



THE INSTITUTE OF
BEAUTY AND WELLNESS



AVEDA INSTITUTE
MADISON

COURSE CATALOG



MADISON



MILWAUKEE

Introduction V





**THE INSTITUTE OF
BEAUTY AND WELLNESS**



**AVEDA INSTITUTE
MADISON**

Live Your Dream

Develop your natural talent, express your creativity and establish a successful career in the salon and spa industry.

Your Experience

Become part of the next level of excellence. Study in our state-of-the-art classrooms, clinic areas and Aveda Experience retail store. Gain hands-on experience working with top of the line technology and equipment and learn from state licensed and Aveda certified instructors. You will participate in exciting community events, work with world renowned guest educators and have the opportunity for global study.

Real Salon Environment. Real World Skills.

On our advanced clinic floor, you will have the opportunity to perfect your skills on a diverse clientele with distinctive skin, hair, body and personality types. We offer a unique learning environment that embodies a integrated view of beauty, nutrition, body care, health and wellness.

This is the Right Place

The Institute of Beauty and Wellness is located in Milwaukee's Historic Third Ward, the arts and fashion district of the city. Riverfront dining, shops, theatres and art galleries make this a prime location for anyone interested in the salon and spa industry.

Aveda Institute Madison is located in University Square, walking distance to the University of Wisconsin - Madison's eclectic State Street, the Capitol Building and Lake Monona, making this a prime location for any young professional interested in the salon and spa industry.

Join a Community

As a student, you will be part of a close-knit community of men and women with a passion for creativity and an eye for style. Join a global Aveda team committed to artistic, business and environmental excellence.

Invest In Your Future

A successful career begins with an excellent education. At The Institute of Beauty and Wellness and Aveda Institute Madison, we offer payment plans for everyone. Our graduates can testify, our education gives you the complete creative and professional skills you need to establish a promising career. Federal Financial Aid and scholarships are available to those who qualify.





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Why Aveda?

The Institute of Beauty and Wellness and Aveda Institute Madison are NACCAS accredited schools in Wisconsin with all seven curriculums, including Cosmetology, Barbering, Esthiology, Ayurveda Esthetic, Massage Therapy, Manicuring and Yoga Teacher Certification.

Visual learning (Creative and activity based learning) beauty and wellness Schools

Small Student-to-Instructor Ratio provides individualized training

Wellness Programs such as Yoga, scheduled for each class

Student Leadership Council meets monthly to provide business and management skill training

Student Assemblies provide monthly recognition and communication to students, showing the value of positive team meetings

Multiple Career Fairs introduce you to prospective employers and allow you to gain confidence interviewing with salons and spas while still in school

Annual Student Fashion Shows provide you with the opportunity to exercise creativity in makeup, hair, choreography, fashion design, teamwork and community awareness

Photo Shoots provide you with the opportunity to learn photographic hair and makeup techniques

Massage Program includes CPR & First Aid training, cadaver observation (if available), and multiple modality training

An Advisory Board of Industry Leaders annually review the school's curriculum and offerings

Federal Financial Aid Opportunities for those who qualify for Cosmetology, Barbering, Esthiology, Massage Therapy, and Ayurveda Esthetic.

Advanced Education Programs include the Ayurveda Esthetic Program and the Ayurveda Body Therapies Program

The Education Fund provides you with the opportunity to learn demonstrated skills from Aveda Global Artists, as well as nationally recognized industry leaders

Become a Proud Member of the Aveda Network

The Aveda Network is an integrated team of more than 6,500 salons, spas, institutes and stores in over twenty countries worldwide. It is one of the fastest growing worldwide salon networks. The Aveda brand inspires social consciousness in our environment, community and the world of beauty.

Develop Your Natural Talents

You have a vision. Style hair for a fashion show, become a salon owner, become a holistic healer, or master the art of a manicure. With talent, dedication and hard work, whatever your dream may be, you will have the opportunity and support to achieve it while at The Institute of Beauty and Wellness or Aveda Institute Madison.

Learn the core fundamentals of the program you've chosen in lectures, demonstrations and workshops and take that expertise into the salon or spa. Beyond mastering technical skills, you will learn the importance of enhancing the guest experience. In addition, business topics are a large part of the curriculum, including retailing, client services, and professional development techniques such as time management, self promotion and goal setting.

You will learn from exceptional instructors, study Aveda curriculum, and connect to the most successful, sustainable network of salon professionals in the industry. Through our commitment to education, you may have the opportunity to work hands-on with nationally recognized industry educators from around the world.

High Style. High Demand. High Income.

The opportunity for a successful career in the beauty industry has never been better, employment rates are high with continued growth projected.

According to the U.S. Bureau of Labor Statistics, overall employment of hairdressers, hairstylists, and cosmetologists, is projected to increase by 10%*. Manicurists and pedicurists are also expected to increase at about 12%*.

Due to the recent popularity of skin and body treatments for relaxation and medical well-being, massage therapists, estheticians and other skin care specialists will see large gains in employment, and are expected to grow faster than average over the next several years at almost 13-24%*

The global alternative medicine sector is expected to reach close to \$115 billion by 2015, according to Global Industry Analysts. Our Yoga and Ayurvedic Programs prepare you for a successful career as a holistic practitioner.

* Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2017 Edition, Barbers, Cosmetologists, and Other Personal Appearance Workers, on the Internet at <http://www.bls.gov/>



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Connect With The Institute of Beauty and Wellness

Start your future at The Institute of Beauty and Wellness.
Contact the admissions team for more information or to
set up a Career Planning Session: 414.227.2889 or
admissions@ibw.edu.

For a more complete description of our programs, visit our
website, IBW.EDU.

327 East St. Paul Avenue, Milwaukee, WI 53202

For up-to-date news, photos and events at The Institute of
Beauty and Wellness, follow us on social media, @AvedaIBW



Connect with Aveda Institute Madison

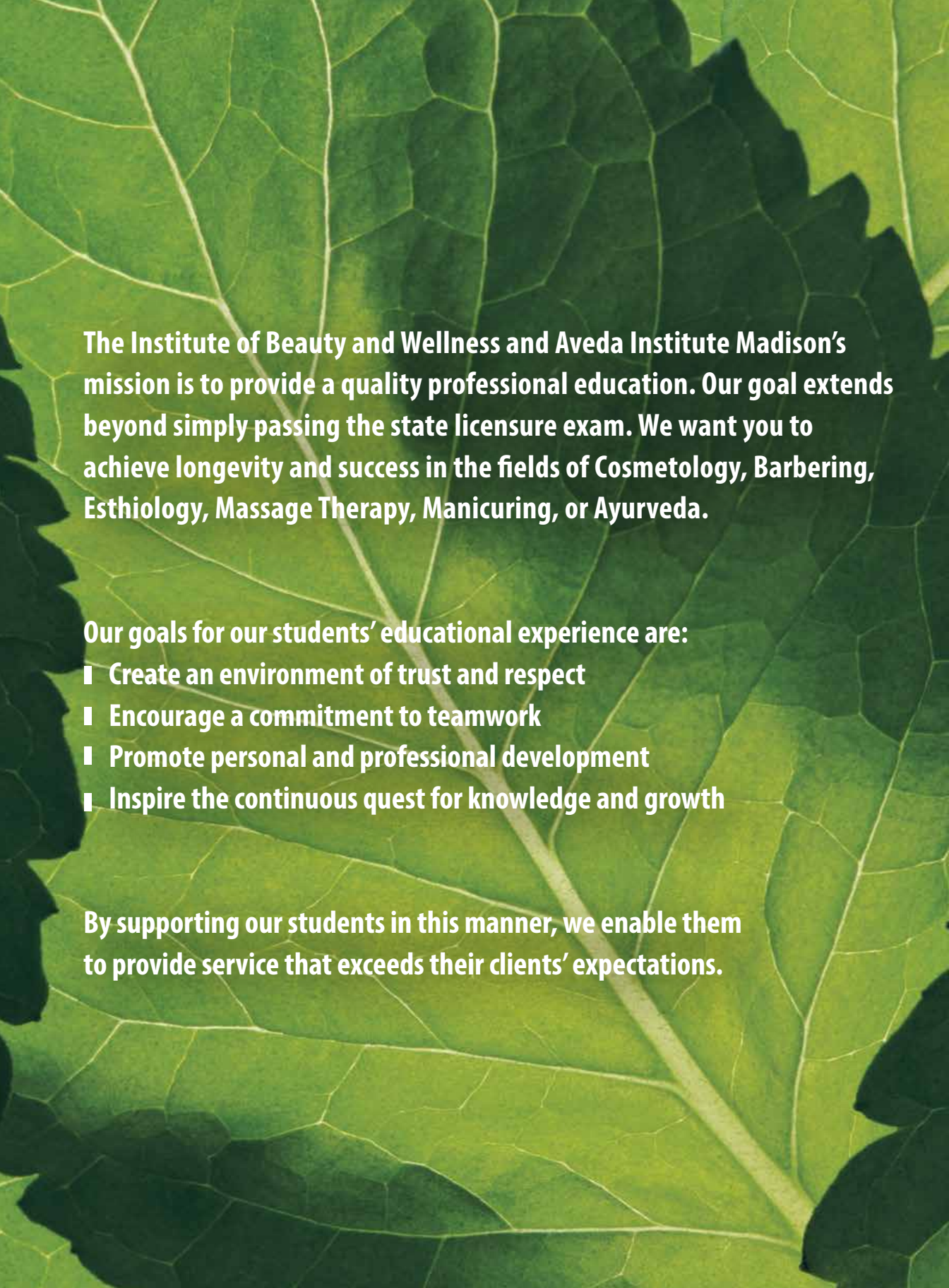
Start your future at Aveda Institute Madison.
Contact the admissions team for more information or to
set up a Career Planning Session: 608.250.3100 or
admissions@aimadison.com.

For a more complete description of our programs, visit
our website, avedainstitutemadison.com.

353 East Campus Mall, Madison, WI 53715

For up-to-date news, photos and events at Aveda Institute
Madison, follow us on social media, @AvedaMadison





The Institute of Beauty and Wellness and Aveda Institute Madison's mission is to provide a quality professional education. Our goal extends beyond simply passing the state licensure exam. We want you to achieve longevity and success in the fields of Cosmetology, Barbering, Esthiology, Massage Therapy, Manicuring, or Ayurveda.

Our goals for our students' educational experience are:

- **Create an environment of trust and respect**
- **Encourage a commitment to teamwork**
- **Promote personal and professional development**
- **Inspire the continuous quest for knowledge and growth**

By supporting our students in this manner, we enable them to provide service that exceeds their clients' expectations.

AREAS OF STUDY

Cosmetology

Explore the latest styles and techniques in haircutting, color, texture, styling, skin care, nail care and makeup.

