

# There is a Crisis in the Beauty and Wellness Industry

Employers

**WE NEED  
YOUR HELP  
Today!**

**AACS**

REPRESENTING BEAUTY & WELLNESS EDUCATION

— SINCE 1924 —

The beauty and wellness education sector is under attack from the Department of Education. According to the Associated Press, more than two-thirds of the private cosmetology programs would lose the availability to participate in the student federal loan program. This would essentially close these schools, exacerbating a shortage of beauty and wellness professionals.

With any newly proposed rules, the Department of Education allows public comments. We are asking that you take a few minutes to share your concerns with the proposed gainful employment rules which will have a devastating impact on the beauty and wellness sector. Don't let the government take away federal student aid from future beauty and wellness professionals.

## It's as easy as 1, 2, 3

**Deadline for Submission is June 20**

**1**

**Please draft a short response and include the following:**

June \_\_, 2023

Secretary Cardona  
U.S. Department of Education  
400 Maryland Avenue SW  
Washington, D.C. 20202

Re: Comment – Employer  
Docket ID ED-2023-OPE-0089

Dear Secretary Cardona:

### **Paragraph 1 (Introduction):**

- Introduce and provide the following information about your company:
  - Name and location
  - Statement about the company's involvement in beauty & wellness industry and relations with schools that are members of the American Association of Cosmetology Schools
- Provide reason for submitting comment.

### **Paragraph 2 (Please utilize one or more comments):**

- Provide additional information about your company:
  - Small business (if applicable), number of employees, years in business, description of services, etc.
  - Provide any earnings information for graduates of cosmetology schools that demonstrates they make more than \$12.50/hour
- Describe impact that gainful employment rule will have on the company and graduates of cosmetology schools.
  - Impact on increasing demand for skilled, licensed employees;
  - Statement on hiring process and relationship with cosmetology schools; and
  - Provide relevant workforce statistics
- Describe impact that gainful employment rule will have on beauty and wellness industry.
  - Provide statistics on industry growth;
  - Provide information on local community colleges and their cosmetology offerings;
  - Provide analysis on next steps of industry if the schools are forced into closure.

### **Paragraph 3: (Conclusion)**

- Provide strong statement on impact of Gainful Employment Rule: The Gainful Employment Rule will result in loss of Title IV eligibility, which will eventually lead to school closures that will have a devastating impact on the industry.
- Thank the Department for consideration of the comment.

**2**

**Open your browser and CLICK HERE ([rebrand.ly/GEresponse](https://rebrand.ly/GEresponse))**

**3**

**Click on the blue "Comment" box and either upload your comments in Word or PDF format to the "Attach Files" section or cut and past in the "Comment" section and complete the form.**

**You're Done! Thank you for taking time to support the beauty and wellness education sector**