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Breaking News

## ROLFS Global Founder Develops Higher-Education Program for Beauty Professionals

Introduces the first-ever degree program in Health, Entrepreneurship and Innovation with an emphasis on personal care.



Francis Tesmer, ROLFS Global CEO.

Beauty Packaging Staff 10.26.20

[ROLFS Global](#) CEO, Francis Tesmer, in collaboration with Mesa Community College (MCC) and Arizona State University (ASU), has pioneered the creation and development of a higher-level degree program in Health, Entrepreneurship and Innovation with an emphasis on personal care.

In partnership with [MCC](#), and with [L'Oréal's](#) support, students around the globe can now earn the first ever [Associate in Applied Science \(AAS\) in Beauty and Wellness](#) and then apply to a [Bachelor of Applied Science \(BAS\)](#) degree program in Health, Entrepreneurship and Innovation with an emphasis on personal care.

This degree progression is designed to create an elevated future filled with prestige and financial stability for the 1.7 million beauty professionals, preparing them for a wide range of career opportunities in the 21st century customers and markets. Courses will teach students skills in finance, marketing leadership, ethics, communication and evidence-based decision-making.

"This is the time for beauty to meet humanity," said Tesmer. "Our over \$500 billion dollar essential and powerful industry has the highest obligation to positively impact the world and human higher education, which will enable them to embrace a much bigger and more transformative role in the world. We have developed an accelerated program in which students can earn their transformational degree ever offered."

The program is offered online as well as on campus, or a hybrid of the two. The online platform helps the student to take classes around their work and family schedules and allows the degree to be completed by international students.

### Support from L'Oréal

Tesmer also enlisted the support of L'Oréal USA's Professional Products Division (PPD) to provide additional opportunities for the students enrolled in the program. By leveraging the company's support and education content, experts for guest lecturers and speaking engagements, as well as mentorship, apprenticeship and other education and career advancement opportunities.

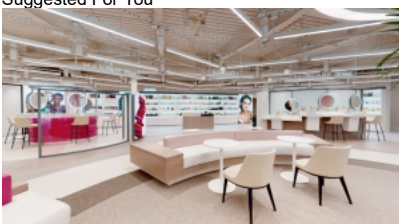
"I applaud Francis Tesmer and ROLFS Global for their vision and commitment to make this higher education pathway a reality for the next generation of beauty professionals," commented that other institutions of higher learning across the United States will embrace this pioneering model which will create new opportunities for professionals within this critically important sector.

Along with its academic partners, ROLFS Global is currently working to scale this program nationally.

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