Barbering

Master the latest styles and techniques in haircutting, texture, styling, and shaving.

Esthiology

Learn hair removal, body treatments, facials, makeup and specialized techniques to purify, balance and renew the skin.

Manicuring

Develop a complete understanding of advanced nail care services with hand and foot care. Learn Aveda's natural manicuring and pedicuring techniques as well as the latest technology in nail art, gels and acrylics.

Massage Therapy

Learn massage therapy and total body wellness, using both ancient and modern techniques.

Ayurveda Esthetic

A full lifestyle and wellness program, derived from ancient Indian tradition, including nutrition, bodywork, spa therapies and meditation. Licensed Estheticians and Massage Therapists are able to participate in the Ayurveda Body Therapy portion of this program to gain advanced body works skills.

Instructor Program

Our 150 hour Instructor Program will provide you with the foundational skills needed to pursue a career as a an instructor in beauty or wellness. Learn effective lesson planning, communication skills, coaching and grading principal techniques before you receive hands on experience of observing on the clinic floor.

CAREER OPPORTUNITIES

Day Spa

Massage Therapist
Ayurveda Esthetician
Body Care Specialist
Spa Therapist
Spa Director
Spa Owner
Private Practice
Esthetician
Sales Representative

Salon

Hair Stylist
Barber
Esthetician
Makeup Artist
Manicurist
Sales Representative
Hair Coloring Specialist
Salon Manager
Salon Owner

Education & Other Fields

Instructor
State Board Member or Inspector
Educational Director for product manufacturer
Consultant/ Trainer
Paramedical Esthetician
School Owner
Freelance Makeup Artist
Stylist or Makeup Artist for
Film, Theater, Fashion or Print.
Massage Therapist at Chiropractic Clinic or
Physical Therapy Clinic Medispa
Destination Spa or Resort
Guest Educator
Yoga Instructor
Wellness Counselor

Guest Educator training with Yves Durif



Past Guest Educators

Allen Ruiz- NAHA Hairstyle of the Year, Style Director - Aveda Global Artistic Team, Owner of Jackson Ruiz Salon

Yosh Toya- successful mutli-salon owner and premier educator, recipient of the Life Time Achievement from NAHA

Nicholas French- hails from a world famous British hairdressing family. He is a three time NAHA Stylist of the Year award winner for Avant Garde

Sharon Blaine- Three time Hair Expo Educator of the Year and recipient of Hair Expo Australia's Hall of Fame Award

Sally Rogerson- Owner of SR Education and former creative Director of Vidal Sassoon

Babak - World renowned Fashion & Beauty Photographer, NAHA winner

Janell Geason- Aveda Global Makeup Director, NAHA Makeup Artist of the year

Helga Hefner- Aveda Global Skin Care Educator

James Waslaski- Advanced Clinical Massage Therapy educator, Massage Hall of Fame Inductee

Seymour Koblin- founder of the School of Healing Arts, teaches Zen-Touch, Shiatsu & Eastern Healing

Claire Marie Miller- Prenatal Massage and Reflexology Educator

Gloria Coppola- 30 years of healing arts experience with focus in massage, Lomi Lomi and cranio sacral techniques

Chuck Duff- National Thai Massage Educator

Rudy Miles- Global Creative Director, Beauty by Ruby

Tippi Shorter- Aveda Global Artistic Director for Textured Hair

Mary Finnegan- CIDESCO Diplomate and Examiner

Stephanie Brinkerhoff – internationally recognized world-wide wedding hairstylist and up-styling workshop educator

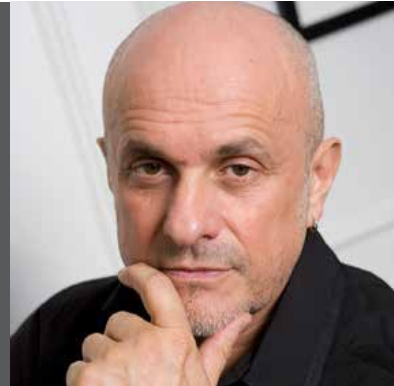
Amy Becker – 27 year nail tech veteran and international award winner. Nail Educator and Salon Owner. Owner of "Masterworks by Amy Becker"

Ashley Gregory – Award winning, in-demand session manicurist. Ashley's work has been featured in international publications and local media. Backstage NYFW lead manicurist.

GUEST EDUCATORS

"I have never seen such an attentive audience at a demonstration so early in the morning. I really felt the participation and the interest of the students. They had the most pertinent questions and to me that reflects the teaching that they are receiving at the school. It all came out in the afternoon on the live model, hands on. What hospitality, picturesque surroundings and an architecturally stimulating environment! Needless to say, I am looking forward to a second round!"

Yves Durif | Yves Durif Salon, NYC



Education Fund

The Institute of Beauty and Wellness and Aveda Institute Madison are committed to bringing in nationally recognized educators to enhance the level of education for our students and to provide continuing educational opportunities to our past graduates. The Education Fund is a student body collaborative effort that allows these educators from all domains in the industry to share their experiences with students.

The Institute of Beauty and Wellness and Aveda Institute Madison uphold a no-tipping policy for student service providers. If guests wish to contribute money to the student's education, both schools have established an Education Fund to enhance your basic training program with advanced guest speakers, demonstrations, and hands on workshops. We're committed to taking education to the next level.

These donations allow us to bring in guest educators that are above and beyond what is regularly scheduled in your curriculum and will allow you to have a continual education resource for your future needs. The Education Fund will enable you to have extra educational opportunities that otherwise might not be available.

The Education Fund allows all of The Institute of Beauty Wellness or Aveda Institute Madison Alumni to come back after graduation and receive life-long guest education.



Guest Educator, Ginger Boyle, with students

“I am fortunate enough to have traveled the world working with some of the top salons and schools, and The Institute of Beauty and Wellness in Milwaukee is on the top of my list. The school offers excellent education that is relevant to the needs and demands of today’s top salons, preparing the students for an exciting and rewarding career in hairdressing.”

**Vivienne Mackinder | World Renowned Hair Stylist and
Lifetime Achievement Award Winner**



Cosmetology

Connect with beauty, fashion, wellness and art in our hands-on cosmetology program. With extensive training in our urban salon setting, you will explore the latest styles and techniques in hair cutting and styling, skin care, nail care and makeup. You will have the technical skills, as well as professional business skills to enhance the guest experience, preparing you for successful careers such as a hair stylist, makeup artist or salon owner.

Our programs offer two enrollment options, full-time and three-day, to best fit your scheduling needs.

The three-day schedule is our most sought after program allowing you to have a work-school balance. Classes meet only three days a week, giving you four free days for work, friends and family.

Introduction/Alpha Unit

You'll start by learning the fundamentals of cutting, styling and chemical restructuring of hair, skin, nails, and makeup. Lectures, demonstrations and workshops concentrate on developing skill and accuracy and reinforcing classroom knowledge. You'll be introduced to product marketing, client servicing and personal development skills. This unit also covers state safety requirements and resume writing.

Beta Unit

Unlock your creativity as you explore the latest trends and techniques in hair cutting, styling, coloring, permanent waving and chemical restructuring. Time on the clinic floor allows you to become increasingly confident in your professional abilities, and you begin to learn vital employment and career-advancing skills.

Gamma Unit/Salon Lifestyle

Get ready to launch your career with in-depth training in client service, time management, self-promotion, goal-setting, merchandising and entrepreneurship. Your speed, accuracy and concentration are now ready for the salon. You can demonstrate competency in all tasks required for the final skill certification examination, and possess the theoretical knowledge you need to pass the written examination required by The Institute of Beauty and Wellness, Aveda Institute Madison and the State of Wisconsin for licensure. It's time to begin your journey as a salon professional.

Course Hours | Theory/ Classroom: 563 hours | Practical 1,037 hours | Total: 1,600 hours

Full-Time Schedule | **47 weeks** | Tuesday through Friday: 8:30 am - 4:00 pm | Saturday: 9:00 am - 4:00 pm

Three-Day Schedule | **54 weeks** | Monday through Wednesday: 10:00 am - 9:00 pm

Theory/ Practical Hours by Subject

	Theory Hours	Practical Hours
Hygiene, grooming and personal development	10	-
Bacteriology, sterilization and sanitation	20	20
Haircutting, hair tapering (clipper-cuts), razor cutting, hairstyling, curling thermal waving, finger waving, roller setting, pin curl placement, blow-drying, shampooing, scalp and hair treatments, conditioning, reconditioning, hair analysis, care of hair pieces, wigs and wefts, tools, equipment and implements (identification and usage.)	140	440
Hair straightening, hair relaxing, thermal hair straightening, blow-outs, permanents, hair coloring, tinting, bleaching and chemistry, tools, equipment and implements (identification and usage.)	185	392
Shaving, beard and mustache shaping, trimming, superfluous hair removal, waxing, facials, facial massages, facial makeup, eyelashes, light therapy and introduction to electrolysis and basic principles of electricity, tools, equipment and implements (identification and usage.)	35	60
Manicuring and pedicuring, including nail enhancement, tools, equipment and implements (identification and usage.)	10	25
Anatomy and physiology of the hair, skin, nails and disorders of the hair, skin, scalp and nails	50	-
Product knowledge, product use and sales, preparing and consulting with customers for services	30	-
Laws, rules, professional ethics and history of barbering and cosmetology	18	-
Individual student needs, industry trends and electives, i.e., record keeping, mathematics, communications, human relations, public relations, first aid, guest educators, etc. (Hours may include structured visits conducted by the school outside of the classroom at one or more barbering or cosmetology establishments)	65	100
	563	1,037

Total Hours 1,600

“Creativity and enthusiasm is contagious at The Institute of Beauty and Wellness’ state of the art training facility. The student’s exposure to advanced education and top-notch guest educators so early on in their learning process is evident in their “anything is possible” attitude. The Institute of Beauty and Wellness and the Downtown Milwaukee neighborhood left me feeling so inspired by the culture that thrives there. I am excited for the future of The Institute of Beauty and Wellness’ passionate hairstylists and their mission to change lives through beauty.”

Susan Ford | Global Men’s Cutting Coach



Barbering

Detail and precision cutting of men’s hair is the focus of our barbering program. The training will encompass the most relevant men’s grooming techniques to include cutting, shaving and texture. You will acquire the technical and business skills necessary for a career in a barbershop or men’s salon.

Introduction/Alpha Unit

Begin by learning the fundamentals of men’s design, styling, and related sciences. Lectures, demonstrations and workshops concentrate on developing skill and accuracy and reinforcing classroom knowledge. You’ll be introduced to product marketing, client servicing and personal development skills. This unit also covers state safety requirements.

