



**Susan**  
h a i r a r t i s t

Florida Office:  
723 Nantucket Circle  
Lake Worth, Florida 33467

Voice: 312-635-5116 Mobile: 312-771-8086

[Susan@SusanMaccoy.com](mailto: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 hairstylist 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
- Haircare 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  
Milady Certified Infection Control 2020  
Barbicide Covid 19 Certification 2020**

**Features and Published Credits:**

<b>Life Magazine</b>	<b>Vogue</b>
<b>Woman's Day</b>	<b>TCW</b>
<b>Modern Salon</b>	<b>Redbook</b>
<b>DFZ</b>	<b>Teen Magazine</b>
<b>Hairdo &amp; Beauty</b>	<b>UPI International</b>
<b>Wig &amp; Hair Pieces</b>	<b>Beauty World</b>
<b>TCW "Ask the Expert"</b>	<b>American Hairdresser</b>
<b>Chicago Sun-Times</b>	<b>Chicago Daily News</b>
<b>Chicago Tribune</b>	<b>Headway Magazine</b>
<b>Women's Weekly</b>	<b>Clairol Professional Haircolorist</b>
<b>Glemby Dateline</b>	<b>North Loop News</b>

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, PC 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 Consultant:**

**Susan Maccoy Enterprises, PC.**  
**Hair Artist and Expert for**

**Brazen Hair Design**  
**6127 Lake Worth Road**  
**Greenacres, Florida 33463**

**Cosmetology, Expert Witness:**  
**Independent, 2022–Current**

**Professional Expert Organizations:**

**Accepted 2021 – FEWA Senior Advisor Midwest Region**  
**Accepted 2021 – FEWA Vice President East Region**  
**Accepted 2021 – FEWA National Executive Vice President**  
**Accepted 2013 – Forensic Expert Witness Association**  
**Certified 2015 CFLC – Certified Forensic Litigation Consultant**  
**Certified 2021 MCFLC – Certified Master Forensic Litigation Consultant**  
**Appointed 2021– 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**  
**Awarded 2019 – FEWA National President's Award**  
**for Meritorious Service**

**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  
Milady Certified Infection Control 2020  
Barbicide Covid 19 Certification 2020**

**Salon Experience:**

<b>2022- Current</b>	<b>Consultant Susan Maccoy Enterprises, P.C. Hair Artist and Expert for Cosmetology At Brazen 6127 Lake Worth Road Greenacres, Florida 33463</b>
<b>2021- closed</b>	<b>Susan Maccoy Enterprises, PC. Hair Artist and Expert for Cosmetology at Elizabeth Adam Salon and Day Spa Water Tower Place Chicago, Illinois 60611</b>
<b>1998--Current</b>	<b>Susan Maccoy Enterprises, PC. Hair Artist and Expert for Cosmetology at Elizabeth Adam Salon and Day Spa Water Tower Place Chicago, Illinois 60611</b>
<b>1993--1998</b>	<b>Susan Maccoy Enterprises, PC. at Paul Rehder Salon 939 North Rush Street Chicago, Illinois 60611</b>
<b>1985--1993</b>	<b>Hair Artists Creative Director/Owner 7 East Chestnut Street Chicago, Illinois 60611</b>
<b>1978--1985</b>	<b>Glemby International Consultant, Colorist, Stylist, Educator, Expert Witness The Salon at I. Magnin Department Store Drake Hotel Michigan Avenue Chicago, Illinois 60611</b>
<b>1965--1978</b>	<b>Owner Loveliness Unlimited Oak Street Chicago, Illinois 60611</b>



**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**