



# HERMOSO

HERMOSO BEAUTY ACADEMY

ENGLISH

# MESSAGE FROM CEO



## Language teaching in five major global English, Chinese, French, Japanese, German

Embassy overseas embassies, diplomatic missions and international students for key stakeholders Cradle of Beauty Education.

**Hello, I'm CEO of HERMOSO. Kim, Mi - Ok.**

'HERMOSO' in Spanish means 'exceptional beauty' to mean our Gangnam office Hermoso Beauty Academy and the nation's first organic combination Total Beauty Shop This unique system has been established.

Domestic and world-class leader in the beauty industry as a cow to jump Hermosillo in the following three basic beliefs and philosophy are operating.



### CEO Profile

- kyonggi Girls' High School Diploma / Kyung Hee University, graduating
- Jean-pierre Fleunimon Make up school completion
- Completed Christian chauveau Make up school
- Donga-tv style broadcast programs sponsored by the entire General
- KMTV-style TV program sponsored by the entire General
- Exclusive sponsorship general style MBC Talent
- KBS2TV "VJ Commandos" wedding program aired
- Dong-TV "I Love You Die Fashion Advisors" program in progress
- Miss University sponsored general sheet
- Korea Association of International Affairs Advisory Committee make-up expert
- Association of International Affairs Advisory Committee for four days
- Jury WHOSNEXT
- Jury MRS WORLD KOREA
- Tineseujyeo World Pageant Jury
- Miss Korea Jury
- Miss Intercontinental Jury
- JYP gongcheohdisyeon Jury
- Beauty Myongji College Art Professor
- Kyonggi University professor of media and entertainment



# MESSAGE FROM CEO



## First, \_\_\_\_\_ The best artists to drain.

Based on the industry's best instructors with cutting-edge systems and a variety of classroom curriculum, JYP, SM entertainment leading domestic and broadcasters on-site training programs through a partnership with a variety of creative and operational personnel on-site emissions are adaptable.

## Second, \_\_\_\_\_ Employment and entrepreneurship is a partner.

By Christian Dior, Bobby Brown, Mac, and the cosmetics industry, Park, Seung - Chul Hair Studio. Jacques Jeu de Sao famous beauty shop etc., with four major networks and enterprise collaboration, the power over the operation of the program is Employment Security.

hermoso Beauty Academy and at the same time as the Salon de Hermoso cattle operations Academy Students and graduates through on-site technical and practical know-how relating to the operation learning Salon actual entrepreneurship consulting support to operate a program with the establishment of the partnership is to: of creative and operational personnel on-site emissions are adaptable.

## Third, \_\_\_\_\_ The Global hermoso is True.

Shop Beauty Academy and operated in Korea accumulated know-how, brand strength based on the 2012 China started the second half of Thailand, Indonesia are planning to enter the overseas market. The Beauty Place Hermoso expressly with the dream of your future, you will open.

Thank you.



HERMOSO  
BEAUTY ACADEMY  
CEO



# INTERNAL VIEW OF SCHOOL



GLOBAL  
HERMOSO  
BEAUTY  
ACADEMY





Official hair and make-up sponsor for the 5th Korea Style Week

01

2015

2014

12

Official hair and make-up sponsor for the 5th korea style week

11

Official hair and make-up sponsor for the 6th Seoul Success Awards 2014 "Fur Fashion Show"

10

Official hair and make-up sponsor for 2014 Seoul Fashion Week  
(DDP Dongdaemun Fashion Design)

09

Official hair and make-up sponsor for 2014 Miss Tourism Queen International Korea

08

Official hair and make-up sponsor for JYP Public Audition

07

Official hair and make-up sponsor for JYP showcase

07

Official hair and make-up sponsor for the 4th Korea Style Week

06

Official hair and make-up sponsor for the 2014 Miss Korea Contest in Seoul

05

Official Hair & Make-up Sponsor for the profile photography of the 2014 Miss Korea  
Contest in Seoul

03

Official make-up sponsor for the 2014 Seoul Fashion Week  
(DDP Dongdaemun Fashion Design)

02

Official hair and make-up sponsor for JYP Profile photography

01

Official hair and make-up sponsorfor JYP showcase

01

Official hair and make-up sponsor for Clacks photoshoot (Beast and various artists)

Official hair and make-up sponsor for the Miss First Beauty world charity

Official hair and make-up sponsor for the 5th Seoul Success Awards in 2013  
("Fur Fashion Show")

Official hair and make-up sponsor for the new Girl Group "Peach Girl"

Official hair and make-up sponsor for the Boy band "Red Apple"