Beta Unit

Our focus on classic barbering techniques and design philosophy will be a strong foundation as you begin taking guests on our clinic floor. Shave skills are introduced to allow you to provide well-rounded services. Business workshops focus on employment and career advancing skills.

Gamma Unit

Refining your skills on the clinic floor will assist you in building confidence and allow you to attract and retain male clientele; preparing you for the salon. You can demonstrate competency in all tasks required for the skill certification examination, and possess the theoretical knowledge you need to pass the written examination required by The Institute of Beauty and Wellness, Aveda Institute Madison and the State of Wisconsin for licensure.



Course Hours | Theory/ Classroom: 288 hours | Practical 712 hours | Total: 1,000 hours

3 Day Schedule | 49 weeks | Thursday and Friday: 8:30 am - 4:00 pm | Saturday: 9:00 am - 4:00 pm

Evening Schedule | 50 weeks | Monday – Thursday: 4:30 pm - 9:30 pm

Theory/ Practical Hours by Subject

	Theory Hours	Practical Hours
Hygiene, grooming and personal development	5	0
Bacteriology, sterilization and sanitation	15	10
Tools, equipment and implements (identification and usage)	3	10
Haircutting, hair tapering (clipper-cuts), razor cutting, hairstyling, curling thermal waving, finger waving, roller setting, pin curl placement, blow-drying, shampooing, scalp and hair treatments, conditioning, reconditioning, hair analysis, care of hair pieces, wigs and wefts	100	400
Hair straightening, hair relaxing, thermal hair straightening, blow-outs, permanents, hair coloring, tinting, bleaching (lightening) and chemistry	87	250
Shaving, beard and mustache shaping, trimming, men's facial, facial massages, and basic principles of electricity	20	30
Anatomy and physiology of the hair, skin, nails and disorders of the hair, skin and scalp	15	0
Product knowledge, product use and sales, preparing and consulting with customers for services	15	0
Laws, rules, professional ethics and history of barbering	18	0
Individual student needs, industry trends and electives, i.e., record keeping, mathematics, communications, human relations, public relations, first aid, etc. (Theory hours include structured visits conducted by the school outside of the classroom at one or more barbering or cosmetology establishments)	10	12
	288	712
Total Hours	1,000	

“The Institute of Beauty and Wellness is like home to me. The team and students are always so welcoming. The future of the beauty industry rests on the shoulders of the talented technical instructors who hold the knowledge that the future creative collectives must acquire in order to not only succeed in the industry, but begin their career with a competitive edge.”

Rudy Miles | Global Creative Director beautybyrudy



Esthiology

Study specialized techniques to purify, balance and renew the skin. Master the skill of facials, waxing, body treatments, and makeup application. Learn cutting edge MediSpa Industry practices and advanced skin treatments. You will acquire extensive business building skills, providing the foundation you need for a career as a licensed esthetician.

Introduction/ Alpha Unit

Learn the fundamentals of dermanalysis, facial manipulations, equipment and plant aromaology as you study the related sciences of anatomy and histiology, along with state safety requirements. Combining theoretical knowledge and hands-on experience, this unit puts you on your way to a career in skin care.

Beta Unit

Apply your knowledge through clinic experiences while you increase your understanding in the classroom. In this unit, you'll refine your skills and gain the expertise you need to meet skin care and makeup service standards and state safety requirements.

Gamma Unit

Learn real-world strategies and achieve skills to become a successful esthetician, from business skills, professional development and beyond. Fine-tune your accuracy, concentration and speed. At this point, you will have the competency required for the state board certification examination, with the theoretical knowledge needed to pass the written examination required by The Institute of Beauty and Wellness, Aveda Institute Madison and the State of Wisconsin for licensure.



Course Hours | Theory/ Classroom: 297 hours | Practical 303 hours | Total: 600 hours

Full-Time Schedule | **18 weeks** | Tuesday through Friday: 8:30 am - 4:00 pm | Saturday: 9 :00 am - 4:00 pm

Evening Schedule | **30 weeks** | Monday through Thursday: 4:30 pm - 9:30 pm

Theory/Practical Hours by Subject

	Theory Hours	Practical Hours
Introduction: Law & Code, Bookkeeping, Business Management, History and Ethics	33	-
Safety, Sanitation and Sterilization	35	30
Anatomy and Physiology	40	-
Chemistry, Treatments and Process	40	-
Treatment, Product and Techniques	50	150
Electricity, Machines and Equipment	12	37
Makeup and Color Analysis	15	26
Individual Student Needs and Electives	72	60
	297	303
Total Hours	600	

"As a continuing educator provider I get to travel to many schools in the U.S. and The Institute of Beauty and Wellness is premier! They provide, in my opinion, some of the best education I have seen in a school. They are one of the few that truly care about their visiting instructors as well. The faculty at the school truly understand the profession and are passionate about their students succeeding. I love The Institute of Beauty and Wellness and look forward to being a continued part of their educational team!"

**Gloria Coppola | Owner of Massage Pro C. E.
2012 Massage Hall of Fame Inductee**



Massage Therapy

The massage industry offers diverse options for employment after graduation from an FSMTB assigned school. The 750 hour program will prepare you to work in this dynamic field by guiding you through human anatomy, pathology, physiology and kinesiology. Your journey begins with anatomy and movement. It then guides you through the complexity of the human body by teaching increasingly complex massage techniques and modalities. Through this understanding you will learn how to improve the human body and psyche through the power of touch and the art of intention. Throughout the Massage Therapy program you will be engaged in promoting wellness in your own life and your guests. You will also learn the business of the massage profession through business initiatives designed to teach you to sell yourself and the products you use. Succeed in a spa, health club, alternative care/medical setting or even start your own business. Attain the skills you need to pass the national licensure exam, become state licensed and contribute to the beautiful field of massage therapy.

Introduction/Alpha Unit

Learn muscle anatomy, cell function and kinesiology of the human body. Discover the fundamentals of Swedish massage, chair massage, reflexology and aromalogy. Study the science of the ancient philosophy of Ayurveda. Begin practical knowledge through hands on palpation and application of massage techniques. Learn proper sanitation and safety procedures to keep both you and your guests safe. Practice your studies by bringing your classroom knowledge onto the clinic floor. Throughout the alpha phase, your knowledge will be measured by written and technical evaluation.

Beta Unit

Broaden your knowledge as you learn deep tissue, trigger point therapy, and Asian Theory while working under the supervision of well qualified instructors with years of experience to share. Gain an appreciation for Asian theory as you explore Shiatsu, Amma and acupressure techniques. Learn to apply hot stone, lymphatic drainage and neuromuscular techniques. Measure your knowledge of clinical pathology through analyzing case studies and designing session plans for your guests with chronic pain, repetitive stress injuries, myofascial pain syndrome and other disorders.

Gamma Unit

Enjoy the experience of nurturing the pregnant guest and infants through our prenatal and Mommy-and-Me workshops. During the business portion of your program, learn how to interview effectively, catch the eye of a potential employer and design your own business plan. Learn to correctly identify postural distortion and how to rebalance the body through application of the proper massage modality. Upon successful completion you will receive the certificate that will mark the beginning of your new career.

MASSAGE THERAPY

Course Hours | Theory/ Classroom: 355 hours | Practical 395 hours | Total: 750 hours

Full-Time Schedule | **22 weeks** | Tuesday through Friday: 8:30 am - 4:00 pm | Saturday: 9:00 am - 4:00 pm*

Evening Schedule | **38 weeks** | Monday through Thursday: 4:30 pm - 9:30 pm

Three-Day Schedule | **36 weeks** | Monday through Wednesday: 8:30 am - 4:00 pm

*Full-time only available at The Institute of Beauty and Wellness

Theory/Practical Hours by Subject

Theory/Practical Hours by Subject	Theory/ Practical Hours
Anatomy, Physiology, Pathology, Kinesiology	275
Business, Laws & Ethics	60
Massage Therapy and Body Work Theory, Technique and Practice	320
Student Clinics	70
Adult CPR and Standard First Aid	8
Additional Massage Therapy and Body Work coursework	7
State Law and Jurisprudence	10
Total Hours	750



“The education I received at The Institute of Beauty and Wellness allowed me to turn a dream into my reality. I feel lucky to be doing what I love.”

Jade | Nail Designer, Neroli Salon & Spa



Manicuring

Become a part of the nail industry, which Entrepreneur Magazine listed as being one of the fastest growing job opportunities. The 300 hour curriculum has a strong focus on comprehensive service proficiency, as well as product knowledge.

Introduction/Alpha Unit

You will learn to use the knowledge gained in theory by applying it to practical situations on the clinic floor. You will improve your skills and attain a level of performance consistent with the standards of The Institute of Beauty and Wellness or Aveda Institute Madison.

Beta Unit

During the Beta phase, you will have the opportunity to advance your technique through extensive guest experiences. We provide the proper learning environment with high-end equipment to foster impeccable business skills including: product retail, customer care and service sales.

Gamma Unit

Learn the final stages necessary for job placement and interviewing. Improve your concentration, skill and speed. You will be tested for skill certification and theoretical knowledge so that you are able to pass the written and practical exam given by the Wisconsin Department of Safety and Professional Services.



Course Hours | Theory/ Classroom: 131 hours | Practical 169 hours | Total: 300 hours

Full-Time Schedule* | **9 weeks** | Tuesday through Friday: 8:30 am - 4:00 pm, Saturday 9:00 am - 4:00 pm

Part-Time Day Schedule | **11 weeks** | Monday through Thursday: 8:30 am - 4:00 pm

Part-Time Evening Schedule | **15 weeks** | Monday through Thursday: 4:30 pm - 9:30 pm

Theory/ Practical Hours by Subject

	Theory Hours	Practical Hours
Introduction: Law & Codes, Bookkeeping, Business Management, History & Ethics	36	-
Safety, Sanitation, Sterilization, First Aid and Bacteriology	10	25
Nails and Skin Disorders	24	10
Anatomy and Physiology	18	8
Manicuring and Pedicuring	24	112
Introduction to Advertising	12	-
Individual student needs and electives (Theory hours may include structured visits conducted by the school outside of the classroom at one or more barbering, cosmetology, or manicuring establishments.)	7	14
	131	169
Total Hours	300	



Our Ayurveda Esthetic Programs offers students the unique opportunity to engage in the timeless wisdom of Ayurveda alongside learning the modern skill of Esthetics. Graduates receive excellent training and support from highly skilled and knowledgeable staff who prepare the students for the real-life experiences that go along with pursuing and sustaining a satisfying, dynamic and rewarding career in the spa industry or the path of their choice.



