



BELLUS  
ACADEMY

#1

BEAUTY ACADEMY  
IN NORTH AMERICA

VOTED INTERNATIONALLY BY  
INTERCOIFFURE - 2015



A THRIVING INDUSTRY  
*with untapped*  
CAREER OPPORTUNITIES

# LYNELLE LYNCH

## PRESIDENT OF BELLUS ACADEMY



Congratulations on choosing an entrepreneurial career in beauty and wellness. At Bellus Academy, top industry professionals will mentor and guide you to be your very best.

As you embark on your educational journey with us, you will learn the latest trends from hair and eyelash extensions to medi spa treatments. Imagine graduating with "in-demand" advanced skills for some of the highest paid services in the industry! The Bellus Academy culture is all-inclusive and closely connected to the global beauty community, which translates into

the premier industry education that Bellus is renowned for. It is an honor to bring to our students first-of-its-kind programs including the latest CIDESCO USA Skincare Certificate. Explore the numerous programs that we have carefully designed aligning the latest in the industry to your classroom experience. As a destination school, brands such as Borboleta, CIDESCO, Make-Up Designory and Pulp Riot all sought out Bellus Academy for its stellar reputation.

Now, envision yourself as a student entering national competitions to showcase your talent and winning scholarships! To propel you towards success, our award winning educators will guide you through every step of the way and prepare you for many expansive opportunities! While at Bellus Academy, you will also learn about Beauty Changes Lives, a non-profit that I'm proud to be the founding President of. Since 2013, BCL has awarded more than 700 scholarships ranging from \$2,000 to \$20,000 for beauty professionals.



Congratulations once again and welcome to Bellus Academy, your journey and the rewarding career that you'll create will touch and impact the lives of many!

We are excited to be a part of your story!

*Lynelle Lynch*  
President, Bellus Academy

# OUR MISSION

Bellus Academy's Mission is to create a culture of excellence for post-secondary education where students are inspired to achieve their career dreams.

## OUR CORPORATE VALUES

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**Respect** Gratitude, Humility, and Professionalism

**Evolutionary** Agility to re-invent the student experience

**Unified** One Team, One Voice, One Mission committed to changing lives

**Entrepreneurial** Empowered to take risks, and make courageous choices to be leaders in our industry

**Integrity** Transparency and Accountability to the team and clients we serve

**Inspire** Mentor with passion and have fun



I KNEW THAT BELLUS WOULD GIVE ME THE TOOLS AND EDUCATION I NEEDED TO DO MY PART IN MAKING SURE THAT PEOPLE OF EVERY BACKGROUND COULD FEEL INCLUDED IN THE BEAUTY COMMUNITY.

NAI-JELEE  
@THEEGLAMNAIJA



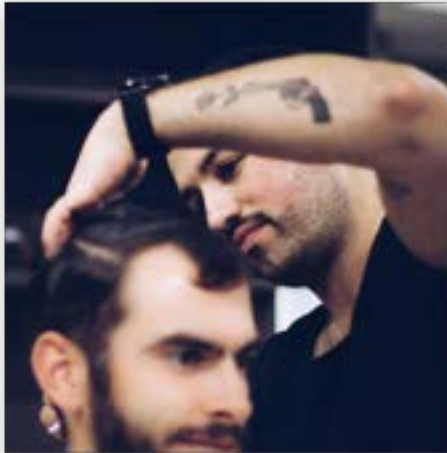
# #ICHOSEBELLUS

FOLLOW US    

@BELLUSACADEMY

BELLUS ACADEMY CHANGED MY LIFE IN THE MOST AMAZING WAY. THE GUIDANCE AND DIRECTION I GOT FROM THE TEACHERS AT BELLUS WAS SO THOROUGH AND DETAILED THAT I WAS ABLE TO GET A JOB JUST TWO WEEKS AFTER GRADUATING. I GOT TO PARTICIPATE IN FASHION SHOWS, HELPING OUT IN THE COMMUNITY AND PHOTOSHOOTS!