Official hair and make-up sponsor for the Miss First Beauty charity

Official hair and make-up sponsor for K-Girls (Girl Group) "fly high" music video

Official hair and make-up sponsor for the 2013 world competition for Miss Asia Pacific

Official hair and make-up sponsor for the 5 membered idol group, "N.O.M"

Official hair and make-up sponsor for JYP Public Audition

Official hair and make-up sponsor for JYP Showcase

Miss Korea Seoul official sponsorship finals

Miss Korea Seoul official sponsors shooting competitions Profile

KPOP Star season two public broadcasting hair / makeup official sponsorship

JYP Audition official sponsorship

Song hyegyo, makeup covering March YStar

JYP official sponsor showcase

12

2013

11

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09

07

05

03

02



2012

- 10 Hangzhou, China, in October fashion show hair / makeup official sponsorship
- 08 JYP Profile Hair / Makeup Official Sponsor
- JYP official sponsor showcase
- JYP Audition official sponsorship bonds
- 06 MBC Mon-Tue tree "man-up boom" covering
- Korea Economic TV Dr. Season 2 is finished beauty!
- MBN 8 o'clock news "craze covering licensed beautician"
- Kim, Mi - Ok represented by the council review the best beauty MAKE UP & HAIR official sponsorship
- 04 Survival Audition "K-POP Star" Official Sponsor
- 03 Survival Audition "K-POP Star" Official Sponsor
- 02 SBS Survival Audition "K-POP Star" Official Sponsor

- CHOP HAIR business cooperation
- Professional Center & Salon de Hermoso open
- THE SUPER MODEL ASIAN BEAUTY CONTEST official sponsor
- MOMO HAIR24 business partnership agreement in October
- JYP & SM Academy Official Sponsor Showcase
- Official Launching September Larissa brand sponsorship
- Official Sponsors June Gag Concert
- Miss Intercontinental official sponsor
- white hair business cooperation
- JYP audition-based official sponsors bonds
- SM Academy "Showcase" the official sponsor
- KBS Gag Concert sponsored by the official

- 11
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2011

2010

- 08 SM Academy "Showcase" the official sponsor
- 06 "MRS World Korea" profile shot, and preliminary examination
- 05 "Miss ECO Korea" (Miss Eco-Korea Conference), the official sponsor
- 04 jeonghyeonjeongparapam business cooperation
- 03 jyakkeusangdejyu business cooperation
- Beautiful country and the people working partnership agreement in March
- "2010 Seoul Fashion Week F / W" official sponsor
- Farok Silk Therapy Korea official sponsor Corby
- 02 SM Academy "Showcase presentation of work," the official sponsor
- JYP "Bond audition 6 units & Showcase," an official sponsor
- JYP "Miss A" official sponsor debut recording profile
- Cube Entertainment Official Sponsor Showcase Beast & 4minute trainee



# HISTORY

Join the International trichologist Federation of Colorado in October registries  
5th generation audition for JYP bonds official sponsor  
Face Painting & Bodyart show 2009 JAPAN  
Beauty Design Expo 2009 participation  
Christian Dior, Shu Uemura, Bobbi Brown, MAC, Benefit business cooperation  
Park, Seung - Chul Hair Studio in September business cooperation  
2009 韩 中 supermodel contest sponsored by the official  
Miss Korea pageant official sponsor Incheon  
JYP Official Sponsor Showcase  
4th official sponsor JYP audition bonds  
S / S fashion show launch of the official sponsors Billabong

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2009  
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2008  
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09

MODA LAB Opening Party (hansong fashion) the official sponsor  
Dong-A University, graduating in October sponsored by the official exhibition  
Fashion Week in October 韩 中 official festival sponso  
Gangnam Fashion Festival in September 2008 an official sponsor  
JYP audition Sept. 3 groundbreaking ceremony sponsored by bonds  
09 'S / S SEOUL FASHION WEEK Official Sponsors

2007 "RNX musical fashion," the official sponsor  
Seoul in November 2006 "World Costume Festival" Official Sponsor  
2006 in Bangkok, Thailand 2006 "Racing Model Contest" Official Sponsor  
2005 Elite Model Contest sponsored by the official  
Republic of Korea Youth Film Festival in September sponsored by the official  
2005 Official Sponsors 2005 Miss Korea pageant  
2000 to 2004 for five consecutive years raengkidatkeom  
# 1 in Beauty Academy Awards  
2004 Miss Korea pageant 2004 official sponsor  
Herald in December "2003 Korea Management Innovation Award"  
16th "Miss World University Pageant," an official sponsor  
Universiade World University invited the official makeup sponsor fashion show  
2003 Miss Korea pageant official sponsor  
2003 the daily newspaper "Best readings brand Award 2003"  
MBC wedingfair exclusive makeup sponsor  
day chosen spot "Beauty Academy Award category winners"  
2002 Miss Korea pageant 2002 official sponsor  
Gyeongpodae "Cyber make up held" (Dong-a TV broadcast)  
Official March 2001 MBC production alliance partners  
(MBC exclusive power in charge of talent)