Ayurveda Esthetic

Ayurveda is an ancient science aimed at preventing and healing imbalances within the body. Our 1000-hour Ayurveda Esthetic Program provides an integrative and holistic approach to beauty and wellness based on the theory and practices of Ayurveda. The Esthetic portion focuses on how to take care of skin externally, while the Ayurveda approach teaches how to work from the inside out. After completing course requirements you'll have the hands-on experience you need to coach others to live a healthier lifestyle and pursue a career in a spa or private Ayurvedic practice.

Alpha

Discover the fundamental history and philosophy of the ancient science of Ayurveda. Begin learning how to perform Ayurvedic body therapies and study the sciences of anatomy, physiology and pathology. Your esthetic training begins with the fundamentals of skin, including dermanalysis, facial manipulations and equipment. You will be introduced to Sanskrit, mindfulness, the doshas, digestion and nutrition. From classroom learning to hands-on workshops, you'll gain practical knowledge and experience. You will also learn the proper safety and sanitation requirements.

Beta

Increase your knowledge of anatomy, physiology, pathology, daily routines, Ayurvedic body therapies and other esthetic techniques as you gain practical experience. Your education in esthetics, mindfulness and Sanskrit will continue, and you will be introduced to aromatherapy, chromotherapy, gem therapy and herbalism. You will begin working in a clinical setting under the supervision of instructors, obtaining extensive hands-on experience.

Gamma

Refine your skills as you expand your understanding of the human body and start to perform lifestyle consultations. Explore ayurvedic psychology, all of the systems of the body, with emphasis on the digestive, nervous and women's reproductive systems. You will learn how to manage Vata, Pitta and Kapha in the digestive, nervous, respiratory and cardiovascular systems. Continue your education of esthiology, herbalism, detoxification and consultation skills. Preparation for the workplace is achieved by developing your own plan of action for employment. Your progress is evaluated through projects, practical skills and tests. The final examination tests your knowledge of practical skills, theory, anatomy and physiology. Upon graduation, you will receive an Ayurveda Esthetic Certificate from The Institute of Beauty and Wellness or Aveda Institute Madison. You will have met the requirements to apply to become a licensed esthetician in the State of Wisconsin, as well as, be eligible to apply for a membership with the Association of Ayurvedic Professionals of North America (AAPNA) as a Registered Ayurvedic Lifestyle Consultant and with the National Ayurvedic Medical Association (NAMA) as an Ayurvedic Health Counselor.

AYURVEDA ESTHETIC PROGRAM

Course Hours | Theory/ Classroom: 424 hours | Practical 576 hours | Total: 1,000 hours

Part-Time Day Schedule | **39 weeks** | Monday through Thursday: 8:30 am - 4:00 pm

An eight day (52 hour) advanced training for licensed professionals* that have an interest in pursuing holistic wellness. This course is over a two month period to minimize interference with work schedules of those taking the course.

Theory/Practical Hours by Subject	Theory/ Practical Hours
Anatomy and Physiology	30
Law & Code, Business, Ethics	26
Safety + Sanitation	50
Chemistry	24
Treatments	128
Electricity	45
Makeup	32
Electives (Ayurvedic Body Therapies)	115
Ayurvedic Anatomy, Physiology and Digestion	75
Food Awareness	39
Philosophy and History	26
Sanskrit	20
Constitutional Assessment	50
Ayurvedic Lifestyle Management	52
Herbalism	52
Ayurvedic Psychology	26
Theories of Detoxification	13
Managing Vata, Pitta and Kapha in the Body	65
Yoga	39
Practical (Internship; Clinic)	93

Total Hours 1,000



YOGA TEACHER CERTIFICATION

(only offered at The Institute of Beauty and Wellness)



Course Hours | Phase I: 100 hours Phase II: 100 hours

Schedule | Third weekend of every month

Friday: 5:00 pm - 9:00 pm | **Saturday:** 10:00 am - 5:00 pm | **Sunday:** 9:00 am - 5:00 pm

Yoga Teacher Certification

Yoga brings the body and mind together into one harmonious experience. Our Yoga Teacher Certification program is broken down into two 100-hour programs. It is centered on both the physical and meditative properties of the practice. The curriculum covers body anatomy, therapeutics, the physical practice of yoga and instruction on how to lead a successful career as a yoga practitioner.

Program

Students will refine their teaching styles with the guidance of a skilled and passionate teaching staff.

Phase I | 100 Hours

Prerequisite: Practicing yoga for at least 1 year

- History of Yoga
- Alignment Principles
- Pranayama
- Yoga Sutras
- Anatomy & Physiology
- Philosophy
- Meditation
- 14 Self-Practice Hours
- 5 Elements

Phase II | 100 Hours

Prerequisite: Completion of Phase I, 3 years' experience or letter of recommendation

- 15 Self-Practice Hours
- Alignment Principles
- Roles of Teacher (ethics)
- Specialty Populations
- Physical & Verbal Pose Adjustments
- Teaching Practice
- Class Sequencing
- Business
- Project & Final Exam



Course Hours | Theory/ Classroom: 110 hours | Practical 40 hours | Total: 150 hours

Schedule | **17 weeks** | Monday's: 9:00am - 5:00pm

Instructor Program

Are you a licensed professional with a passion to teach?

Our 150 hour Instructor Program will provide you with the foundational skills needed to pursue a career as a an instructor in beauty or wellness.

Learn effective lesson planning, communication skills, coaching and grading principal techniques before you receive hands on experience of observing on the clinic floor.

Approximately three hours of homework per week will be given. The program will have 32 observation hours and 40 student teaching hours to be fulfilled based on availability and scheduling.

Theory/ Practical Hours by Subject

	Theory Hours	Practical Hours
Goals, rules, and review of curriculum	14	-
Objectives, competencies, methods, lesson planning, teaching techniques of the practical laboratory, interpersonal relations, evaluation and grading principles	64	-
Classroom management, communications, counseling, record keeping and safety and first aid	32	-
Practical applications on the clinic floor and basic skills of practical teaching techniques (prerequisite items 1, 2 & 3)	-	40
	110	40
	Total Hours	150





Makeup Workshops | Mondays | 5:30pm – 8:30pm

Airbrush Makeup Workshops* | Mondays | 8:30am – 4:30pm

**Designed for licensed cosmetologists and estheticians.*

Makeup

The Institute of Beauty and Wellness and Aveda Institute Madison offer dynamic, professional makeup artistry courses designed for beginners, as well as established makeup artists who want to further their knowledge and education.

Makeup Workshops

Our one-day makeup workshops are for individuals considering a career in makeup or simply want to fine tune their makeup skills. Topic focus rotates between complexion, everyday, special occasion and bridal makeup.

Airbrush Makeup Workshops*

Learn the art of airbrush makeup in our one-day workshop. Airbrush and compressor are included.

**Designed for licensed cosmetologists and estheticians.*

CIDESCO PREP*

The Institute of Beauty and Wellness and Aveda Institute Madison offer dynamic, professional makeup artistry courses designed for beginners, as well as established makeup artists who want to further their knowledge and education. For those licensed estheticians that are looking for increased income potential and the opportunity to become certified to practice nationally and internationally in your craft our upcoming CIDESCO Prep Course is designed specifically for you.

**Must have 3 years of working hours as a licensed Esthetician*

AYURVEDA BODY THERAPIES

You'll learn the ins and outs of Ayurveda Body Therapy and demystify these ancient healing words and practices. An eight day (52 hour) advanced training for licensed professionals* that have an interest in pursuing holistic wellness. This course is over a two month period to minimize interference with work schedules of those taking the course.

EYELASH EXTENSION TRAINING

This is two days of extensive eyelash application training, taught by industry professionals. Hands on training in all aspects of semi-permanent eyelash application. Learn the what, why, and how of all things lash extensions.





The Institute of Beauty and Wellness

Client Service Areas

The Institute of Beauty and Wellness and Aveda Institute Madison provide all students the opportunity to perform services on a diverse clientele. We provide a quality salon and spa setting where students can perform hair, skin, nail and body services under supervision of licensed instructors.

Aveda Experience Center

Both schools house a retail center for Aveda hair, skin, flower and plant Pure-Fume™ and body care, makeup and lifestyle products. Product knowledge and retail success are two ways that you can increase your value in the salon industry. The store gives you the opportunity to practice your client services and business skills with guests.

Student Classrooms

Classrooms of all sizes have been designed to provide the proper environment for different types of learning and activities. The classrooms are equipped with the latest technologies in audio-visual equipment including; televisions, DVD players, internet connection and an on-site video drive.



Aveda Institute Madison

Library and Administrative Resources

A resource library has books on styling, motivation, health and wellness for your reference. Team leaders and admissions personnel are also available to respond to your questions and concerns.

Equipment

At The Institute of Beauty and Wellness and Aveda Institute Madison, there are a variety of equipment available for student use including: manicuring stations, hydraulic chairs, massage and esthetic tables and fully equipped skin care stations with dermascopes and steamers at each station.



The Institute of Beauty and Wellness



Aveda Institute Madison



The Institute of Beauty and Wellness

Enrollment Requirements

1. Complete the Admissions Application and submit to the Admissions Office.
2. Participate in an exciting Career Planning Session with an Admissions Representative
3. Submit your high school transcripts showing completion or a copy of your High School Diploma or General Education Diploma (GED)
4. Take and pass the entrance assessment** if GPA is 2.0 or below, or when submitting a copy of your diploma/GED
5. Transfer students are welcome to apply, and are required to submit a \$100 transfer application fee before evaluation of transfer credit hours
6. Provide proof of age with a document such as: driver's license, government-issued identification, birth registration/ certificate, passport, etc.
7. Provide proof of professional license (*instructor program only*)

Classes

The school reserves the right to combine or cancel classes as enrollment demands.

Scholarships

The Institute of Beauty and Wellness and Aveda Institute Madison may offer scholarship(s) to incoming and current students who have been accepted into a specific program of study. Funds are awarded based upon criteria set by The Institute of Beauty and Wellness and Aveda Institute Madison. When a scholarship is provided by The Institute of Beauty and Wellness or Aveda Institute Madison, any eligible candidate meeting the set criteria may apply for the scholarship. Eligible candidates may apply to multiple scholarships, however, each candidate is eligible to receive a maximum of one scholarship per enrolled program.

Transfer Students

Applicants for transfer into The Institute of Beauty and Wellness or Aveda Institute Madison are considered on an individual basis. The Institute of Beauty and Wellness and Aveda Institute Madison may, at their discretion, refuse transfers if admission requirements, including tuition, cannot be met. The Institute of Beauty and Wellness and Aveda Institute Madison may accept transfer hours at their discretion. Program testing may be necessary. The Institute of Beauty and Wellness and Aveda Institute Madison may allow students to re-enter a program after they have withdrawn.

If a student's academic progress was unsatisfactory when he/she withdrew from the school and later wishes to re-enter school, the student will return under that same status. If a student withdraws with satisfactory academic progress, he/she may return under that same status without loss of credit, grades, or hours.

