

Continental School of Beauty Culture

by kate hamilton

For 40 years, the Continental School of Beauty Culture has educated students on all aspects of the beauty industry. Emphasizing body wellness, the Continental School has grown from a beauty supply company to the second largest beauty school chain in New York, emphasizing excellence in esthetics, cosmetology, nail technology and waxing services.

Established by Mike Silver in 1960, the school led under the expertise of Art Resso, an established hairdresser, grew to include cosmetology, waxing and nail technology to its curriculum offerings. With its success, the school also opened four additional locations, providing its programs to estheticians throughout the state.

Broad education

Each educational program offered by the Continental School of Beauty Culture is licensed by the New York State Education Department and approved by the U.S. Department of Education. It also has received accreditation by the National Accrediting Commission of Cosmetology Arts and Sciences (NACCAS).

The Continental School has offered esthetics since 1996, becoming the first school to add a licensed esthetics program. Esthetics is offered at the Rochester, West Seneca and Olean locations. The 600-hour training includes instruction on anatomy



Continental School of Beauty Culture

Main Location:

633 Jefferson Road
Rochester, NY 14623
585-272-8060

*Cosmetology, esthetics, waxing
and nail technology offered at this
location.*

215 Main Street
Batavia, NY 14020

Cosmetology offered at this location.

326 Kenmore Avenue
Buffalo, NY 14223

*Cosmetology and nail technology of-
fered at this location.*

1050 Union Road
West Seneca, NY 14224

*Cosmetology and esthetics offered at
this location.*

515 N. Union Street
Olean, NY 14760

*Cosmetology, esthetics and nail
technology offered at this location.*

President: Charles Shumway

School Director: Kathleen Didas

Founding date: 1960

Programs: The school offers full-
time and part-time New York state
licensed programs in esthetics, cos-
metology, nail technology, waxing
and electrology.

Instructors: Three full-time.

Housing available: Students must
make individual housing arrange-
ments as the school offers no hous-
ing options. Commuters are offered
a reduced rate at a local hotel.

Student services: The institute pro-
vides students with job placement,
counseling, job search assistance
and post-graduation education. As
a senior project, students prepare a
résumé.

Admission requirements: Stu-
dents must have a high school
diploma or its equivalent.

School hours: The full-time
program is held Monday-Friday,
9:30 AM–4:45 PM, and the part-
time program is held Monday,
Wednesday and Thursday,
6 PM–10 PM and Saturday,
9 AM–4:45 PM.

Product lines: Clean + Easy,
Dermalogica, Novitá Spa and
Your Name Cosmetics.

Equipment lines: Clean + Easy
and Equipro.



*Kathleen Didas
School Director
Continental School of
Beauty Culture*

and physiology, structure and function of the skin, waxing and tweezing techniques, facial and body procedures, makeup, use of machines and business practices. The program, offered both full- and part-time, takes five to nine months, respectively. The cost of the program totals \$600.

Each student must complete a number of treatments, such as 50-minute facials, in order to graduate. Senior students perform treatments on clients such as waxing, body treatments, makeup application, facials and chemical peels under the supervision of a licensed instructor.

The 1,000-hour cosmetology program offered at the Continental School is available at all five locations. Students are trained on haircutting, hair sculpture and hair design, permanent waving and hair coloring, skin care and manicuring. Emphasis also is placed on salon management and customer relations to prepare a well-rounded esthetician.

Other programs offered at the school include nail technology, waxing and electrology. The 250-hour nail technology program is offered at the Rochester, Buffalo and Olean locations and emphasizes sculptured nails, basic manicure and pedicure, sanitation, electric filing and aromatherapy. The 75-hour waxing program offered at the Rochester location stresses safety, health, skin structure, tweezing, depilatories and waxing. The 120-hour electrology program can be completed in six weeks and covers anatomy, bacteriology and sterilization.

*The Continental School prepares
its students for the professional
industry by offering assistance
in job placement, counseling and
résumé preparation.*



The spacious clinic allows students to perform a variety of services and treatments on clients.



Students are supervised when treating

freedom to succeed



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Program certification

The Continental School of Beauty Culture offers only New York state-licensed programs, providing exceptional education opportunities to its students. The school takes pride in its certification process, offering state board testing at the school location and offering an above-and-beyond education. "We're there for the students while they're with us and after," says Charles Shumway, president. "As a result, we have a high passing rate on board licensing tests."

This success rate shows through the success of the school alumni's careers, which include successful spa owners, makeup artists, skin care specialists, electrologists, spa coordinators, cosmetologists and manicurists.

Job preparation

The Continental School prepares its students for the professional industry by offering assistance in job placement, counseling and résumé preparation. The open door policy at the school allows students to take advantage of continuing education programs post-graduation. "We're most proud of our policy that any graduate of our school can come back after graduation for post-graduate work," says Shumway.

Emphasis is placed on clinical and people skills, supplying each student with a solid knowledge base to succeed, and students are reminded to put the client first. "The client comes first. People come to estheticians for a service and our students need to provide the best service," states Shumway.



clients by a licensed instructor.

Licensed instructors provide hands-on training and education to students.

The facility

Starting in one room, the esthetics program over the last five years has outgrown a 1,200-square-foot space and nearly its current 5,000-square-foot facility. The current school facility boasts 20 rooms and a clinic open to the public. Classrooms for instruction include two esthetic and one nail classroom. In addition, the building houses administrative offices, library, conference room, teacher's room and break rooms. The spacious clinic area includes five facial rooms, two body treatment rooms, three separate waxing areas, nail and pedicure rooms, and a makeup counter.

Beyond the school walls

The school has remained active in the community offering discounted services to disadvantaged people, sponsoring fundraisers such as the March of Dimes and the Cancer Society, donating to orphanages and visiting nursing homes. "We've been in the community for more than 40 years and we're responsible to many members of the community," says Shumway.

Continuing to offer high excellence throughout its programs has made the Continental School of Beauty Culture an exclusive provider in licensed esthetic programs. Emphasis on the client and its students' success not only provides top-notch education to each student but also produces top-notch professionals for the skin care industry. ■

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