



h a i r a r t i s t

Elizabeth Adam Salon & Day Spa
at Water Tower Place

845 North Michigan, Suite 908E
Chicago, Illinois 60611
Voice: 312-635-5116 Mobile: 312-771-8086

Susan@SusanMaccoy.com

Web: <http://www.susanmaccoy.com/legal.html>

Author, Educator, Consultant, Cosmetologist and Expert Witness

Curriculum Vitae

Susan Maccoy is an actively practicing cosmetologist and expert on beauty salon and spa products, processes, procedures, policies, and standards. An award-winning professional, she has held positions as a hair stylist and colorist and has served as a hair color and style educator.

Ms. Maccoy has assisted the legal profession in litigation and other legal matters related to the cosmetology and beauty salon and spa industry for 35 years. Her investigative work and expert opinions were instrumental in obtaining dismissals with prejudice in two actions, one civil and one federal, in 2011. Her expertise and professional experience encompass the full range of cosmetology products, services, and techniques. She is often called upon to provide opinions and assistance on topics involving:

Cosmetology standards of care and practice

State cosmetology regulations

Salon/spa policies, protocols, processes, and procedures

Salon/spa technical service policies and employment policies

Salon/spa safety practices

Salon/spa safety manuals, procedure guidelines, manuals, and handbooks

Salon/spa sanitation

Salon/spa injury and causation

Hair care services, including:

- Cleansing and conditioning
- Cutting and styling
- Bleaching/lightening and blonding
- Foil dimensional hair coloring/party colors/hi-lighting
- Coloring/dyeing, corrective coloring
- Permanent waving
- Straightening/relaxing, keratin treatments, smoothing treatment
- Manicuring and pedicuring

- Skin care, facials
- Salon site review

Author:

**"Down the Shampoo Bowl: The ABC's of Hair Salon Management"
1978 International Best Seller; 2012 Revised Edition Kindle/Paperback Amazon**

Awards Received:

Cosmetology:

**Outstanding Achievement Award–Glemby International 1977
Clairol Hair Fashion Award 1977–1978
Chicago's Stylist of the Year Award 1979
Today's Chicago Woman Reader's Choice Award, 1999–2003, 2004–2005
Chicago Hair Color Award 2012**

Special Appointments and Certifications:

Special Appointments:

**The Clairol Presidential Haircolorists' Council 1978–Current
National Academy of Sports Medicine (NASM), CPT Faculty 1991–1995
American Longevity Research Institute, Research Consultant 1991–1995**

Certifications:

**Brazilian Keratin Specialist 2009
Logics Guild of Master Hair Colorists, Expert Certification 1995**

Features and Published Credits:

Life Magazine	Vogue
Woman's Day	TCW
Modern Salon	Redbook
DFZ	Teen Magazine
Hairdo & Beauty	UPI International
Wig & Hair Pieces	Beauty World
TCW "Ask the Expert"	American Hairdresser
Chicago Sun-Times	Chicago Daily News
Chicago Tribune	Headway Magazine
Women's Weekly	Clairol Professional Haircolorist
Glemby Dateline	North Loop News
Goodman Theater/The Art Institute of Chicago	Free Street Theater
Prevention Magazine–Best Bets in Beauty, "Damage Control for Disaster Perms"	Sophisticates HairStyle Guide
Longevity Magazine "Anti-Aging Hair Color"	Pivot Point International: Continuing Education Series "Color Course"
	Pivot Point International: Design Forum "Color/style"

Teaching Credits:

Classrooms/Workshops:

Goodman Theater/The Art Institute of Chicago 1967–1971	Helene Curtis–USA, New Zealand, Australia, Africa–World Tour 1983–1989
Clairol Famous Haircolorist School, New York 1985–1990	Glemby International 1980–1984
Clairol Science of Haircolor 1983	Chicago Cosmetologists Association 1976
Clairol Summer Summit Workshop, Northwestern University, 1984	Pivot Point International Teachers' Symposium, private salon classrooms, Northwestern University, 1985

Published By-Line:

“Can Your Salon Stand the Test?” Creative Hair Designer 1978
Clairol Hair Color Success Guide 1982
“Ask the Expert” TCW 1999
”What Training Is Necessary to Be an Expert Witness?” Task 2012

Video Credits:

Salon Success Series I–V 1988
Pivot Point Video Education Series/Hair Color 1989

TV Credits:

Johnny Carson Show 1979	Jim Conway WGN-TV 1970
ABC 20/20 1969	AM Chicago 1972

Celebrity Client Listing:

Ami Madigan	Lady Bird Johnson
Barbara Walters	Mrs. Don Rickles
Sting	Rick Flair
Princess Diane Von Furstenburg	Lucille Ball
The Princesses Hussein	Myrna Loy

Consulting, Product Development, and Testing:

Helene Curtis/Unilever 1985–1990	Clairol Professional Inc. 1985–1990
Restore Products 1978	Glemby International 1982–1987
Alberto Culver 1977	Nancy Flynn & Associates 1990 –1994
Tony Gillette 1971	Lynch & Associates, P.C. 2009, 2012–2013

Designer and Trademark Owner:

The ProWorks Professional Haircare System® 2001
ReikiRocks Spa Products® 2001
Innovator of ReikiRocks® 2001
GODDESS® 2006

**The Longest Wig in the World 1978
www.SusanMaccoy.com 2001
www.OneGoddessWay.com 2001**

Education:

**Senn High School, Chicago, Illinois, graduated 1964
Virginia Farrell Beauty School Chicago, Illinois, graduated 1964
Chicago College of Commerce 1973
Goodman School of Drama/Period Wig Design, Makeup for Film & Theater 1970**

