

MARINELLO SCHOOLS OF BEAUTY
ACQUIRES THE EUROPEAN INSTITUTE OF COSMETOLOGY , PORTLAND, OR.

LOS ANGELES, CA — Marinello Schools of Beauty, the West Coast’s largest and longest-established chain of beauty schools, recently purchased the European Institute of Cosmetology, in Portland, Oregon. The acquisition of this well-established school brings the number of Marinello campuses to 40 and marks the school’s expansion into Oregon as the fourth state in which Marinello campuses are located, joining those in California, Nevada and Utah.

Described as “The Ivy League of Cosmetology,” the European Institute of Cosmetology is an elegant campus with state-of-the-art learning facilities. Located in an 8,000 square foot historic bank building, EIC provides a large clinic area, supporting more than 30 hair stations, a manicure room, and pedicure area, and the “Esthetics Vault” located in one of the actual bank vaults that was kept to retain the historic flavor of the building. Offering cosmetology and esthetics education for both students and career professionals seeking advancement, the EIC faculty offer a combined 65 years of “real life” experience. The school also offers a wide range of affordable quality salon/spa services provided by students under the supervision of instructors.

Commented Archana Kaushal, Marinello Director of Marketing, “European Institute of Cosmetology is a beautiful campus with an established tradition of high-quality beauty education, making it the perfect campus to include under the highly-respected Marinello name.” She added, “We look forward to working with the staff at EIC to bring significant educational and career opportunities to the many prospective students in the Portland area seeking to enter the dynamic and ever-expanding beauty profession.”

About Marinello Schools of Beauty: One of the premier beauty schools on the West Coast, Marinello Schools of Beauty (www.marinello.com) has been a leader in beauty education since 1905. Offering a variety of cosmetology and esthetician programs, Marinello Schools of Beauty employs a “hands on” approach to instruction to allow for the most effective learning practices. With 40 convenient campus locations, affordable spa and salon services are offered and performed by supervised Marinello students.

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