The Institute of Beauty and Wellness and Aveda Institute Madison, in their admissions, instruction and graduation policies, practice no discrimination on the basis of race, religion, color, financial status, sex, national or ethnic origin, age, veteran status or sexual orientation.

The Institute of Beauty and Wellness and Aveda Institute Madison do not recruit students that are currently attending or admitted to another school offering a similar program of study.

PLEASE NOTE: Upon completion of enrollment requirements, an applicant will sign an enrollment contract. The applicant is not enrolled and a spot is not held in the program until the Admission Office receives the signed contract. Placement into the program is on a first-come basis.

**If a student does not pass the entrance assessment, they are allowed to retake the assessment in six months.

Tuition

Tuition rates includes student kits and textbooks.

A down payment of tuition is due one week prior to the start of classes. The remaining balance is due according to the payment plan selected by the student at the time of enrollment.

All tuition must be received in full no later than three weeks prior to graduation. The student understands that he/she may be required to incur additional costs for miscellaneous supplies and/or events not to exceed \$100.00. The student's obligation to pay these sums at these times is without regard to student qualification for financial aid from any other source. Forms of payment include: cash, check, credit/debit card (with 3% fee), cashier's check, Federal Financial Aid.

Late Payment

If a student fails to make any payment within one (1) week after it is due, then, a) the total tuition may become automatically due and payable, and b) the school may suspend the student's attendance and/or diploma until the balance is paid in full.

Refund Policy

The refund policy is as follows: If a student's application is rejected by the school or if he/she cancels enrollment within three business days of executing the enrollment contract, all money collected by the school shall be refunded whether or not

the student has begun the course of instruction.

If a student was accepted for enrollment but was unqualified for entrance, all money collected by the school shall be refunded.

If a student cancels his/her enrollment after three business days from the execution date of the contract but before the student begins the course of instruction, he/she is entitled to a refund of all money paid to the school.

If a course is cancelled prior to a student's enrollment, the school provides a full refund of all money paid.

If, for any reason, a student withdraws or is dismissed by the school, prior to the commencement of classes, the charge may not exceed 15% of the total cost of the course of instruction or \$100, whichever is less.

If, for any reason, a student withdraws or is dismissed by the school, after the commencement of classes, the school's refund policy may not permit any charge to the student which exceeds \$150 plus the amount shown on the "Partial Refund Chart." In no case may the charge to the student exceed the total cost of the course of instruction.

If the school is permanently closed and no longer is offering instruction after a student has enrolled, the student is entitled to a pro-rata refund of tuition.

If either party cancels the contract after the student begins class and after three business days of executing the enrollment contract, the school will keep the tuition amount according to the calculation below:

The school shall acknowledge in writing any valid notice of cancellation within ten business days after receipt of such notice. Any monies due the applicant or student shall be refunded within 30 business days of the official withdrawal date or the date the school discovers that the student has unofficially withdrawn (determined an "unofficial" withdrawal by monitoring clock hour attendance at least every thirty (30) days. The withdrawal determination date would revert back to 14 calendar days after the student's last date of attendance). The official withdrawal date is determined by the postmark date on the written notification, or the date said notice is delivered to a school director in person. All miscellaneous costs which have not yet become due will be void. In case of a leave of absence, the school shall return any monies due the student or applicant within thirty days of the earlier of the last day of the student's leave of absence if the student fails to return or the date the student notifies the institution that the student will not be returning. The school may elect a more generous settlement policy to accommodate mitigating circumstances.

Calculation for Tuition Reimbursement

*The Institute of Beauty and Wellness follows the State of Wisconsin's Administrative Code Refund Standards (SPS 62.07) as its refund policy.

*NOTE: "PERCENTAGE OF ENROLLMENT TIME," means the number of class days elapsed from the start of the student's attendance until the student's last date of attendance divided by the total number of class days required to complete the course of instruction.

Consequently, our refund policy is calculated based upon scheduled class days rather than actual class days.

Partial Refund Chart

Percentage of Enrollment Time		Maximum Percentage of Total Cost of Course of Instruction May Be Charged
Greater Than	Less Than or Equal to	
0%	5%	20%
5%	10%	30%
10%	15%	40%
15%	25%	45%
25%	50%	70%
50%	100%	100%

Veterans Refund Policy

When a veteran or other eligible student enrolled in a non-accredited school fails or ceases to attend a class, withdraws from a class or is terminated for any reason before a class is completed, the school will refund a pro-rata portion of all tuition, fees, and other related charges for that class. The exact proration will be determined by the ratio of the number of days of instruction completed by the student to the total number of instructional days for the course. An established registration fee (variously designated as an application fee, enrollment fee, or the like) in an amount not to exceed \$10, need not be subject to proration. Where the established fee is more than \$10, the amount in excess of \$10 is subject to proration. In addition, pro-rata refunds must be made within 40 days after the last class attended, or the effective date of the withdrawal or termination. (Authority: 38 CFR 21.4255)

Policy on Extra Instructional Charges

It is the policy of The Institute of Beauty and Wellness and Aveda Institute Madison to allow students below 100% attendance, to avoid overtime charges, to make-up any lost hours once they have completed 50% of their program. If a student does not complete the required number of clock hours for a program prior to their estimated contracted graduation date, then the student must pay a fee (as specified in the enrollment contract) for each clock hour of instruction after his/her estimated graduation date. Current fee is: \$10/hour.

Notice of Cancellation

The student's enrollment can be terminated only by written notice of cancellation from one party to the other. Said notice shall be hand delivered, emailed or mailed, postage prepaid, either registered or certified, return receipt requested, to the other party at the address listed on the Student's Enrollment Contract. In case of cancellation, the previously stated "Refund Policies" will determine the amount of refund to the student.

The Institute of Beauty and Wellness and Aveda Institute Madison, under State of Wisconsin Regulation, are required to carry a Surety Bond in accordance with RL 61.06. This bond is required to protect student or their parents/ guardians or their sponsors from economic loss.

The bond provides indemnification, within the limits of the bond, to any student or enrollee. For further information, contact Capitol Indemnity Corporation, Madison, Wisconsin. The contact address for the company issuing the bond is: R&R Insurance, 1581 E Racine Ave., P O Box 1610 Waukesha, WI 53187-1610 (*For The Institute Of Beauty and Wellness*) and The Ohio Casualty Insurance Company. 62 Maple Ave., Keene, NH 03431. (*For Aveda Institute Madison*).

Breach of Contract

For any violation of this contract, school policies, standards and/or attendance, as stated in the school catalog, the Administrative Staff of The Institute of Beauty and Wellness or Aveda Institute Madison may cancel this contract. Student would receive a Notice of Cancellation from the school. This contract and the student's enrollment can be terminated only by written notice of cancellation from one party to another party. A cancellation notice will be hand delivered or mailed by either registered or certified mail to the address listed on the student's contract.

Gainful Employment Disclosures

To help students make informed decisions regarding their program of interest, The Institute of Beauty and Wellness and Aveda Institute Madison are required by the U.S. Department of Education to provide additional information beyond a program description of an academic program that leads to gainful employment. The Institute of Beauty and Wellness and Aveda Institute Madison offer information about the estimated cost of a program, median loan debt of students who completed the program, the completion rate and job placement. For more information about our Gainful Employment Disclosures, please go to our websites at ibw.edu or aimadison.com.

A printed copy of the Gainful Employment Disclosures can be requested by calling The Institute of Beauty and Wellness' Financial Aid Department at 414.319.7581 or Aveda Institute Madison's Financial Aid Department at 414.319.7581.

2017 - 2018 TUITION RATES

Cosmetology

Kit price (including applicable tax)	\$2,100.00
Tuition	\$18,325.00
Total	\$20,425.00

Barbering

Kit price (including applicable tax)	\$2,200.00
Tuition	\$11,550.00
Total	\$13,750.00

Esthiology

Kit price (including applicable tax)	\$1,550.00
Tuition	\$7,150.00
Total	\$8,700.00

Massage Therapy

Kit price (including applicable tax)	\$1,300.00
Tuition	\$10,070.00
Total	\$11,370.00

Manicuring

Kit price (including applicable tax)	\$1,100.00
Tuition	\$2,445.00
Total	\$3,545.00

Ayurveda Esthetic

Kit Price (including applicable tax)	\$1,300.00
Tuition	\$11,370.00
Total	\$12,670.00

Ayurveda Body Therapies (2 weeks)

Total (including applicable tax)	\$750.00/week
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Yoga Teacher Certification

Phase I Tuition & Books (including applicable tax)	\$1,550.00
Phase II Tuition & Books (including applicable tax)	\$1,490.00
Total	\$3,040.00

Instructor Training

Kit price (including applicable tax)	\$500.00
Tuition	\$775.00
Total	\$1,275.00

Makeup Workshops

Daytime/Evening/Bridal	\$50.00
Airbrush Workshop (including applicable tax)	\$150.00



THE INSTITUTE OF BEAUTY AND WELLNESS

Administration

Kari Kennedy	Institute Director
Gregory Mathews	Financial Aid Administrator
Caitlin Stublaski	Training & Curriculum Development

Admissions

Deanna Koch	Team Leader
McKenna Shaffer	Admissions Counselor/Placement Coordinator

Cosmetology / Barbering

Gaya Glassen	Team Leader
Shari Andrews	Educator
Amy Lile	Educator
Tammy Robinson	Educator
Catherine Sendek	Educator
Michelle Mikula	Educator
Claire Otto	Educator
Gina Vallejos	Educator
Courtney Cobb	Educator
Krista Becker	Educator
Chris Jones	Educator
Markia Chapman	Educator

Esthiology

Brittney Rodriguez	Educator
Kate Magana	Educator
Adrienne Hauck	Educator
Tracy Nannery	Educator
Alex Foss	Educator
Aaron Brielmaier	Educator
L'Shay Mathis	Educator

Massage Therapy

Jeff Montoya	Team Leader
Dr. Teresa Tetting	Educator
Liz Kellor	Educator
Ellen Kay	Educator
Jacob Thomas	Educator

Manicuring

Chandra Fojut	Team Leader
Carletta Bass	Educator

Ayurveda Esthetic

Rima Shah	Team Leader
Kate Magana	Educator

Yoga Teacher Certification

Morgan Herum	Educator
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Instructor Training Program

Caitlin Stublaski	Educator
Gaya Glassen	Educator
Claire Otto	Educator

AVEDA INSTITUTE MADISON

Administration

Kari Kennedy	Institute Director
Gregory Mathews	Financial Aid Administrator
Ariana Oldenberg	Administrative Coordinator
Caitlin Stublaski	Training & Curriculum Development

Admissions

Deanna Koch	Team Leader
Katie Blanchard	Admissions Counselor/ Placement Coordinator

Cosmetology / Barbering

Samantha Hensler	Team Leader
Diane Gilbert	Educator
Jenna Colvin	Educator
Teisha Brown	Educator
Megan Hamilton	Educator
Heather Peterson	Educator
Mallory Rankin	Educator
Haile Struck	Educator

Esthiology

Ariana Oldenburg	Educator
Desiree Rhodes	Educator
Suzanne O'Connell	Educator

Massage Therapy

Jeff Montoya	Team Leader
Connie Clemens	Educator
Megan Wellington	Educator

Ayurveda Esthetics

Lisa McKnight	Educator
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Educators have met program licensing requirements and are trained in all aspects of Cosmetology, Barbering, Esthiology, Ayurveda Esthetic, Massage Therapy, Instructor Training and Yoga Teacher Certification.

