



Division of Licensing Services

New York State
Department of State
Division of Licensing Services
Appearance Enhancement
P.O. BOX 22049
Albany, NY 12201-2049
Customer Service: (518) 474-4429
www.dos.ny.gov

Appearance Enhancement Business or Area Renter Application

For a faster and easier process, the Division of Licensing Services encourages applicants to apply online. Using online services provides a quicker turn-around time on your application and updates and it allows you to view and access your license records throughout the license process.

Visit our website at: www.dos.ny.gov

Please see the online section of these instructions for more information.

Read the instructions carefully before completing the application. All fields are mandatory; incomplete applications will be returned, delaying licensure. Any omission, inaccuracy or failure to make full disclosure in an application or supporting documentation may be deemed sufficient reason to deny a license, or, if a license is issued could result in the suspension or revocation of a license.

What is an “Appearance Enhancement” Business?

An Appearance Enhancement Business is one that provides any or all of the services licensed under Article 27 of the General Business Law (Cosmetology, Esthetics, Nail Specialty, Natural Hair Styling or Waxing). You must obtain a license to own, control or operate an Appearance Enhancement Business in New York State. This is required regardless of whether you are a sole proprietor, partner, shareholder, officer or independent contractor (Area Renter). See chart on page 4.

An Appearance Enhancement Business license does *not* allow you to provide customer services. Each person who provides service must be licensed by the Department of State in his or her respective discipline. Additionally, as a licensed Appearance Enhancement Business, you cannot permit the practice of Barbering at your business location without first obtaining a Barber Shop license (Article 28 of the General Business Law). Apprentice Barbers must be sponsored by a licensed master Barber (not a licensed Natural Hair Stylist) and cannot be employed by an Appearance Enhancement Business.

What is an “Area Renter”?

An Area Renter is a licensed operator who works in an Appearance Enhancement Business but who is *not employed by the owner*. If you are an Area Renter, you are an independent contractor and must

obtain an Area Renter license in addition to your operator’s license. An Area Renter’s license alone does *not* allow you to provide customer services.

What are the general requirements for Appearance Enhancement Business and Area Renter licenses?

Appearance Enhancement Business and Area Renter applicants must:

- be at least 18 years old;
- comply with all federal, state and local health and safety laws, rules, regulations and codes, including the Americans with Disabilities Act; **and**
- operate the business or rent at the location listed on the license.

An **Appearance Enhancement Business and Area Renter** must maintain a surety bond; accidental and professional liability insurance policies, each in the minimum amount of \$25,000 per occurrence and \$75,000 in the aggregate; **or** a general liability policy in such amounts. **You must submit evidence of this requirement at the time of your application.** In addition, evidence of such must be maintained on the premises.

An **Appearance Enhancement Business** must maintain a Wage Bond as described below.

Wages legally due to workers and other providers of nail services of:

- At least \$25,000 if you employ the equivalent of two to five full time individuals who provide nail specialty services
- At least \$40,000 if you employ the equivalent of six to ten full time individuals who provide nail specialty services
- At least \$75,000 if you employ the equivalent of 11 to 25 full time individuals who provide nail specialty services
- At least \$125,000 if you employ the equivalent of 26 or more full time individuals who provide nail specialty services.

The liability coverage may be obtained by purchasing a bond in favor of the people of the State of New York; accidental and professional liability or general liability insurance; or a combination of the previous options provided that the coverage amounts are satisfied. **You must provide evidence of this requirement at the time of your application.** In addition, evidence of such must be maintained on the premises.

Appearance Enhancement Business or Area Renter Application

What should I do if I close my shop?

You should notify this department of shop closure. An Appearance Enhancement Business may be closed by downloading the Business Closing Form (DOS-1960) from our website and mailing the completed form to our office. There is no fee for the notification of closure.

When a shop closes it will cancel all Area Renter licenses associated with it; any Area Renter associated with the closed shop must apply for a new Area Renter license to be associated with a new shop.

You may also submit this request online. See online section for more detailed instructions.

What do I do if the shop I'm renting in closes?

When the Appearance Enhancement Business you rent from closes it will cancel your Area Renter license. You must apply for a new Area Renter license to be associated with a new business.

You may also submit this request online.

Why do I need to provide my email address on the paper application?

Your email address will be used to create your NYS License Center account. Most communications will be sent via email. If you change your email address in the future you will need to log into your account and update it with the new email address.

What is the fee, term of licensure?