VANESSA  
@VANESSACONTEREZ.LOVE



BELLUS HAS MENTORED ME TO CREATE A CAREER THAT I GENUINELY LOVE AND AM PASSIONATE ABOUT. I AM ABLE TO BUILD NEW RELATIONSHIPS AND WORK ABROAD. THIS CREATIVE ENVIRONMENT IS A CONSTANT SOURCE OF INSPIRATION!

ALEX  
@ALEX.ROSTA







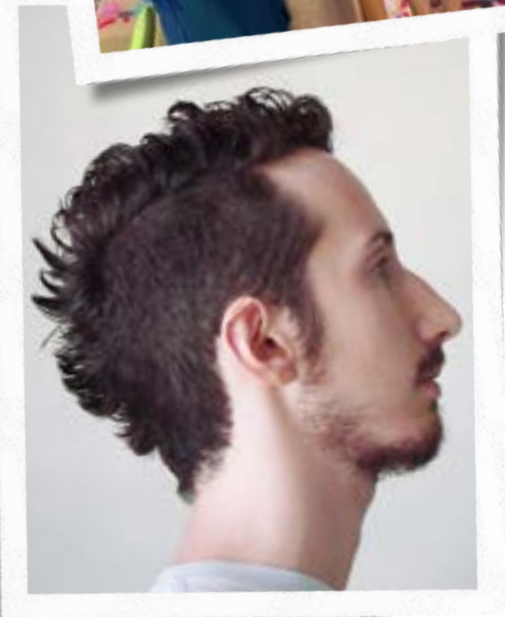
I AM AN ARMY VETERAN. I SERVED 6 YEARS. I AM NOW A DISABLED VETERAN AND WAS ABLE TO ATTEND BELLUS ACADEMY WITH THE HELP OF THE VETERAN AFFAIRS VOCATIONAL REHABILITATION PROGRAM. MY EXPERIENCE IN THE PROGRAM AT BELLUS WAS THE BEST YEAR AND A HALF OF MY LIFE. I MET SOME OF THE MOST AMAZING PEOPLE IN THE INDUSTRY.

SARAH  
*@BEAUTYBY\_SRILEY*



I AM SO HAPPY TO BE A STUDENT IN THIS WONDERFUL CAMPUS. I LOVE MY MENTORS, CLASSMATES, ENVIRONMENT. I AM FOCUSING ON MY BEA COMPETITION AND I AM SO LUCKY FOR CHOOSING BELLUS ACADEMY. THIS ACADEMY PROVIDED ME EVERYTHING THAT I NEED FOR MY COMPETITION, [ITS] THE BEST MOTIVATION FOR MY CAREER EVER. I DON'T KNOW HOW CAN I SAY THANK YOU.

ELNAZ ARMAN  
*@8LLENA*



WHEN I CHOSE BELLUS I HAD NO IDEA THAT I WOULD BE SO INSPIRED BY THE STAFF, MAKE SO MANY NEW FRIENDS AND DEVELOP A LOVE AND EXCITEMENT FOR THE BEAUTY INDUSTRY THAT GROWS STRONGER EVERY DAY.

- JC  
*@JCDISTEFANO*



# 4 STEPS TO ENROLLMENT

1



**PERSONALIZED TOUR  
WITH YOUR  
ADMISSIONS  
REPRESENTATIVE**

2

**EXPLORE FUNDING  
OPTIONS WITH YOUR  
FINANCIAL AID  
REPRESENTATIVE**

3



**PAY APPLICATION FEE  
AND SIGN YOUR  
ENROLLMENT  
AGREEMENT**

4

**START YOUR  
JOURNEY AND BEGIN  
DESIGNING YOUR  
DREAM CAREER!**



# FUNDING YOUR EDUCATION

We make financing your education easy and affordable! Our financial aid representatives work with you to explore the best options and design a customized plan that best suits you. Most financial aid recipients receive a combination “package” comprised of more than one type of assistance, including federal student aid and private loans. Tuition financing and flexible payment plans are also available to all who qualify!