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2000





## MAKE-UP ART

The process of fostering a professional makeup artist with a wealth of practical experience and Know-how of a professional instructor will transfer. Typically, depending on the nature of the genre is divided into stage makeup and makeup are taught in video. Through education, self-learning how to best make-up and to foster creative thinking of students is aimed.

Special makeup, body painting, stage make-up, monotone makeup, art, makeup, etc., with applications in the field being a professional makeup courses are taught by instructors systematically.

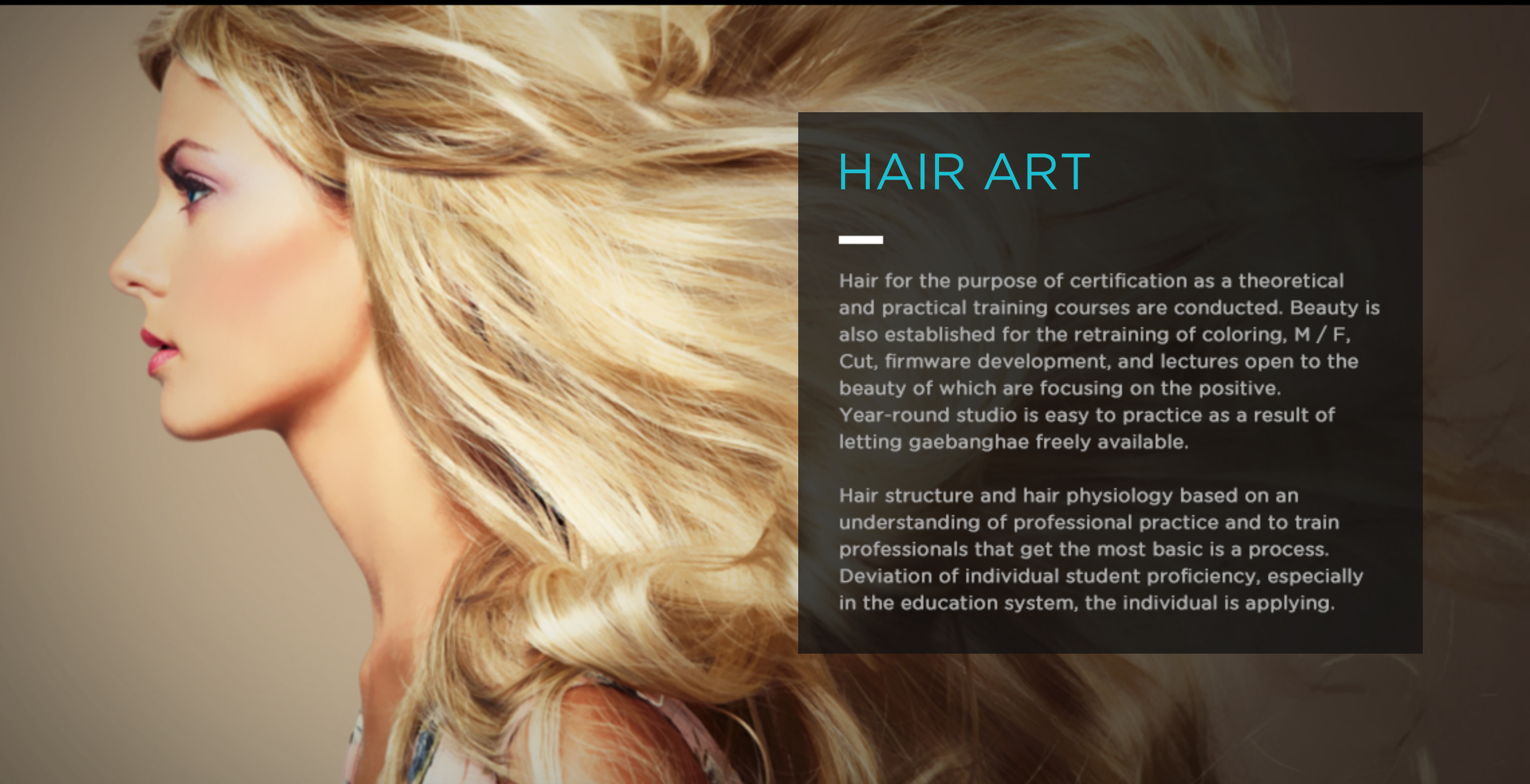
## HERMOSO BEAUTY ACADEMY SPECIAL MAKE-UP

