



Gigi Philip, the campus general manager at Tricoci University of Beauty Culture, works at the clinic Aug. 12 in Libertyville. (Brian O'Mahoney/Staff Photographer)

In tough times, Tricoci provides style for cheap

By **STEPHANIE KOHL**
skohl@pioneerlocal.com

Students of the Tricoci University of Beauty Culture in Libertyville are hearing more and more clients say that the tough economy has brought them through the doors of the clinic.

Tricoci University of Beauty Culture, 751 E. Park Ave., is a beauty education provider founded by industry leader Mario Tricoci. It provides the same services as traditional salons, but at a lower rate since the work is performed by students under the supervision of teachers.

"Some people have mentioned that because of the economy, they are coming here," said general manager Gigi Philip.

Valerie Goranson, a Libertyville resident, is one of the customers attracted to the clinic because of the current economy.

"I'm trying to cut back on my expenses," she said. "This is just one of the places I thought I could cut back."

While Goranson said she

has paid anywhere from \$30 to \$60 for a haircut in the past, her visit to the Tricoci clinic cost her \$13.

Emily Barack, a student who has been in the school since April, worked with Goranson. Barack said she has seen a lot of clients coming in for the cost savings, with one client even telling Barack she thought she was getting a better haircut with the same products than she was receiving at some of the salons she went to.

While the clinic has many repeat customers, it sees new customers week after week.

Andrea Hartley, a student who has been at the school since May, said that of the 15 to 20 clients she sees each week, between three and five are new clients.

"It's basically the same (service) as what you would normally get, but cheaper," Hartley said of the services at the clinic. "We go step-by-step through each process and make sure they are comfortable before we start."

All clients have a consultation with the student stylist and a teacher before any

work is done, and the work is checked before the client walks out of the clinic. Students receive a grade for each service they complete.

"None of our students do service without training in the classroom," Philip said, adding that each student completes 11 weeks of class and practice on each other, on mannequins and on models before working in the clinic.

In an average week, Philip said the clinic sees about 175 clients. First time clients are also offered coupons. The Libertyville clinic has been open for about three years.

"We have our discounted services and sometimes you save on top of that," Philip said.

The clinic is open from 9:30 a.m. until 4 p.m. and 5:30 p.m. until 9 p.m. Tuesday through Friday, and 9 a.m. until 4 p.m. on Saturdays. Walk-ins are encouraged, but there are limited appointments available for a \$5 convenience fee. A complete list of services offered and prices are available at www.tricociuniversity.com.
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