## FAFSA

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The Free Application for Federal Student Aid is used to assist with the costs of your education, which is available to those that qualify. FAFSA consists of grants and loans based on eligibility and is determined on the basis of your financial needs as established by the government. Learn more at [fafsa.ed.gov](https://fafsa.ed.gov)

## MILITARY

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We participate in Chapter 30 - Montgomery GI Bill®, Chapter 35 - Dependents Educational Assistance and Chapter 33 - \*Post -9/11 G.I. Bill®. Military spouse Career Advancement Accounts (MyCAA) and Military tuition assistance program. Provide financial assistance for educational purposes for qualified military spouses meeting eligibility requirements. Private loans are available to students to help pay educational expenses. Bellus Academy works with the department of education (FASFA), Sallie Mae Private Student loans, VA Benefits, and private payment plan options.

## SCHOLARSHIPS

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We offer scholarships for recent high school graduates, active duty military and Bellus Academy Alumni. We are also part of several associations that give our students and prospects opportunities to apply for other industry scholarships.



# THE BELLUS ACADEMY APP

ALL YOUR EDUCATIONAL QUESTIONS AT  
YOUR FINGERTIPS IN YOUR  
PERSONALIZED APP...



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Our student  
mobile app gives  
you 24/7 access  
to the things you  
need including  
direct messaging  
to your educators  
and advisors!

ACADEMICS

ATTENDANCE

JOB POSTINGS



# COMMUNITY INVOLVEMENT

GOLD EXCELLENCE IN COMMUNITY SERVICE AWARDED BY CAPPS (2017)

Pride Parade  
Military Ball Food Drives  
Award Shows Veteran Support  
Haircuts for the Homeless  
Student Competitions  
Community Haircuts  
Fundraisers High School Giveback



## PROFESSIONAL EDUCATORS

Imagine learning from award-winning educators! Our passionate industry pros have placed in national competitions and continue to receive training to remain up-to-date on the latest trends and techniques. While also working at top salons and as platform artists, our instructors bring relevant, real-time experiences to your curriculum!

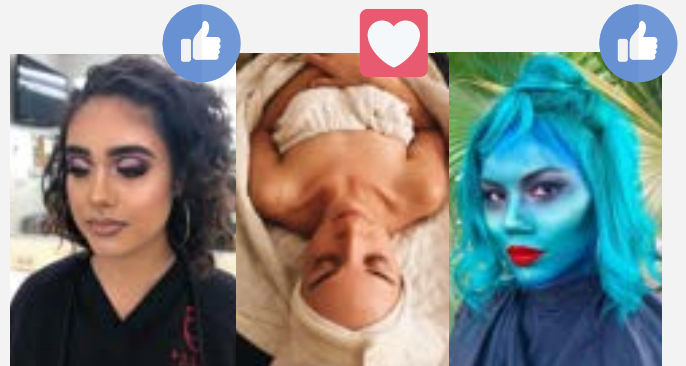


## A SUPPORTING ENVIRONMENT

Ready to evolve into an industry leader and help shape the future? As a future trend setter we celebrate and acknowledge your commitment to the craft. From motivational speaking presentations to internal student competitions, we offer events that will support and ignite your professional development!

## SOCIAL MEDIA

You love social media! Are you prepared to translate your posts into a thriving business? Learn how to feature your work so that you can connect with new clients, build a strong online presence and showcase your premium services to a growing community!



## A HEART FOR HUMANITARIANISM

How do you feel when you give back? We have an undeniable passion for philanthropy and our schools are honored to give back to the community while utilizing our technical skills. We have a Student Design Team, made up of our top academic students, who participate in exclusive events and outreach projects.

We also offer training for the Cut It Out program, which teaches salon professionals how to recognize signs of domestic abuse and safely refer those clients to people and resources that can help them.



# CAREER SERVICES

Imagine securing interviews and job opportunities before you graduate! With access to Career Services assistance, you'll have the ability to meet one-on-one to explore career opportunities and define your dream job!



## OUR NETWORK

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While many schools search for jobs for their graduates, employers come to us! We have a large network of salons, spas and manufacturers who seek to hire our alumni. It's truly a testament to our stellar education and amazing graduates.

## CAREER FAIRS & EVENTS

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Bellus gives students opportunities to meet face-to-face with employers, network with industry professionals and participate in event competitions to get noticed by professional companies.

## WE'LL HELP

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We will assist you with resume development, mock interviews, and how to search for the job you want.