A nonrefundable, \$60 application fee must be submitted with the application. Licenses are issued for full four-year terms, automatically expiring four years after the effective date.

What forms of payment do you accept?

You may pay by check or money order made payable to the Department of State. You may also pay by American Express, MasterCard or Visa, using a credit card authorization form or when applying online. Do not send cash. **Application fees are nonrefundable.** A \$20 fee will be charged for any check returned by your bank.

Child Support Statement

A Child Support Statement is mandatory in New York State (General Obligations Law) regardless of whether or not you have children or any support obligation. **Any person who is four months or more in arrears in child support may be subject to having his or her business, professional and driver's licenses suspended.** The intentional submission of a false written statement for the purpose of frustrating or defeating the lawful enforcement of support obligations is punishable under §175.35 of the Penal Law. It is a class E felony to offer a false instrument for filing with a state or local government with the intent to defraud.

Information on Online Services:

For a faster and easier process, the Division of Licensing Services encourages applicants to apply online. Using online services provides a quicker turnaround time on your application and updates and it allows you to view and access your license records throughout the license process.

For more complete instructions and other online information see the FAQ's at <http://www.dos.ny.gov/licensing/lc-faq.html>

What transactions and information are available online?

- Complete an initial application
- Check the status of an application
- Renew your license
- Schedule an examination and view the results
- Check the status of a license
- Amend license information
- Request a duplicate license

How do I register for an account within the NYS License Center (NYSLC)?

In order to register for an account within the NYS License Center (NYSLC), you must first register with My NY.gov. If you are not currently registered with My NY.gov, from our website <http://www.dos.ny.gov/licensing/licensecenter.html> Click on the DOS 'Create my Account' link, this brings you to the My NY.gov registration site; select 'I need a NY.Gov ID' and follow the registration for My NY.gov. Once you are registered with My NY.gov, select the NYS License Center option from the options available to you on My NY.gov. In the NYS License Center, click on the 'Account Management' link in the top right hand corner. Complete the required fields and this data will pre-populate on all new applications created using your account. Once you have completed and saved this data, click on the 'Home' tab to proceed.

What if I already have a My NY.gov Account?

If you are already registered with My NY.gov, go to My NY.gov and sign in, then select the NYS License Center option from the options available to you on My NY.gov. This will create your NYS License Center Account. In the NYS License Center, click on the 'Account Management' link in the top right hand corner. Complete the required fields and this data will pre-populate on all new application created using your account. Once you have completed and saved this data, click on the 'Home' tab to proceed.

Appearance Enhancement Business or Area Renter Application

How do I apply for a license in NYS License Center?

To apply for a license at NYS License Center, you must create an account or login to your existing account. Follow these steps to apply for your license online:

- Register for an Account or Login to your account (see “How do I register for an account within the NYS License Center (NYSLC)” above)
- Once you are logged in to NYS License Center, on the ‘Home’ tab select ‘Apply now for a new license or permit’
- Follow the application instructions provided online
- Upload any supporting documentation
- Make payment and print confirmation page

You will be able to log in to your account and view the status of your application.

How do I create an additional license online?

To apply for an additional license, login to your account and click on the ‘Manage My Licenses’ tab and then select the ‘Apply now! For a New License or Permit’ link. Read and accept the terms and conditions and the system will guide you from there.

How do I renew a license online?

If you have an existing NYS License Center account, three months before your license is due to expire you will receive a renewal notice via email. The email contains a link to your account. Click on the link and proceed through the renewal application.

If you do not have an existing account on NYS License Center, you will receive your renewal notice via mail three months before your license is due to expire. This notice will contain instructions for creating an account on NYS License Center.

What is my User ID for the online system?

When you create your account on My NY.gov, you will create a unique user ID and use your email address. You will then be able to access your account via user ID.

How do I update my online account information?

There are two locations you are required to update your online account information. You need to update your data at My NY.gov and on your NYS License Center account.

At My NY.gov, see the FAQs for information on managing your account.

Login to your NYS License Center account, on the top row you will see a link titled ‘Manage My Licenses’. From there you will be able to update your account information by completing a contact change amendment.

How is the Shop Owner Affirmation completed online?

If the shop owner has an online account through NYS License Center they will receive an email containing instructions for completing the affirmation online. If the shop owner does not have an online account, the Area Renter applicant will be instructed to upload the shop owner affirmation certification.

How do I close my business online?