FINANCIAL AID

Process

1. Request a FSA ID at <https://fsaid.ed.gov/>
2. Complete the FAFSA at <https://fsaid.ed.gov/>
The Institute of Beauty and Wellness and Aveda Institute Madison's school code is **038083**. Students are encouraged to fill out a FAFSA with the Financial Aid Administrator.
3. Several days after your FAFSA has been submitted, you will be notified of your eligibility by the school's Financial Aid Administrator.

Some FAFSAs are selected for a review process called verification, where a student may have to submit financial documentation to the Financial Aid Administrator.

Eligibility

Eligibility is determined using a formula established by the U.S. Department of Education to evaluate the information reported on the FAFSA. The formula produces an Expected Family Contribution (EFC) that is used to determine what Federal Financial Aid a Student may be eligible for.

Federal Pell Grant

A Federal Pell Grant, unlike a loan, does not have to be repaid, providing the program is completed. Pell Grants are awarded only to undergraduate students who have not earned a bachelor's or professional degree.

Direct Subsidized Loan

This loan is awarded based on the financial need as determined by the school's cost of attendance minus the student's Expected Family Contribution (EFC) as well as scholarship and grant awards. The federal government pays interest on the loan ("subsidizes" the loan) until a student begins repayment and during authorized periods of deferment. Students will receive a six-month grace period after the student is no longer enrolled to begin repayment of their loan.

Direct Unsubsidized Loan

This loan is not awarded on the basis of need. A student will be charged interest from the time the loan is first disbursed until it is paid in full. A student will receive a six-month grace period after the student is no longer enrolled to begin repayment of their loan. However, a student may pay the interest charges on a quarterly basis during their enrollment or grace period.

Federal PLUS Loan

This program enables parents with good credit histories to borrow to pay the education expenses of each child who is a dependent undergraduate student. The yearly limit on the PLUS Loan is equal to the cost of attendance minus any other financial aid received. Repayment of this loan begins within 60 days after the loan is fully disbursed. A parent may request an in-school deferment to delay payment while their child is in school and a 6-month grace period after the student is no longer enrolled.

2017 NACCAS OUTCOME RATES (Reported in November 2017)

	PLACEMENT	GRADUATION	LICENSURE
COSMETOLOGY	64.86%	71.15%	100.00%
MASSAGE THERAPY	90.00%	80.00%	100.00%
ESTHIOLOGY	60.71%	84.85%	100.00%
MANICURING	50.00%	81.82%	100.00%
AYURVEDA ESTHETIC	50.00%	80.00%	100.00%
BARBERING	90.00%	66.67%	100.00%
YOGA TEACHER CERTIFICATION	66.67%	60.00%	N/A
INSTRUCTOR PROGRAM	N/A	N/A	N/A
OVERALL NUMBERS	65.61%	76.52%	100.00%

Graduation Requirements

To receive a diploma from The Institute of Beauty and Wellness and Aveda Institute Madison, a student must:

1. Complete the required amount of hours of your program.
2. Complete all projects.
3. Meet the satisfactory progress requirement of 80% or above for GPA and 90% or above for attendance.
4. Student must pass their final theory and practical exam with an 80% or above.
5. Pay all tuition (excludes balance from extra instructional charges) obligations.
6. Complete exit interview.

For Massage Therapy students:

7. Take and pass the FSMTB National Licensing Examination and State Law Examination

Note

Please be advised that other states may require additional hours of instruction for licensing eligibility. Check with admissions for the appropriate information.

Ayurvedic Practitioners are not required to take a State of Wisconsin Licensure Examination in order to practice Ayurveda in Wisconsin. Ayurveda students may register with the National Ayurvedic Medical Association (NAMA) as registered Ayurvedic Counselors and also have the opportunity to become licensed Estheticians.

Licensing Requirements

To receive a license in the state of Wisconsin, a cosmetology, massage therapy, manicuring or esthiology student is required to:

1. Complete the hours in the course of instruction.
2. Successfully complete the skill certification examination.
3. Successfully complete the written theory and state law examination conducted by Pearson Vue for cosmetology, esthiology and manicuring, barbering and by the State and FSMTB for massage therapy, at off-campus locations.

Note

Massage Therapy students are required to take the State of Wisconsin State Law Exam before graduation in accordance with the Wisconsin State Law starting January 1, 2012.

The FSMTB National Licensing Exam will be applied for once a student has accrued 500 hours of training. It is the student's responsibility to make arrangements for a test date within an appropriate time frame (2-3 weeks after the FSMTB Application and Payment). Failure to secure a test date may result in the administration requesting the student take a leave of absence until this requirement is fulfilled.

Please be advised that other states may require additional hours of instruction for licensing eligibility. Check with admissions for the appropriate information.

Massage Therapy students are not graduated from the program until the State Law Exam and the National Licensing Exam have been successfully completed for massage therapy.

If a student does not pass their State Law exam or National Licensing Exam the first time, payment for each subsequent exam is the responsibility of the student for massage therapy.

STUDENT SERVICES

Housing

The Institute of Beauty and Wellness and Aveda Institute Madison can assist students in finding roommates and suitable housing, though The Institute of Beauty and Wellness and Aveda Institute Madison do not own or operate housing facilities.

Placement

With a vast network of salons, spas and health clubs nationwide, The Institute of Beauty and Wellness and Aveda Institute Madison can help you begin your professional career. We will help you gain the knowledge you need with several career fairs and self promotional instruction. The Institute of Beauty and Wellness and Aveda Institute Madison are primarily institutions of learning and do not guarantee job placement.

Academic and Individual Counseling

The Institute of Beauty and Wellness and Aveda Institute Madison provide academic counseling to all students. We will help you with tutoring should you experience challenges in meeting the minimum performances standards and course requirements as set by The Institute of Beauty and Wellness, Aveda Institute Madison and the State of Wisconsin Department of Safety and Professional Services. If you experience personal challenges, The Institute of Beauty and Wellness and Aveda Institute Madison encourage students to contact the professional resources for counseling located in the student handbook.

Student Activities

While at either school, you will have the opportunity to participate in a variety of events and activities ranging from photo shoots to fashion shows that are educational, interesting and great networking opportunities. Whatever your passion may be in the industry, you will have the opportunity to be creative and have fun.

Student Leadership Council is a group within both schools that offers you and other students the chance to use your natural leadership skills. One representative from each class participates on the council - coordinating and leading student assemblies, representing your class at meetings and other activities - furthering your management training.

Access to Cumulative Records

Students, and parents/guardians of dependent minors, who are in regular attendance at The Institute of Beauty and Wellness or Aveda Institute Madison, have the right to inspect and review the student's educational, financial, and attendance records to ensure they are accurate, factual and do not violate the student's privacy or other rights. Students and/or parents/ guardians of dependent minors should schedule an appointment with the department team leader to review the student's records. Student records will be maintained by the school for a minimum of three years for students who received veterans benefits.

Student Information Release Policy

In accordance with FERPA (Family Educational Rights and Privacy Act), The Institute of Beauty and Wellness and Aveda Institute Madison do require written authorization from a student or parent/guardian (in the case of a dependent minor) or graduate in order to release academic, attendance, and enrollment status, financial, and/or any other information to agencies, prospective employers, or any other party seeking information about the student with the exception of internal reviews including but not limited to student records audit, compliance reviews, accreditation process or financial audit. Each student must give written consent each time in response to a third party request.



Violation of any of these policies and standards may lead to counseling, letter(s) of warning and termination of enrollment. To resume the course of instruction after suspension or dismissal for unsatisfactory progress, attendance or conduct, the student must interview with his or her instructor and the Administrative Director. Each case will be handled individually. In some cases, resuming instruction may require waiting for the next available course of instruction. If a student wishes to resume a course of instruction after a withdrawal and has satisfactory progress, the student must interview with his or her instructor and the Administrative Director. Each case will be handled individually.

Dress Codes and Appearance

1. All students must maintain a professional appearance.
2. All items of clothing (including accessories and shoes) are to be full black. Shoes should be comfortable with an adequate slip-resistant sole. Administration will occasionally announce opportunities to wear other colors and will indicate rules regarding at that time.
3. Name tags must be worn and be visible at all times while on the school premises.
4. Observe personal hygiene and grooming. All women are to wear color cosmetics and all men are to be well-groomed. Only Aveda Aromas are to be worn.
5. Esthiology, Ayurveda Esthetics and Massage Therapy Students:
 - On the practical floor, hair should be worn off the face.
 - Necklaces, bracelets, rings and large earrings are not permitted on the practical floor. Wedding bands, however, may be worn.
 - Nails must be clipped back to the skin line. Color nail polish is not permitted; clear polish may be worn.

Standards

1. Abstain from the use of alcohol and controlled substances prior to and during school hours. (This includes lunchtime and off-site events.)
2. Respect the rights of all others and remain courteous in the classroom and on the clinic floor. (This includes refraining from the use of offensive, discriminatory or derogatory language.)
3. Consume food and beverages in assigned areas only.
4. Smoking is prohibited in the building.
5. Gum and candy are not allowed in class or during clinic activities.
6. Never refuse an assigned service. If this occurs, the student will be excused for the day and receive credit only for hours in attendance.
7. Be responsible for the security and maintenance of your work station.
8. Theft will not be tolerated and may result in immediate termination from The Institute of Beauty and Wellness or Aveda Institute Madison.
9. Be responsible for daily cleaning / sanitation duties, which may include laundry and other general duties.

To help prepare you for the workplace, The Institute of Beauty and Wellness and Aveda Institute Madison operate much like a professional salon environment. Late arrivals, absences and other interruptions in your training have a significant effect on your achievement just as they would if you were an employee in a salon, day spa or other professional environment. By law, we must keep track of your training hours for licensure or certification.