## EXTERN PROGRAM

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Gain real world industry experience in a salon once a week for an 8-week time frame. Qualified students who have reached a minimum of 900 hours and are at 90% both in GPA and attendance qualify.



## MOBILE APP

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See job openings in real-time (updated daily!) on the Bellus app and apply for a job directly on the app. Our alumni also receive mobile app access to find job listings long after they graduate.

# EARN YOUR ASSOCIATES DEGREE

National American University is an online multistate institution of higher learning offering associate's, bachelor's, master's and doctoral degree programs.



As a Bellus graduate, you are eligible to receive special benefits like a **tuition rate discount** and **transfer credit options** from your Bellus certifications. Imagine allowing your cosmetology degree to receive transfer credits towards an associate online degree and securing your associates degree in 9 short months after graduation!

At NAU you will be provided with a hands on team to guide you through the next steps in your educational journey!



*Bellus Military and Veteran students receive exclusive tuition rate discounts*



# BUSINESS DEVELOPMENT

Ready to build your brand and launch a thriving business? Bellus offers specialized training to foster your development as an entrepreneur. Fully equipped with the resources and tools to lead a successful career, you'll be prepared to turn your hobby into a profitable business in one of the fastest growing industries!



## BUSINESS IN EDUCATION

- Creating a Personal Brand
- Social Media Marketing
- Personal & Career Development
- Online Marketing Tools
- Goal Setting
- Rebooking Clients
- Retail
- Business Strategies

## FINANCIAL LITERACY

- Student Loan overview
- Repayment
- Default
- Living Expenses
- Budgeting Basics
- Designing an Emergency Fund
- Credit Basics
- Retirement

# PROFESSIONAL SALON SETTING

Ready to offer your clients a world class experience and become an in-demand licensed professional? Each of our locations are equipped with a professional Salon and Spa setting where you can master your client skills. Learn how to retain customers and stand out from the rest! Our educators and licensed stylists are there to offer support from start to finish.



Included in our training, students learn techniques for selling retail products - an important aspect to increasing income in a salon.

Our salon and spa is equipped with professional equipment and high quality products from top industry brands. Our student also receive personalized business cards to network and increase clientele!



HAIR | SKIN | BARBERING | NAILS

# **OUR PROGRAMS**

**H A I R**

**S K I N**

**B A R B E R I N G**

**N A I L S**

Imagine graduating with the confidence and courage to excel in an industry with untapped potential! Our award-winning curriculum takes foundational programs and elevates them to include advanced training in cut, color and extensions.



## TECHNICAL TRAINING & MORE!

- Master your skills on mannequins and clients
- Learn all aspects of Cosmetology - Hair, Skin Care & Nails
- Master hair and eyelash extensions in our advanced training!  
Two in-demand, top paying services.
- Receive State Board Prep
- Gain entrepreneurial focused training that includes online marketing, retailing, client building strategies and financial management!

## THE LAB | A SOCIAL LEARNING EXPERIENCE

The student kit includes an **iPad**, where a large portion of our curriculum is taught in an online social learning environment that grants you access 24/7.



## 1000 Hours

### COSMETOLOGY FOUNDATION

*Hybrid Program Available*

Our comprehensive course offers extensive theoretical and hands-on training with an emphasis on cutting and hair color. Students learn to perform core services, including wet & thermal styling, chemical waving & straightening, signature foundation hair coloring & haircutting, facials and brow shaping, hair removal, lash lift, basic makeup, manicures and pedicures, and nail enhancements. Refine your new skillset in our professional salon floor where you will work directly with a diverse clientele and master the art of consultation.

## 1500 Hours

### ADVANCED COSMETOLOGY

*Hybrid Program Available*

Our Advanced Cosmetology program allows you to master the foundational elements while receiving extensive training in advanced signature haircutting, hair coloring, hair extensions, facials and brow shaping, and hair removal. Designed to give our graduates a competitive edge, Bellus Academy offers a business training to foster an entrepreneurial spirit and mindset. Students receive the tools to master online marketing, branding, retailing, client retention and financial management.



