PBA’S BEACON IS AN ELITE PROGRAM FOR STUDENTS
The Beacon program gives students a unique opportunity to gain career insights from leading beauty influencers, and network with owners from the most prestigious salons across the United States.

Designed to inspire and prepare students for a successful career, the Beacon program accepts a limited number of applicants each year.
FOLLOW YOUR PATH TO SUCCESS!

APPLY FOR BEACON 2024
FOR THE OPPORTUNITY TO JOIN THE BEST AND BRIGHTEST STUDENTS IN THE INDUSTRY.
WHY YOU SHOULD APPLY
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CONNECT WITH MENTORS

At Beacon, you'll connect with some of our industry's top experts, salon and spa owners, and influencers.
As a Beacon student, you will be a guest at the Premier Orlando show in Florida and attend the North American Hairstyling Awards (NAHA).
WHY YOU SHOULD APPLY

PROFESSIONAL GUIDANCE

Meet and network with the most influential professionals in the industry to help inspire and prepare you for your new career.
WHY YOU SHOULD APPLY

ELEVATE YOUR CAREER

Beacon students gain national recognition and access to a network of thousands of top salons across the U.S.
WHAT YOU NEED TO APPLY
CREATE A VIDEO INTRODUCTION

We want to get to know you! Bring to life your excitement for Beacon 2024, introduce yourself, and let us know why you need part of the Beacon class of 2024.
YOUR RESUME

CREATE YOUR CANVAS ME PORTFOLIO

Your portfolio and digital resume is the first impression for prospective employers. It should highlight your skill, experience, and showcase what sets you apart.
A LETTER OF RECOMMENDATION

Let those who know you brag a little! Ask an instructor or employer to tell us what makes you great.
Show us your work!

Build and share your social accounts

Your social portfolio is essential to show employers and clients your skills and expertise.
YOUR CAREER INVESTMENT
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BEACON APPLICATION FEE

$60 PBA MEMBERS | $85 REGULAR

Once accepted into the program, tuition for Beacon is $199. Your investment includes all program tools and materials, three days with top industry experts, Premier ticket, a NAHA ticket, and exclusive Beacon swag!

You are also responsible for travel expenses (airfare, hotels, etc).
YOUR CAREER INVESTMENT

NEED HELP APPLYING FOR BEACON?

Talk to your school to find out if they can help cover costs, and scholarships may also be available. Contact beacon@probeauty.org for info.
BEACON DATES

APPLICATION OPEN
SEPTEMBER 5, 2023

APPLICATION CLOSED
JANUARY 9, 2024

CLASS ANNOUNCED
MARCH 3, 2024

BEACON 2024
JUNE 1-3, 2024