POLICIES AND STANDARDS (CONTINUED)

PHYSICAL DEMANDS AND SAFETY

Attendance Policies

Absences

Regular attendance gives students the opportunity to benefit from classroom theory and technical applications in their chosen fields. Students are encouraged to take advantage of each hour of training and extensive and diverse practical experience available.

Make up Work

Any homework missed as a result of absences is due two class days after the student resumes attendance.

Tardiness

Students are expected to arrive on time. Any student arriving late must discuss the tardiness with the instructor and make up any missed time. Consistent late arrival could lead to disciplinary actions by Administration.

Time Record Policies

It is a state requirement that the school provide an accurate system for recording all students' times, services and class hours. Students are ultimately responsible for tracking hours on a daily basis. The Institute of Beauty and Wellness and Aveda Institute Madison will honor documented weekly time worked, up to 40 hours.

Always badge in/out on the time clock at the beginning and end of each day.

Vacations

It is understood, when accepted into the educational course(s), a student will not be allowed to take leaves of absence for vacations or other reasons during his or her scheduled training, with the exception of unexpected medical problems.

Holidays

The Institute of Beauty and Wellness and Aveda Institute Madison recognize the following days as legal holidays:

New Year's Eve

New Year's Day

Memorial Day

Independence Day

Labor Day

Thanksgiving Day

Christmas Eve Day

Christmas Day

Administration to use discretion on closing. Additional closure days before and after holidays are at the discretion of the administration and may vary annually.

Days off due to legal holidays, school closings and class cancellations are recorded as such and extend estimated completion date on the enrollment contract.

Physical Demands and Safety

1. Repetitive motion for hands, arms and wrists.
2. Possible exposure to chemical smells.
3. Stretching and bending.
4. Possible work with sharp objects.
5. Possible contact with communicable disease.
6. Possible requirements to stand for long periods of time.



The Institute of Beauty and Wellness/Aveda Institute Madison does not discriminate on the basis of sex in its education programs or activities and is committed to ensuring an educational environment free of sexual harassment, including sexual violence, and to full compliance with Title IX of the Education Amendments Act of 1972 and other federal and state laws governing such conduct.

The following individuals have been designated as the Title IX Coordinators by The Institute of Beauty and Wellness/Aveda Institute Madison to handle inquiries regarding The Institute of Beauty and Wellness/Aveda Institute Madison Title IX policies, including receiving and responding to information about any incident of sex discrimination:

McKenna Shaffer

Admissions Counselor
327 E St Paul Ave
Milwaukee, WI 53202
mckenna@ibw.edu

Katie Blanchard

Admissions Counselor
353 E Campus Mall
Madison, WI 53715
katieb@aimadison.com

Information regarding sexual discrimination, including sexual harassment or sexual violence, may also be reported by anyone to: U.S. Office for Civil Rights by email at ocr@ed.gov or at the addresses provided at the following website:

<http://www2.ed.gov/about/offices/list/ocr/docs/howto.html>

“Sexual harassment” is defined as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature that may constitute sexual harassment when:

- Submission to such conduct is made either explicitly or implicitly as a term or condition of an evaluation of a student’s academic performance, or a term or condition of participation in student activities or in other events or activities sanctioned by The Institute of Beauty and Wellness/Aveda Institute Madison;
- Submission to or rejection of such conduct by an individual is used as the basis for academic decisions or other decisions about participation in student activities or other events or activities sanctioned by The Institute of Beauty and Wellness/Aveda Institute Madison; or
- Such conduct otherwise has the purpose or effect of threatening an individual’s academic performance; or creating an intimidating, hostile, or offensive educational environment.

Forms of sexual harassment include, but are not limited to, sexist remarks or behavior, constant offensive joking, sexual looks or advances, repeated requests for dates, unwelcome touching, and promise of reward for sexual favors. Students, faculty, or staff who experience sexual harassment should be encouraged to make it clear to the alleged offender that such behavior is offensive. However, failure to comply with this provision does not defeat the Institute’s obligation to investigate the incident and take appropriate steps if sexual harassment has occurred.

Sexual violence includes, among other conduct, domestic violence, dating violence, sexual assault, and stalking. These acts will not be tolerated at The Institute of Beauty and Wellness/Aveda Institute Madison as such acts are inappropriate and create an environment contrary to the goals and mission of The Institute of Beauty and Wellness/Aveda Institute Madison. Any such acts will be thoroughly investigated and will subject an individual to appropriate disciplinary sanctions and/or possible action by appropriate law enforcement agencies.

It is the responsibility of all persons within The Institute of Beauty and Wellness/Aveda Institute Madison community to work to ensure an educational environment free from sex discrimination. Violations of this policy may be grounds for disciplinary action under The Institute of Beauty and Wellness/Aveda Institute Madison’s policies and procedures.

All students and staff of The Institute of Beauty and Wellness/Aveda Institute Madison are expected to report incidents of sexual discrimination (including sexual harassment or sexual violence) to the Title IX Coordinator.

Satisfactory Academic Progress Policy

Satisfactory progress in academic work and attendance is a requirement for all students during all terms for which they are enrolled at either The Institute of Beauty and Wellness or Aveda Institute Madison, including summer, whether or not, the student receives Title IV Funds (Federal Financial Aid) during those terms.

This policy is intended to comply with all applicable rules and regulations established by the National Accrediting Commission of Career Arts and Sciences (NACCAS) and the United States Department of Education.

The school's satisfactory academic progress policy is provided to applicants prior to enrollment in the course catalog as well as in the enrollment contract. .

Academic

Students must meet a minimum of 80% in their academic grades.

When enrolling in our programs, a student accepts the responsibility to perform at the prescribed standards and achieve results in order to graduate. The objective is to recognize, in an equitable and uniform manner, the performance of individual students. Attendance, level of cooperation, attitude and professionalism, as well as completing the necessary homework, projects and tests, is an absolute necessity.

Academic progress is measured by the following:

		<u>Grading Scale</u>	
Chapter Tests	25%	96-100	Honor Roll
Student Projects	25%	90-95	Very Good
Mock State Board Practical & Written Exam	25%	85-89	Good
Technical Evaluations	25%	80 -84	Satisfactory
	100%	79-Below	Unsatisfactory

If a student is not in attendance or misses an examination not including the mock written or practical, the student will be required to take the exam upon the first day returning back to school at the beginning of class.

Attendance

Students must maintain a minimum of 90% attendance record.

The maximum time a student has to complete is 111% of the course length.

Maximum time frames to complete the individual courses are as follows:

Cosmetology Full-Time 52 weeks 1776 scheduled hours
Cosmetology 3-Day 60 weeks 1776 scheduled hours
Barbering 54 weeks 1110 scheduled hours
Barbering Evening 56 weeks 1110 scheduled hours
Esthiology Full-Time 20 weeks 666 scheduled hours
Esthiology Part Time 33 weeks 666 scheduled hours
Massage Therapy Full-Time 24 weeks 833 scheduled hours
Massage Therapy Evening 43 weeks 833 scheduled hours
Massage Therapy 3-Day 40 weeks 833 scheduled hours
Manicuring Full-Time 10 weeks 333 scheduled hours
Manicuring Evening 17 weeks 333 scheduled hours
Manicuring Part-Time Day 13 weeks 333 scheduled hours
Ayurveda Esthetic 43 weeks 1110 scheduled hours
Instructor Training 22 weeks or 166 scheduled hours

Students who have not completed the course within the maximum timeframe may continue as a student at the institution on a cash pay basis or be terminated at the discretion of the Administrative Team.

Determination of Progress

To determine Satisfactory Progress, all Cosmetology students are evaluated at 450, 900, 1250, and 1600 completed (actual) hours. Esthiology students are evaluated at 300 and 600 completed (actual) hours. Massage Therapy students are evaluated at 375 and 750 completed (actual) hours. Manicuring students are evaluated at 150 and 300 completed (actual) hours. Ayurveda Esthetic students are evaluated at 450, 900, and 1000 completed (actual) hours. Barbering students are evaluated at 450, 900 and 1000 completed (actual) hours. Students who do not achieve Satisfactory Progress may no longer be eligible for Title IV, HEA program funds, if applicable, unless the student is on warning or has prevailed upon appeal of the determination that has resulted in the status of probation. Students meeting the minimum requirements for academics and attendance at the evaluation point are considered to be making satisfactory academic progress until the next scheduled evaluation. Students have access to a hard-copy of their Satisfactory Progress Determination at the time of each of the evaluations.

Progress Evaluation

The school periodically monitors student progress with our Satisfactory Academic Progress Policy.

Warning and Probation Status

Students who do not achieve satisfactory academic progress are placed on warning status until the next scheduled evaluation and must meet with their Department's Team Leader and/or the Administrative Director of the school. At this meeting, the student and Administrative Team will devise a study plan, set academic goals, discuss extra credit, and decide on any other course of action that needs to be taken. The student is still eligible for Title IV Aid while on warning. The school's financial aid administrator will notify a student on warning how their status impacts their eligibility for Federal Financial Aid. If at the end of the warning, the student has achieved the school's academic work and attendance requirements, then the student has re-established that he/she meets the school's satisfactory academic progress and is taken off warning. If at the end of the warning, the student has not demonstrated satisfactory academic progress, then the school may allow for the status of probation for a student if: the student prevails upon appeal of a negative progress determination prior to being placed on probation; and the school determines that satisfactory academic progress can be met by the end of the subsequent evaluation period; or the school develops an academic plan for the student that, if followed, will ensure that the student is able to meet the school's satisfactory academic progress requirements by a specific point within the maximum time frame established for the individual student. If at the end of the probation, the student has achieved the school's academic work and attendance requirements, then the student has re-established that he/she meets the school's satisfactory academic progress and is taken off probation. If at the end of the probation, the student has not demonstrated satisfactory academic progress, then the student may be terminated from the school at the discretion of the Administrative Team. Future enrollment consideration will be individually reviewed.

Appeal of Warning and Probation

Students may appeal a failed satisfactory academic progress determination by filing a written appeal to the Administrative Director. Students must provide documentation regarding why he/she failed to make satisfactory academic progress. Valid reasons for submitting an appeal include, but are not limited to: illness or injuries, children's illness or injuries, death of a relative or friend, family emergencies, pregnancies, maternity/paternity leave, disabilities, or legal matters. Students must also explain what has changed in his/her situation that will allow the achievement of satisfactory academic progress at the next evaluation. The appeal of a failed satisfactory academic progress determination is reviewed by the Administrative Director. If the appeal is approved, the student will have prevailed upon appeal resulting in a status of probation. The results of the appeal are documented in the student's file.

Withdrawals – Passing/Failing

If a student withdraws from a course and was passing, it would be included in their academic grades, and if he/she was also achieving the minimum attendance requirement, the student would be considered to have been making satisfactory academic progress at the time of their last evaluation. The clock hours for the course are counted as both attempted and achieved. Students who withdraw from a course and were failing would have it impact their GPA. The clock hours for the course are counted as both attempted and achieved.