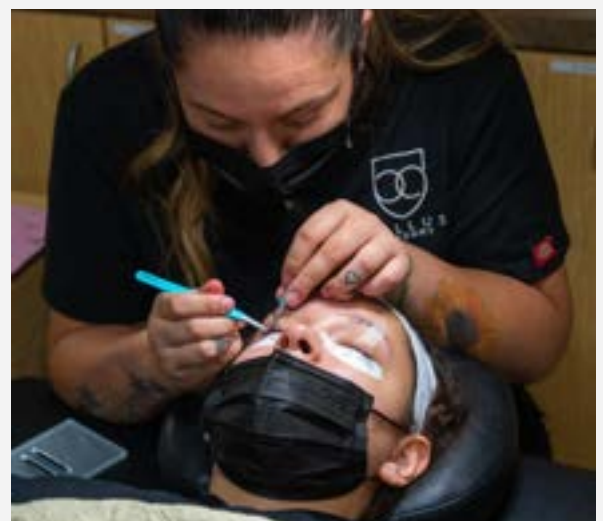
# ESTHETICS

## 600 Hours

*Hybrid Program Available*

Are you passionate about enhancing the appearance and skincare of others so they can feel their best? Ready to become a highly desirable skincare specialist?

Our unique curriculum that blends both European techniques with American technology is the best fit for you!



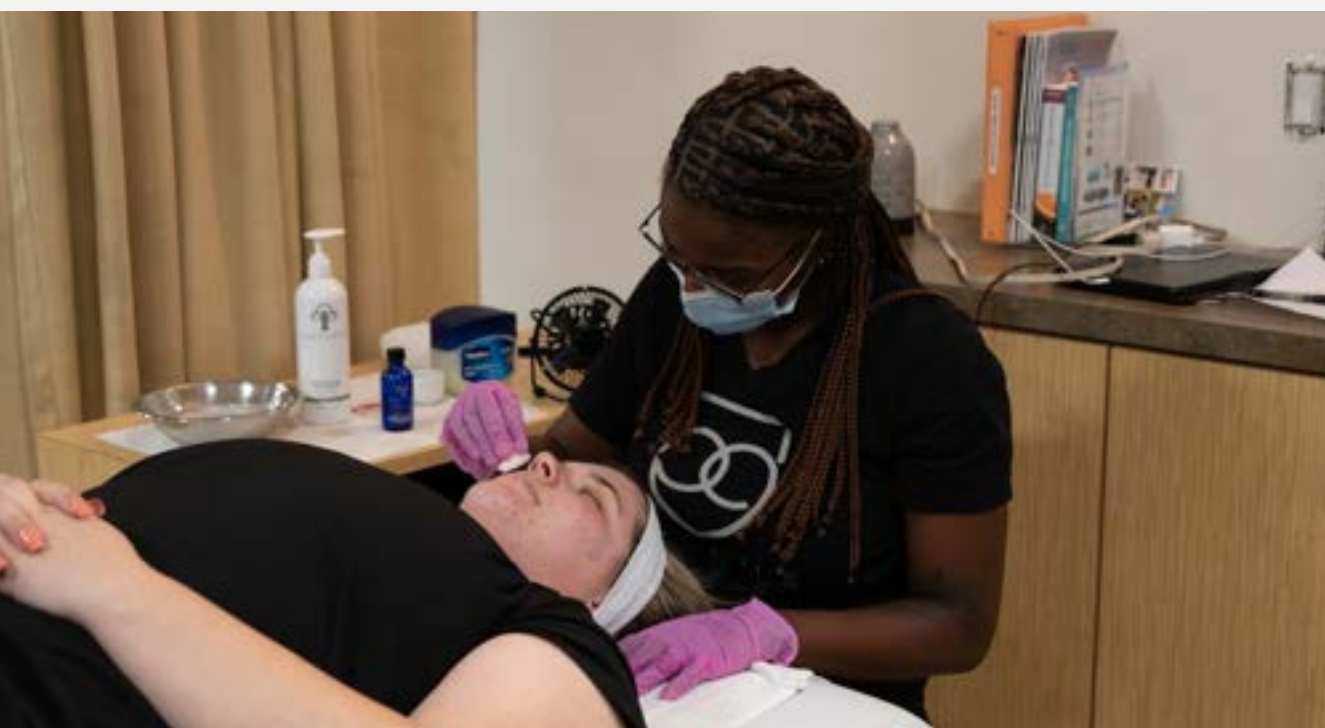
Our educational program elevates industry standards by using premium products and offering in-depth education and training on the rejuvenation and care of the skin.