- Advertising agencies and broadcasters / cosmetic company
- Freelance stylist
- Cultural Center / Wedding Shop
- Beauty Academy / film agency
- Theatre / Opera / Ballet Artists Exclusive
- Special make-up agency
- Events Company

- People with an interest in makeup and enthusiasm
- Professional makeup artist who has completed
- Extensive experience in the field of beauty and people
- Activities and creative people who want to have a job



# —HAIR CERTIFICATION



## HAIR ART

Hair for the purpose of certification as a theoretical and practical training courses are conducted. Beauty is also established for the retraining of coloring, M / F, Cut, firmware development, and lectures open to the beauty of which are focusing on the positive. Year-round studio is easy to practice as a result of letting gaebanghae freely available.

Hair structure and hair physiology based on an understanding of professional practice and to train professionals that get the most basic is a process. Deviation of individual student proficiency, especially in the education system, the individual is applying.

- Beauty salon
- Events Company / Wedding Shop / Beauty Academy
- Theatre / Opera / Ballet Artists Exclusive
- Special make-up agency
- Film agency, the event company

- Person who is interested in beauty and enthusiasm
- Those who practice degenerating into a career
- Those who wish to operate personal shop

HERMOSO  
BEAUTY  
ACADEMY  
SPECIAL HAIR ART





## NAIL ART

Nail salons, nail shops, such as working for the style of the scene is the process of intensive training. Experienced hands are excellent teachers and the introduction of advanced education system in accordance with national circumstances it can work on-site training and the skills and confidence in the incubate.

Four days to become an expert in the field of stage technician certification for a class four days a variety of theory and technique is the process of learning.

# HERMOSO BEAUTY ACADEMY SPECIAL NAIL ART

- Beauty salon specializing in operating
- Department stores, salons, skin care, hotels, shopping malls, etc. neilba operating
- Exhibited various fashion magazines work / personal work exhibited in four days jakpumjip
- TV celebrity paesyeonmodeldeung coordinator four days
- Wedding Shop, advertising coordinator paesyeopjapji-deung four days
- Beauty Academy lectures / products of the company acting as an instructor training
- Cultural Center and the University Lecture

- Person who is interested in beauty and enthusiasm
- Those who practice degenerating into a career
- Those who wish to operate personal shop





# AESTHETIC

Improvement of living standards and wellbeing of the success have an interest in skin care skin care shop to find is a trend in increase in the number of women. Regular skin care skin care on the overall process of education on the technical side, which consists of a lopsided, but the exact theory based on a systematic scientific approach to education is a process for specialist training.

Massage of the face and body, usually used in hospitals using a pack, and learn how to manage the job, so when actually using adaptive devices, such as the overall fastest practice-oriented classes and theory classes are conducted. In addition to the facial skin care body massage refers to a technique that use cosmetics, as well as the surface of the skin due to the use of control devices haejugo makeup and skin care to eat well to feel the effects of educational process.

HERMOSO  
BEAUTY  
ACADEMY  
SPECIAL AESTHETIC

- Activities as an educator / stations and advertising agencies, Ltd.
- Cosmetics companies / freelancers / stylist
- Cultural Center / Wedding Shop
- Beauty Academy / film agency
- Theatre / Opera / Ballet Artists Exclusive
- Special makeup agency / event company

- Skin care and body treatments who are interested in
- Who is interested in studying entrepreneurship and
- Many hobbyists who are interested in his skin
- Beauty for education instructor who is interested in entering