- To close your business online, you first need to login to your account
- Click on the ‘Manage My Licenses’ tab
- Your list of licenses is displayed, click the business you want to close and click the ‘Amendment’ link
- Select ‘Close Business Amendment’
- Complete the application as directed
- You will receive an email confirming the closure of your business

PRIVACY NOTIFICATION

Do I need to provide my Social Security and federal ID numbers on the application?

Yes, if you have a social security number or Federal ID number, you are required to provide this number. If you do not have a social security number or Federal ID number, please provide a written explanation.

The Department of State is required to collect the federal Social Security and Employer Identification numbers of all licensees. The authority to request and maintain such personal information is found in §5 of the Tax Law and §3-503 of the General Obligations Law. Disclosure by you is mandatory. The information is collected to enable the Department of Taxation and Finance to identify individuals, businesses and others who have been delinquent in filing tax returns or may have underestimated their tax liabilities and to generally identify persons affected by the taxes administered by the Commissioner of Taxation and Finance. It will be used for tax administration purposes and any other purpose authorized by the Tax Law and may also be used by child support enforcement agencies or their authorized representatives of this or other states established pursuant to the Title IV-D of the Social Security Act, to establish, modify or enforce an order of support, but will not be available to the public. A written explanation is required where no number is provided. This information will be maintained in the Licensing Information System by the Director of Administration and Management, at One Commerce Plaza, 99 Washington Avenue, Albany, NY 12231-0001.

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Appearance Enhancement Business Applicants

(§130 of the General Business Law explains New York State's naming devices for businesses.)

If the business is owned by . . .

ONE INDIVIDUAL

with no business name

(Any name other than your own first and last name is considered to be an assumed name — see below)

*Then you **MUST** enter...*

the owner's personal name in Applicant Information **and** Business Information

ONE INDIVIDUAL

with an assumed name

(In this case, the assumed business name must be filed with the County Clerk in the county in which the business is located. If the business was recently purchased and the same name is to be used, the new owner must file a Certificate as Successor-in-Interest with the County Clerk)

the owner's personal name in Applicant Information **and** the trade name in Business Information

A PARTNERSHIP

(In this case, a partnership business certificate must be filed with the County Clerk in the county in which the business is located)

a general partner's name in Applicant Information **and** the partnership name in Business Information *(the individual named in Applicant Information must be the person who signs the application)*

A CORPORATION

(In this case, a certificate of incorporation must be filed in the Department of State's Division of Corporations)

one officer's name in Applicant Information **and** the corporation name in Business Information *(the individual named in Applicant Information must be the person who signs the application)*

A CORPORATION

with an assumed name

(In this case, the business must file the assumed name with the Department of State's Division of Corporations)

one officer's name in Applicant Information **and** the assumed name in Business Information *(the individual named in Applicant Information must be the person who signs the application)*

A LIMITED LIABILITY COMPANY

(In this case, the articles of organization must be filed in the Department of State's Division of Corporations)

one officer's name in Applicant Information **and** the limited liability company name in Business Information *(the individual named in Applicant Information must be the person who signs the application)*



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Read the Instructions before completing this application. You must answer each question and PRINT responses in ink.

➡ I am applying for licensure as (CHECK ONE) New Business Area Renter

Applicant Information

First Name		Last Name		Middle Name		Suffix	
Home Address (provide street number and street name)						Suite, Apt., Unit	
City		State		Zip+4		County	Country
Mailing Address (provide PO Box here)							
City		State		Zip+4		County	Country
E-Mail Address		Social Security Number			Federal Taxpayer ID		
Date of Birth		Home Phone		Mobile Phone		Business Phone	

Business Information

Business Name							
Business Address (provide street number and street name)							
City		State		Zip+4		County	Country
Business Mailing Address (provide PO Box here)							
City		State		Zip+4		County	Country

Appearance Enhancement Business or Area Renter Application

ALL APPLICANTS (NEW BUSINESS AND AREA RENTER) MUST ANSWER QUESTION 1

1. Do you have a bond or liability insurance, as required by law? YES NO
➔ at least \$25,000 per individual occurrence and \$75,000 in the aggregate (proof must be submitted)

