYLE

Using case studies and class participants, practice using BB Master Color Sets with Men:

- Level I Coordinated palettes
- Level II Inherent Colors–hair, skin, eyes & related reds

Styling Men;

1. Business
2. Business Casual
3. Personal

Using case studies, practice choosing clothing appropriate for the Body Signature and profession.

Electives:	Level II for Women Training is prerequisite
Schedule:	1 day for each elective
Tuition:	\$570 per day

Hair, Eyeglasses, and Hats

See course description on page 2.

Make Up For Women

See course description on page 2.

Alterations & Tailoring

1. Fit assessment for the garment
2. Easy alterations
3. Complicated alterations
4. What cannot be altered
5. Suggestions for garment re-design
6. When to choose a tailor
7. When to choose a dressmaker
8. Managing the tailor and dressmaker

Advanced Personal Shopping

1. Hands-on in store
2. Where to shop
3. How to assess each department
4. What to take into the dressing room
5. How to create color stories
6. How to work with budgets
7. How to work with alterations
8. Client management



Personal Stylist Training • LEVEL III COMPLETE COLOR & STYLE

Schedule: 6 days training
Prerequisite: Level I and II Training
Tuition: \$3,420
CEUs: 3.5

Day 1 – Color Sensitivity III

1. Advanced Color Harmony
2. How to create an individualized palette
 - Personal presence
 - Personal intensity
 - Energy level
 - Rhythm of walk
 - Voice pitch and timbre
3. Working with case studies and class participants, practice selecting an individual palette using the Level III Master Color Set.
4. Psychology of color, line, and color harmony

Day 2 – Style III

Complete Color Analysis

1. Color design for personality identification
2. Color design for all skin tone values from light to deep
3. How to use the Level III Master Color Set and Clothing & Style Guide color section with your clients
4. Client Management

Day 3 & 4 - Style III (continued)

Body Signature Analysis and Styling Techniques

1. Review of Body Signature for styling women of all shapes & sizes
2. How to work with any client regardless of shape, personal preferences, and lifestyle.
3. Silhouettes and alternate silhouettes for various body considerations
4. Styling Distinctive Features to highlight or camouflage
5. Working with live models and class participants, practice using the Level III Master Color Set and Clothing & Style Guide

Day 5 - Hands-on Experience & Business Building

1. Working with live models and class participants, practice using the Level III Master Color Set and Clothing & Style Guide
2. How to build your business using the Body Beautiful Stylist Network
3. Gain skills to further develop your personal identity as a stylist. Learn how to access your own innate creativity.

4. Look Assessment
 - The Look as a Professional Stylist
 - 3 outfits — 1 Spring/Summer, 1 Winter, and 1 additional for back to back days

Electives: Level III Training is prerequisite
Schedule: 1 or 2 day electives
Tuition: \$570 per day

Real Makeover Event

1. Outline for a small group (6-10)
 - Practice and Role Play
2. Outline for a large group (50 or more)
 - Practice and Role Play

Alterations & Tailoring

See course description on page 4.

Advanced Personal Shopping

See course description on page 4.

Couture Custom Clothing (2 days)

- Client Needs and Goals Assessment
- How to choose the vendor
- How to choose the fabric
- Designing the garment
- Overseeing the construction
 - ~ Fittings
 - ~ Final fitting
- Choosing the accessories to complete the outfit

Real Makeover Weekend (2 days)

- Coaching Techniques
- Art of Personal Style Content
- Large Audience Management Techniques
 - ~ Timing
 - ~ Rhythm
 - ~ Closure
- 1 on 1 Makeovers (practice)



Personal Stylist Training • **LEVEL III** COMPLETE COLOR & STYLE

2-6 Months Later - Case Study Review

1-2 Hours (In person or via correspondence)

1. Before Photos (5 views)

- full body front, back and profile
- headshot front and profile

2. After Photos (2 views)

- full length
- headshots

3. Review - Body Signature

- color palette
- Clothing & Style Guide

4. Review - Hair

- sketches if service not rendered

5. Review - Make Up

- sample charts if service not rendered

6. Review - Wardrobe

7. Review - 2 Looks (1 woman, 1 man)

LEVEL IV - VII ADDITIONAL TRAINING

Level IV—Body Image Therapy

This ground-breaking course teaches Stylists how to help clients develop a healthy body image and to integrate this into their lifestyle, wardrobe, and personal environments.

Level IV—Identity Development

Learn the revolutionary process that explores the connection between an Individual's Body Signature and his or her personal preferences.

Level V—Retail training

Train store managers, store based personal shoppers, and sales staff to use Body Beautiful principles with their customers in order to increase sales, minimize returns, and secure customer loyalty. If you are an entrepreneurial Stylist who wants to branch out into this exciting market, contact Body Beautiful to learn more.

Level VI – Interior Design

Learn to apply Body Signature principles to personal and professional environments. Carla Mathis is an award winning designer whose innovative approach to interior design creates breathtaking results.

Level VII - Body Beautiful Trainer

Are you a Personal Stylist who is a natural teacher and trainer? Is this something you see yourself doing? Body Beautiful has opportunities for leaders who wish to train. Contact us to learn more about mentor and apprenticeship opportunities today!



TESTIMONIALS

"Carla has played an invaluable role in my career as an image consultant. Her unique knowledge and over forty years of experience as an expert in Color, Style and Image makes her one of the foremost leaders and teachers in this field world wide. She is extremely creative, intuitive and has excellent technical understanding. She consistently exceeds expectations with her clients and students. She has been coming to Germany since 1993 every year to teach image consultants with great success. We will keep inviting her every year for as long as she is willing to come."

Wenche Schneider., Image Consultant

"Carla inspired me to be more confident about my abilities. Her mentoring and teaching has taken my skills to an advanced level. Her business strategy was a powerful demonstration of what a consultant can do—with a good business plan." Donna Cognac, Image Consultant

"I started my own image business because of Carla Mathis. I have continued to grow in my career path because she is a role model who thinks outside of the box."

Debbie Leaper

FAX REGISTRATION

You may call, fax, or visit the website to register for a Body Beautiful Institute course.

To Fax: fill out the following information and fax to: (310) 314-3554.

Please indicate which courses you would like to take.

Date: _____

Date: _____

Location: _____

Location: _____

Course: _____

Course: _____

A \$500 (US) deposit is required to reserve your space. Pre-training materials will be sent once payment is received. A phone consultation with our Stylist Administrator is required before registration is complete.

Your information:

Name: _____

Business: _____

Address: _____

City: _____ State: _____

Zip: _____ Phone: _____

Email: _____

Credit Card Payment Information for Deposit:

Credit Card No: _____ Exp. Date: _____

CVC (3-digit code): _____ Payment Amount: \$500 Deposit OR Other \$ _____

Signature: _____ Date: _____

CONTACT

For more information, please contact Body Beautiful at 1-800-510-5528.

You will receive an email or phone confirmation when your registration has been received.



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