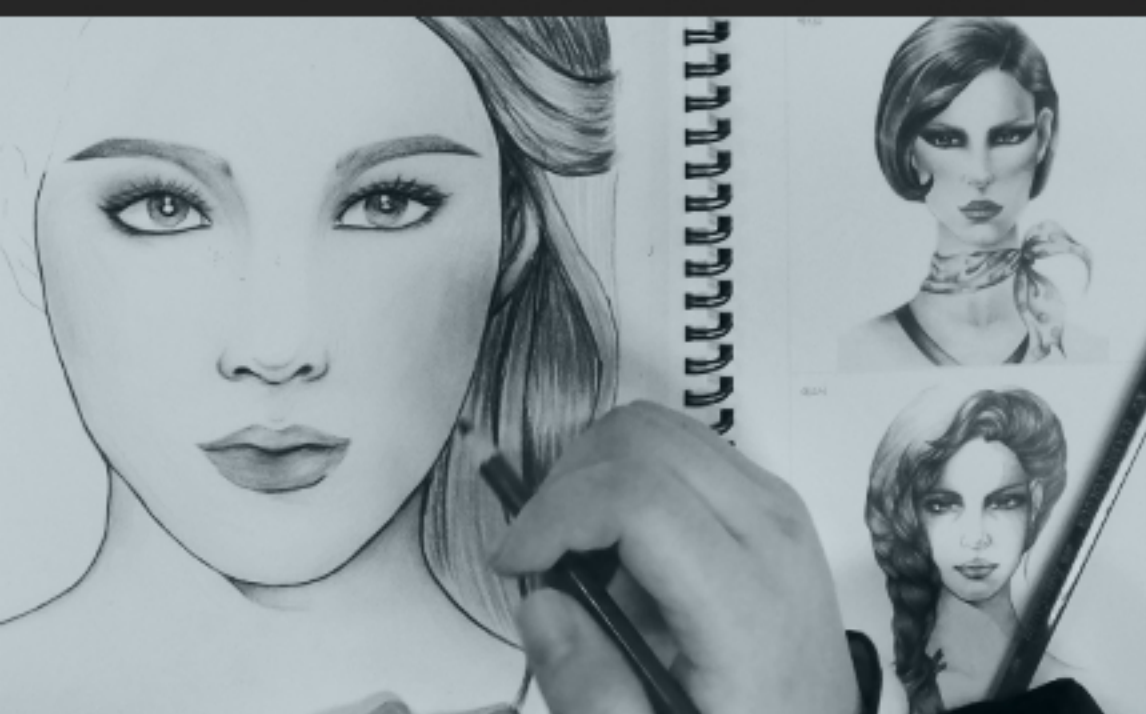
# COLLEGE PREP SCHOOL



## COLLEGE PREP SCHOOL

Sungshin University of Culture and Arts of the new 2011 Fusion and its power and restructuring. Convergence Culture & Arts University of Culture and Arts Management, Media & acting department, Department of Modern Applied Music, Dance Art Department, the Department consists of five make up design class etc.,. total of 21 years of age group emerged as a new yumangjik and makeup design departments of Sungshin is

"Creativity and expression of" practical subjects can express your own personality to conduct classes in the illustrations, and the imagination to grasp the power of delineation and coloring skills and imagination by the direction and develop the skills necessary to describe the creative teaching methods which boasts a high success rate.



The fashion industry including fashion stylist broadcasting, magazines, advertising, film, theater and events in various fields such as planning and costume characters, as well as hair, makeup, accessories, props, etc. will create the overall style. In other words, fashion stylist for fashion in general knowledge and skill, and rapidly changing environment and culture and the creative spirit and a comprehensive planning and presenting fashion styling is a fashion expert.

Strict, eligibility level of the country through the management fashion are met by a specialist professional knowledge and expertise to evaluate process are engaged in related fields to do their jobs with a good cause, fashion and beauty fashion including students who are majoring in the field of be prepared by a qualified list of related occupations known to make excellent candidates



# SALON DE HERMOSO

**"Over-the-shoulder trouble, and technology learning designer after becoming established and that the step-by-step approach has already faded.**

**Professional Center, Salon de Hermoso cattle in the salon all relevant skills and knowledge learned work on the establishment one-stop system, a professional to create Please! "**



Hermoso turmoil in Spanish swan, drew others means, our hermoso Beauty Academy Make-up and hair, skin care, nail art, each sector-specific job training system and its own Memorandum of Understanding (MOU) agreements students through effective hands-on training and employment to ensure can.

Existing fieldwork reinforce the newly introduced system development program is in progress within the Academy class, but hermoso newly opened Beauty Academy's Professional Center will be done at Salon de Hermoso. Site, including technology management and take all the class may be, beauty is not practical under license so that you can have a real hair salon business. Beginner in a luxurious salon environment, a real lab for students who have completed before you open your own salon salrongde Hermoso practices in small and start-up and management know-how so that you can earn, and the scale of 170 in the lab and establish and research class progressed more efficiently and concurrent high quality education for students is in progress.

As a superintendent, especially facilities that do not have their own small franchise salon and contracted staff and regular training is conducted.

Currently Momo hair 24 hours, CHOP HAIR, etc. Salon and commissioned education agreement maeteo Salon techniques and self-retraining process, and Hermosillo cattle ongoing marketing and student programs for the upgrade sikyeoseo country outside the world's leading Beauty Academy and brand salon confidently a glorious promise.