AREA RENTERS SKIP TO QUESTION 11

NEW BUSINESS APPLICANTS ONLY MUST ANSWER QUESTIONS 2-5 AND WHICH STATEMENT (6-10) APPLIES

2. How many full time individuals will you employ who provide nail specialty services? (please check one)
- Less than two full time individuals who provide nail specialty services
 - Two to five full time individuals who provide nail specialty services
 - Six to ten full time individuals who provide nail specialty services
 - 11 to 25 full time individuals who provide nail specialty services
 - 26 or more full time individuals who provide nail specialty services
3. Based on the above number of full time individuals who will provide nail specialty services in your business, do you have the adequate amount of liability insurance or Wage Bond as required by law? (proof must be submitted) YES NO
4. Which type of license specialties do you offer at your business?
- Cosmetology (Styling and cuts, chemicals, coloring, etc)
 - Esthetics
 - Nails
 - Natural Hair Styling
 - Waxing
5. Which of the below selected specialties constitutes more than 50% of the services provide by your business? (please check one)
- Cosmetology (Styling and cuts, chemicals, coloring, etc)
 - Esthetics
 - Nails
 - Natural Hair Styling
 - Waxing
6. I own this business and the Trade Name Certificate has been filed in the Office of the County Clerk where the business is located. **By signing this application, you are certifying compliance with this requirement.** YES NO
7. I am a member of this partnership and the Certificate of Partnership has been filed in the Office of the County Clerk where the business is located. **By signing this application, you are certifying compliance with this requirement.** YES NO
8. I am a partner of this limited partnership and the Certificate of Limited Partnership has been filed with the NYS Department of State, Division of Corporations. **By signing this application, you are certifying compliance with this requirement.** YES NO
9. a. I am an officer of this corporation and the New York State Certificate of Incorporation has been filed with the NYS Department of State, Division of Corporations. **By signing this application, you are certifying compliance with this requirement.** YES NO
- b. I am an officer of this foreign (out of state) corporation and an Application for Authority to do business has been filed with the NYS Department of State, Division of Corporations. **By signing this application, you are certifying compliance with this requirement.** YES NO
10. I am a (member) (manager) of this Limited Liability Company, and a copy of the filing receipt has been filed with the NYS Department of State, Division of Corporations. **By signing this application, you are certifying compliance with this requirement.** YES NO

AREA RENTER APPLICANTS ONLY MUST ANSWER QUESTIONS 11 and 12

11. What is your operator *License Unique ID Number? UID # _____
12. What is the *License Unique ID Number of the business in which you will be renting space? UID # _____

**The License Unique ID Number (UID) is found in the upper left corner of the license certificate.*

Appearance Enhancement Business or Area Renter Application

- ➡ If you are applying as an **individual** or **sole proprietor**, complete the following items 1 and 3.
 - ➡ If you are applying as a **corporation, partnership** or **limited liability company**, skip item 1 and go directly to item 3.
 - ➡ If you are apply as an **Area Renter**, complete the following items 1, 2 and 3.
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1. Child Support Statement

By signing this application, I certify that as of the date of this application, I am not under an obligation to pay child support **OR** if I am under an obligation to pay child support, I am not four or more months in arrears in the payment of child support, or I am making payments by income execution or by court agreed payment or repayment plan or by plan agreed to by the parties or my child support obligation is the subject of a pending court proceeding, or I am receiving public assistance or supplemental security income.

2. Area Renter Affirmation — *If you are applying as an area renter, the business owner must complete item 3 below.*

I affirm that I have read and understand the provisions of Article 27 of the General Business Law and the rules and regulations promulgated thereunder (19 NYCRR). I further certify, under the penalties of perjury, that the information given above is true to the best of my knowledge and belief. I understand that any material misstatement made may result in the revocation or suspension of the license, if issued.

Area Renter's Signature _____ Date _____

Print Name in full _____

3. Business Owner Affirmation — *Signature of the business owner is required below if you are either renting an area to someone OR applying for a business license.*

I affirm that I have read and understand the provisions of Article 27 of the General Business Law and the rules and regulations promulgated thereunder (19 NYCRR). I further affirm that Workers' Compensation Insurance/Disability Benefits for all employees, if applicable, has been secured. I further certify, under the penalties of perjury, that the information given above is true to the best of my knowledge and belief. I understand that any material misstatement made may result in the revocation or suspension of the license, if issued.

Business Owner's Signature _____ Date _____

Print Name in full _____

Business Owner's Telephone Number _____

Business Owner's Email Address _____

Please remember to include with this application any required explanations or statements along with your application fee (payable to NYS Department of State).

If you wish to pay by credit card, please visit our website at www.dos.ny.gov to obtain a credit card authorization form to complete and return with this application.

It is important that you notify this division of any changes to your business and email address so you can receive renewal notices and any other notifications pertinent to your license.