



EDUCATION CERTIFICATION COURSE

MIRABELLA®

WELCOME!

You are now part of the elite Mirabella team of artists and educators that have been instrumental in making Mirabella Beauty Products the leading line of cosmetics used by salon professionals.

Mirabella aims to provide continuous education to our most valuable assets: the stores, salons, and spas that retail our products! Mirabella is a trusted partner with spa and salon owners, working successfully together to sell our cosmetics. Through our development of luxury formulas, wearable color options, competitive product offerings, and glamorous packaging, Mirabella aspires to create a line of “destination products” that will keep consumers loyal to our retailers.

On the following pages, you will learn more about Mirabella, educator expectations and education training guidelines. Use this guide as a reference throughout your time as a Mirabella educator and artist.

Welcome to the team!



WHAT IS AN EDUCATOR?

expert, teacher, support, artist



MIRABELLA®

What is an educator?

Your role will include educating salon professionals and salon owners on Mirabella products and techniques. Not only will you teach classes, but you will participate in targeted events, and conduct makeup applications and demonstrations in salons and stores. You will also be responsible to educate salons on how they can grow their cosmetic business.

Ultimately, you will support the salons and spas that love, use, and sell our line and help Mirabella grow!

MIRABELLA®



EDUCATOR ROLES & RESPONSIBILITIES

- Represent Mirabella's company standards and values
- Support Mirabella sales and growth
- Teach salons how to successfully retail cosmetics
- Emphasize importance of performing a Mirabella Minutes on every client
- Share Mirabella's points of difference:
 - Mineral-based makeup
 - Gluten-free, Paraben-free, Talc-free, FD&C/D&C free*, Fragrance-free*
 - Anti-aging benefits
 - Anti-inflammatory
 - Alcohol-free, Lead-free

* where possible



EDUCATOR ROLES & RESPONSIBILITIES CONTINUED

- Master Mirabella applications and demonstrations that encourage sales
- Demonstrate and enforce proper sanitation practices for both the display unit and during product applications
- Support stores and salons by ensuring all Mirabella products, displays and surrounding areas are cleaned, stocked, and updated
- Prepare our new salons with the tools and information they need to be successful cosmetics retailers and long-term partners
- Plan and execute successful events

MIRABELLA®



EDUCATOR EXPECTATIONS

Professional, Punctual Proactive, Energetic.





EDUCATOR EXPECTATIONS

- Represent Mirabella in a positive and professional manner
 - Leave all personal issues at home when leading or attending any Mirabella associated event.*
- Provide helpful, positive and energetic knowledge when discussing Mirabella and our products
- Be proactive in the beauty/cosmetics industry - keep updated on new trends, helpful techniques and important selling tips
 - Many salons will turn to their educators for help with executing the newest beauty fads and PK knowledge-this will result in SALES!
- Provide professional and timely communication with both Mirabella home office and salons/spas



EDUCATOR EXPECTATIONS CONTINUED

- Be Timely. Arrive to events with plenty of time for setup *30 mins prior to start time is recommended.*
- Respect and follow the rules of the facility you are visiting *If the staff are expected to follow a certain rule, so are you.*
- Submit confirmed education dates, times and course/event details as soon as scheduled to Education Manager
- Track sales of in-salon events, complete the post-event of post-class recap form and send to Education Manager within 48 hrs. of event or class



EDUCATOR EXPECTATIONS CONTINUED

- Check email and phone messages from Mirabella and salons/spas/stores daily (M-F) *Timely communication is important in order to properly service our retailers and is essential to maintaining good standing as an Educator.*
- Ensure all classes/events are pre-approved with Education Manager or home office prior to scheduling
- Only use Mirabella cosmetics and tools exclusively on class/event days *Using exclusively Mirabella cosmetics and tools is a perfect way to showcase our products and how they can be used, as well as setting an example for the salon staff.*
- Participate in Mirabella Monthly Educator call/webinar *This is a very important tool that is used to keep you updated and informed. An educator is allowed to miss only 3 calls per year- monthly calls are imperative for this role.*



EDUCATOR EXPECTATIONS CONTINUED

- Maintain professionalism at all times, including but not limited to: a professional dress code, personal hygiene, well-groomed appearance and a strong communication chain between yourself, the salon, and home office

- Professional and accurate representation of yourself and of Mirabella on social media channels *Unseemly*

behavior on Mirabella's social media sites is reason for losing good standing as an Educator.