Working Cosmetologist:

**Susan Maccoy Enterprises, P.C.
Hair Artist and Expert for Cosmetology
Elizabeth Adam Salon and Day Spa
At Water Tower Place
845 North Michigan, Suite 908E
Chicago, Illinois 60611
312-635-5116**

Cosmetology Expert Witness:

Independent, 1980–Current

Professional Expert Organizations:

**Accepted 2013 – Forensic Expert Witness Association
Certified 2015 CFLC – Certified Forensic Litigation Consultant
Appointed 2015 – Board of Directors Midwest Chapter
Appointed 2016 – National Board of Directors – Membership
Awarded 2017 - FEWA National President's Award
for Meritorious Service by a Member**

Cosmetology Professional Organizations:

**Chicago Cosmetologist Association – Active 2017
Associated Hair Professionals – Active 2018**

Professional Cosmetologist—Licenses and Registrations:

**Illinois Cosmetology License # 011-109739, Active 1964–Current
Illinois Salon Registration # 189.007839, Active–Current
Florida Cosmetology License # CL1195040, Active 2008–Current
Continuing Education NCBTMB Provider, # 451889-12–Retired
Continuing Education Provider Sharper Educations - current**

Salon Experience:

**1998–Current Susan Maccoy Enterprises, P.C.
Hair Artist and Expert for Cosmetology
at Elizabeth Adam Salon and Day Spa
Water Tower Place
Chicago, Illinois 60611**

1993–1998 Susan Maccoy Enterprises, P.C.
at Paul Rehder Salon
939 North Rush Street
Chicago, Illinois 60611

1985–1993 Hair Artists
Creative Director/Owner
7 East Chestnut Street
Chicago, Illinois 60611

1978–1985 Glemby International
Consultant, Colorist, Stylist, Educator, Expert Witness
The Salon at I. Magnin Department Store
Drake Hotel
Michigan Avenue
Chicago, Illinois 60611

1965–1978 Owner
Loveliness Unlimited
Oak Street
Chicago, Illinois 60611



Susan Maccoy

Features and Published Credits Detail:

Media Release:

**Have You Asked for the Tat Chat With Your Haircolorist?
August 7, 2017**

Media Release:

**Susan Maccoy, Renowned Cosmetology Expert, Guides Professional
Cosmetologists And Tattoo Artists Through The Danger Of Exposure To Hair Dyes
While Wearing Tattoos
August 7, 2017**

White Paper:

Tattoo Safety Alert

**The Potentially Dangerous Combination of Hair Dyes and Tattoos:
What Every Consumer, Cosmetologist and Tattoo Artist Must Know
By Susan Maccoy, CFLC, Cosmetology Expert
August, 2015**

Media Release:

Down The Shampoo Bowl – The ABC's of Hair Salon Management (2012),

Author: Susan Maccoy

Currently Selling at [Amazon.com](https://www.amazon.com) in softback and Kindle versions

Media Release June 9, 2013 published in 110+ news outlets including:

***Miami Herald, Boston Globe, San Francisco Chronicle, Market Pulse,
CBS MoneyWatch, Virtual|Strategy Magazine, LA Daily News,
and Anchorage Daily News.***

(A full list available is upon request)

**Modern Salon, Cover feature, "Hair Color: Foil Wrapping for Men and Women,"
March 1978**

Creative Hair Designer, "Can Your Salon Stand the Test," March 1978

Today's Chicago Woman, "TCW Ask the Expert," February 1999

**Prevention Magazine–Best Bets in Beauty, "Damage Control for Disaster Perms,"
September 1999**

Pivot Point International: Design Forum, "Color/style," 1984

Pivot Point International: Continuing Education Series, "Color Course," 1983

Vogue, 1982

Teen Magazine, "10 Foot Long Wig," September 1970

**Chicago Cosmetologists Association News, "Hottest Show in Town: Susan
Maccoy," January 1976**

Avenue M, January 1976

Chicago Daily News, "Glamour Clinic," July 1976, August 1976, August 1978

Chicago Tribune, "Makeup Advice from the Pros," November 1978

Family Weekly, "Nail Design," April 1979

Life Magazine, "10 Foot Wig Photographer of the Year Award," May 1970

Woman's Day, 1970

Life Magazine, 1970

Redbook, 1970

DFZ, Japan, 1977

UPI International, 1970

Wig & Hair Pieces, 1970

Beauty World, June 1971

Modern Salon, March 1978, January 1977, June 1977, September 1977

Talk for Women, October 1978

American Salon Owner, March 1979

Chicago Today, December 1970

Chicago Sun-Times, December 1970, June 1976

Chicago Tribune, January 1976, June 1976

Headway Magazine, NZ, August 1979, September 1979

Clairol Professional Haircolorist/Salon Professional, June 1976, April 1978, June 1978, August 1978, May 1979

Glemby Dateline, November 1977, March 1978, November 1978, June 1979

North Loop News, "Makeovers that Make a Difference," February 1998

Sophisticates HairStyle Guide, "ProWorks," February 1979

Longevity Magazine, "Anti-Aging Hair Color," 1980

Web Design Awards:

Gold & Platinum Web Award 2002, 2004

Web Genie Award 2002, 2005

International Woman's Site of the Month 2004

People's Choice Award 2002

Best of the Web Awards 2003

Print Media Award 2005

Pro Flash Web Award 2004

Golden West Web Award 2003–2004

ReadyHosting Web Design Award 2005