Withdrawals – Reentry

If a student withdraws and later re-enters school, he/she will re-enter in the same progress status as at the time of withdrawal.

Transfer Students

Transfer hours from another school that are accepted toward a student's program are counted as both attempted and completed hours for the purpose of determining when the allowable maximum time-frame has been exhausted. Satisfactory Academic Progress evaluations are based on actual contracted hours at The Institute of Beauty and Wellness or Aveda Institute Madison.

Course Incompletes, Repetition, & Remedial Courses

Course incompletes or repetitions have no effect on the satisfactory academic progress policy. This school does not offer remedial courses.

Changes in Course of Study

If a student enrolls in a second course, their satisfactory academic progress is reviewed only for the course that the student is currently enrolled for. Academic grades and attendance records from a prior course will not be included in the current satisfactory academic progress determination. If a student is concurrently enrolled in two courses, their satisfactory academic progress will be reviewed for each course independently.

Leave of Absence

A leave of absence is a temporary interruption in a student's program of study. It is offered to students when situations are encountered that require an extended amount of time to be missed from school for a medical condition in which a physician requires the student to be out of school. A leave of absence must be a minimum of 30 calendar days. In order to return from a medical leave, we will need a doctor's written notice of readiness to return back to school and any limitations that might be required. For any other concerns, if a student feels they need to take a leave of absence, the authorization of the leave will be based upon administrative discretion. To apply for a leave of absence, a student's request must be submitted in writing on an Institute Leave of Absence form, must be signed, and must be dated. The student must include the reason for the leave of absence. There must be a reasonable expectation that the student will return from the leave of absence. The school may grant a leave of absence to a student who did not provide the request prior to the leave of absence due to unforeseen circumstances. A student granted a Leave of Absence is not considered to have withdrawn, and no refund calculation is required at that time. The Leave of Absence together with any additional leaves of absence must not exceed a total of 180 days (calendar days) in any 12 month period. When calculating the maximum time-frame for a student's approved LOA, the school must ensure that it accounts for all periods of nonattendance (including weekends and scheduled breaks). Thus, since an approved LOA may not be more than 180 days, a school might have to reduce the length of a student's LOA if the 180th day is scheduled to fall on a day the school will be closed. The leave of absence extends the student's contract period and maximum time frame by the same number of days taken in the leave of absence. The student returning from a leave of absence will return to school under the same progress status as when they left. The institution may not assess the student any additional instructional charges as a result of the leave of absence. If a student's leave of absence extends beyond the maximum time frame (the date of return) for a leave of absence, the student will be considered a withdrawal. The withdrawal date for the purpose of calculating a refund is always the student's last day of attendance.

Enrollment Dates: All students are expected to be in attendance from the starting date to the ending date as specified in the student contract. The start and completion of class dates are set for perfect attendance. Beyond that, it is the student's responsibility to begin to make up hours at the midpoint of their program. The student does not have the flexibility to determine which dates they would like to make up hours and will need to follow the schedule set forth by the Team Leader. All missed hours need to be made up to satisfy the state required licensing hours for that program. There may be a lapse of time between the class graduation date and the time in which a student may make up missed hours.

RATIONALE FOR PROGRAMS LONGER THAN STATE REQUIREMENTS

Cosmetology – 1600 Clock Hours

Prior to 2016, the Cosmetology program was 1800 clock hours. The program was decreased to 1600 clock hours to be closer aligned with the State of Wisconsin Department of Safety and Professional Services' requirement of 1550 clock hours.

The additional 50 clock hours for the program will be devoted to guest education. The Institute of Beauty and Wellness and Aveda Institute Madison are committed to bringing in nationally recognized guest educators to enhance the level of education for our students with their demonstrations, hands on workshops, and lectures.

Cosmetology Theory/Practical Hours by Subject

	SUBJECTS	PRACTICAL HOURS	THEORY HOURS
I.	Hygiene, grooming and personal development.	10	0
II.	Bacteriology, sterilization and sanitation.	20	20
III.	Haircutting, hair tapering (clipper–cuts), razor cutting, hairstyling, curling, thermal waving, finger–waving, roller setting, pin curl placement, blow–drying, shampoos, scalp and hair treatments, conditioning, reconditioning, hair analysis, and care of hairpieces, wigs and wefts. Tools, equipment and implements (identification and usage).	140	440
IV.	Hair straightening, hair relaxing, thermal hair straightening, blow–outs, permanents, hair coloring, tinting, bleaching and chemistry. Tools, equipment and implements (identification and usage)	185	392
V.	Shaving, beard and mustache shaping, trimming, superfluous hair removal, waxing, facials, facial massages, facial makeup, eyelashes, light therapy, basic principles of electricity, and introduction to electrology. Tools, equipment and implements (identification and usage).	35	60
VI.	Manicuring, including nail Enhancement. Tools, equipment and implements (identification and usage).	10	25
VII.	Anatomy and physiology of the hair, skin and nails and disorders of the hair, skin, scalp and nails.	50	0
VIII.	Product knowledge, product use and sales, preparing and consulting with customer for services.	30	0
IX.	Laws, rules, professional ethics and history of cosmetology.	18	0
X.	Individual student needs, industry trends and electives (e.g. recordkeeping, mathematics, communications, human relations, public relations, first aid, guest educators, etc.) (Hours may include structured visits conducted by the school outside of the classroom at one or more cosmetology establishments.).	65	100
	TOTAL HOURS	563	1037



RATIONALE FOR PROGRAMS LONGER THAN STATE REQUIREMENTS

(CONTINUED)

Massage Therapy – 750 Clock Hours

The Massage Therapy program was increased from 600 clock hours to 750 clock hours in 2011 in response to several factors.

First, student feedback expressed the interest for a longer program so that all topics were covered in depth and more practical experienced was gained.

Second, the program was increased in order to include information from both the spa and medical aspects of the industry, reflecting a growing trend in the industry for health and wellness alternative options in the health care industry.

Third, the changes were made to prepare students for the anticipated licensure requirements as of 2012. Students that graduate from a massage therapy program in the State of Wisconsin must take their state law exam before graduation.

Massage Theory/Practical Hours by Subject

SUBJECTS	THEORY & PRACTICAL HOURS
I. Anatomy, physiology, pathology, kinesiology	275
II. Business, laws and ethics	60
III. Massage therapy and body work, theory, technique and practice	320
IV. Student clinics	70
V. Adult CPR and standard first aid	8
VI. Additional coursework	7
VII. State Law and Jurisprudence	10
TOTAL HOURS	750

Esthiology – 600 Clock Hours

The esthiology program was increased from 450 clock hours to 600 clock hours in 2009 in response to several factors.

First, student feedback expressed the interest for a longer program so that all topics were covered in depth and more practical experienced was gained.

Second, the program was increased in order to include information from both the spa and medical aspects of the industry, reflecting a growing trend in the industry for medispa services.

Esthiology Theory/Practical Hours by Subject

SUBJECTS	PRACTICAL HOURS	THEORY HOURS
I. Introduction law and code, bookkeeping, business management, history and ethics	33	0
II. Safety, sterilization and sanitation.	35	30
III. Anatomy and physiology	40	0
IV. Chemistry, treatments and process	40	0
V. Treatment, product and treatment	50	150
VI. Electricity, machines and equipment	12	37
VII. Makeup and color analysis	15	26
VIII. Individual student needs and electives	72	60
TOTAL HOURS	297	303

Licensing Accreditation Affiliations



Licensing

Our faculty is a skilled team of experienced instructors with knowledge of classic and contemporary techniques. Instructors have met program licensing requirements and are trained in all aspects of hair, skin, nails, massage, body care and related subjects. The Institute of Beauty and Wellness and Aveda Institute Madison's programs are approved and licensed by:

State of Wisconsin Department of Safety and Professional Services *(for Cosmetology, Barbering, Esthiology and Manicuring)*

1400 E. Washington Ave. P.O. Box 8935
Madison, WI 53708-8935
(608) 266-5511

State of Wisconsin Educational Program *(for Massage Therapy, Ayurveda Esthetic and Yoga Teacher Certification)*

30 W. Mifflin St. P.O. Box 8696
Madison, WI 53708-8696
(608) 266-1996

Accreditation

The Institute of Beauty and Wellness and Aveda Institute Madison are accredited by:

NACCAS *(National Accrediting Commission of Career Arts and Sciences)*

3015 Colvin Street
Alexandria, VA 22314
(703) 600-7600

Affiliations

NAMA *(National Ayurvedic Medical Association)*

620 Cabrillo Avenue
Santa Cruz, CA 95065
800-669-8914

AAPNA *(Association of Ayurvedic Professionals of North America)*

567 Thomas Street, Suite 400
Coopersburg, PA 18036

Yoga Alliance

1701 Clarendon Boulevard, Suite 110
Arlington, VA 22209
1-888-921-YOGA (9642)

FSMTB *(Federation of State Massage Therapy Boards)*

P.O. Box 198748
Nashville, TN 37219
1-866-962-3926

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Aveda Institute Madison
353 East Campus Mall
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About The Institute of Beauty and Wellness and Aveda Institute Madison

Aveda Corporation founder Horst M. Rechelbacher has redefined the face of beauty worldwide. For more than four decades, he has been a major, motivating force in the hair care and beauty industry. He has invented and perfected cutting-edge technologies, trends, products and treatments imbued with the multiple benefits of pure flower and plant ingredients. Horst's dynamic vision is reflected in Aveda's global network of educational institutions, salons, spas and environmental Lifestyle Stores.

The Institute of Beauty and Wellness and Aveda Institute Madison are owned by Susan Haise, an award-winning innovative business leader who changed the beauty industry.

Susan has earned her license of cosmetology, esthiology and is a certified CIDESCO diplomat. From 2002-2009 she participated as an Aveda Board member. She is also a member of Intercoiffure, a distinguished organization of the top 1% of salons and spas worldwide. In 1994, Susan founded The Institute of Beauty and Wellness as The Skin Institute Esthetic Training Center and expanded the program in 1999, offering massage therapy, cosmetology and manicuring.

The Institute of Beauty and Wellness and Aveda Institute Madison are stimulating, interactive learning centers that offers comprehensive programs of theory and practical experience in salon and spa environments. Become a part of the next generation of beauty and wellness professionals. Study in our state-of-the-art classrooms, clinic areas, and Aveda Experience retail store. Gain hands on experience working with top-of-the-line technology and equipment and learn from state licensed and Aveda certified instructors.

We strive to set an example for environmental leadership and responsibility — not just in the world of beauty, but around the world.



the art and science of pure flower and plant essences



The Institute of Beauty and Wellness

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