- Post event evaluations will be sent to salons/spas following each event to evaluate your performance

The results of these evaluations are taken seriously and are essential to remain in good standing as an Educator.

EMERGENCY PROTOCOL



*Since salons book out education and events often weeks/months in advance, it is essential that classes are not canceled, and you are always on time - **unless there is a true emergency.***

Class cancelations are rare.

Should an emergency arise, you are required to call the National Education Manager (or a Home office employee if the NEM is unavailable) and the salon/spa immediately.

MIRABELLA[®]

PROFESSIONAL CONDUCT AND DRESS CODE

The appearance of a Mirabella Educator is an important factor in performing duties for Mirabella functions. It is standard protocol for all educators to project a professional yet fashion-forward appearance. Adherence to the dress code is imperative in remaining in good standing as an educator.

- Black top and black bottoms, or a black dress
- No jeans or ripped clothing
- No miniskirts or mini dresses without opaque tights
- No flip flops
- No gum chewing
- No bra straps showing
- Facial piercings (besides ears) removed
- No sheer tops without camisole
- No midriff showing
- Hair and nails clean, makeup fresh and dress fashionable
- Hygiene impeccable
- Take into consideration fashion trends appropriate for individual body type
- And, of course, wear only Mirabella

MIRABELLA®

COSMETIC UNIT & CLIENT SANITATION

Prior to starting, it is recommended that salon staff sanitize their hands in front of clients whom they bring to the cosmetic unit, and that they hand the sanitizer to the client also.

Clients will appreciate the staff member's efforts to keep them and others safe.

MIRABELLA®



BRUSHES



*Brushes should be cleaned in between each client and after each time touching the client's skin. **This includes going back to a palette for more color.***

The brush needs to be wiped on a towel that has been misted with a 50/50 mix of water & alcohol or brush cleaner every time it touches a client's skin and before picking up more product to apply.

MIRABELLA®

MASCARA



*Individual disposable
mascara wands should be
used to apply mascara.*

*A mascara wand should never be
double dipped into the mascara
tube once used.*

MIRABELLA®

LIPSTICK



The proper lipstick procedure must be followed by using a makeup spatula to scrap off product and then placing it on a palette or back of a sanitized hand.

You may then use a sanitized lip brush to apply.

Using alcohol on a lipstick tube is not acceptable and should not be taught. It will change the integrity of the lipstick.

Remove color from the top of the bullet, not the side.

MIRABELLA[®]

LIP GLOSS



*Disposable lip gloss wands
are to be used to demo any
tubed lip product.*

***Do not double dip wands into tube
once used.***

MIRABELLA®

PENCILS



When showcasing a pencil, spray the pencil tip lightly with alcohol spray, wipe dry with a clean tissue or towel, and then sharpen pencil in front of the client.

Mist the pencil again, and pat dry.

The pencil is now properly sanitized and can be used on a client.

MIRABELLA[®]



EDUCATION REQUEST PROCESS

- Salons/spas that need education should visit www.mirabellabeauty.com/pages/education to fill out the Education Request Form prior to being contacted by an Educator.
- The form will automatically get forwarded to the home office for review. If the salon meets the minimum wholesale requirements (\$3000 in quarter), the Educator's rates and expenses will be paid for by Mirabella. Should a salon not meet the minimum retail sales requirements to qualify for education paid for by Mirabella, they are welcome to contract out the educator at his/her 1/2 day or full day rate, paid directly to the individual.
- Once reviewed, the Education Manager will contact the closest residing educator to pass along salon information.



EDUCATION REQUEST PROCESS CONTINUED

- The educator has 24 hours to respond in order to accept or deny the job. If the educator does not respond, we will move on to the next educator.
- The educator is then required to reach out to the salon/spa within 48 hours in order to coordinate dates and times for the class/event.
- The class/event needs to be scheduled within 5 business days, and all details need to then be relayed to the Education Manager for placement on master calendar.

EDUCATOR PAYMENT STRUCTURE

Educators are required to fill out and submit a W-9 Independent Contractor Tax Form that can be obtained from the Mirabella home office.

All educators are independent contractors and not direct employees of Mirabella.

Reimbursements will be based on a 1/2 day or full day rate. This rate will be stated in the initial contract with each individual Educator. Mileage, hotel, meals, etc. will be handled on a case by case basis dependent upon the location of the Educator in relation to the location of the class/event. Should a hotel or rental car be required, the Educator will be responsible for booking all reservations compliant with the Mirabella guidelines, also stated in their contract.

MIRABELLA[®]