## PROGRAM INCLUDES:

- Health and Safety Procedures
- Hair Removal
- Make-Up Techniques
- Manual, Electrical & Chemical Facials
- Masks and Scrubs
- Microdermabrasion

Working under the supervision of our educators and internationally certified professionals, students refine their skills in our salon and spa where we feature an expansive service menu.



# ESTHETICS



# 900 Hours

*Hybrid Program Available*

**Are you prepared to master in-demand, lucrative services such as eyelash extensions, brow shaping, chemical peels, and advanced facial equipment?**

Our foundational Esthetics program adds 300 hours of Medical and Luxury Spa training to elevate your craft. Gain invaluable skills in advanced peel training, mechanical exfoliation, in-depth skin analysis and the latest innovative skincare techniques required to work in luxury Medical Spas.

Bellus Academy is proud to partner with the leading eyelash extension company in the world that offers a one strip, luxurious application.

*borboleta*



Work with high-quality skincare products developed by world renowned brands such as Repechage and Circadia that are also included in our advanced student professional kit.





Bellus Academy takes pride in being one of the only academies in the nation to offer specialized oncology training in their curriculum.

Oncology Aesthetics ® is an advanced certification that will guide you on how to modify your salon and spa services to accommodate your clients. Training allows you to become familiar with safe skincare ingredients and gain the confidence to offer compassionate care in a safe environment.



# ESTHETICS 103

# BARBERING

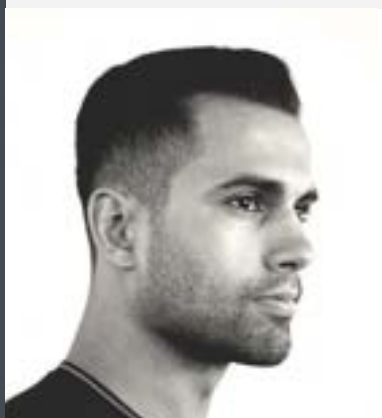
## 1000 Hours

### FOUNDATION BARBERING

*Hybrid Program Available*

Have you dreamed of pursuing a creative and flexible career, where you can turn your hobby into a profitable business? Our program takes you through men's classic barbering techniques to contemporary men's hair design. Receive the technical and business development training to succeed in a thriving industry!

- Featuring classic barbering techniques
- Signature foundation hair coloring & haircutting curriculum
- Signature barbering cut & shave curriculum
- Entrepreneurial development training with a focus on social media marketing, client building strategies and financial management



## 1500 Hours

### ADVANCED BARBERING

*Hybrid Program Available*

Elevate your signature foundational knowledge with advanced barbering hair cutting and hair coloring curriculum. Learn twelve signature cuts, master beard and mustache care and design and train in men's skincare and shaving

Learn how to deliver premium services and gain the tools to become a dynamic barber and design a rewarding career.

# 1800 Hours

*Hybrid Program Available*

**Refine your skillset, master two crafts and gain limitless career opportunities!**

Our Barber/Cosmetology program leads to a dual licensure and is designed to expand your professional services. Master the essentials in hair, skin and nails and receive cosmo salon floor training and advanced barbering training. Included in this program is our business development training that includes online marketing, retailing, client strategies and financial management!



# BARBER/COSMETOLOGY

# 600 Hours

Ready to convert your passion for nail artistry into a career that you can take anywhere? Our Spa Nail program is the first in the nation to go beyond the basics of manicuring, adding the spa treatment training demanded by luxury salons and spas.



## ADVANCED EDUCATION

While the state requires 400 hours to obtain a manicuring license, our program gives you an additional 200 hours of advanced training to go beyond state board and learn the skills necessary to build a thriving client list in a growing industry!

Our partnership with Minx nails, the hottest nail trend featured in fashion magazines and runways, equips our students with the latest innovation to offer trend-setting services.





# SPA NAIL TECHNICIAN

Students are led by world class instructors as they develop their professional skills and master premium services to expand their client offerings.

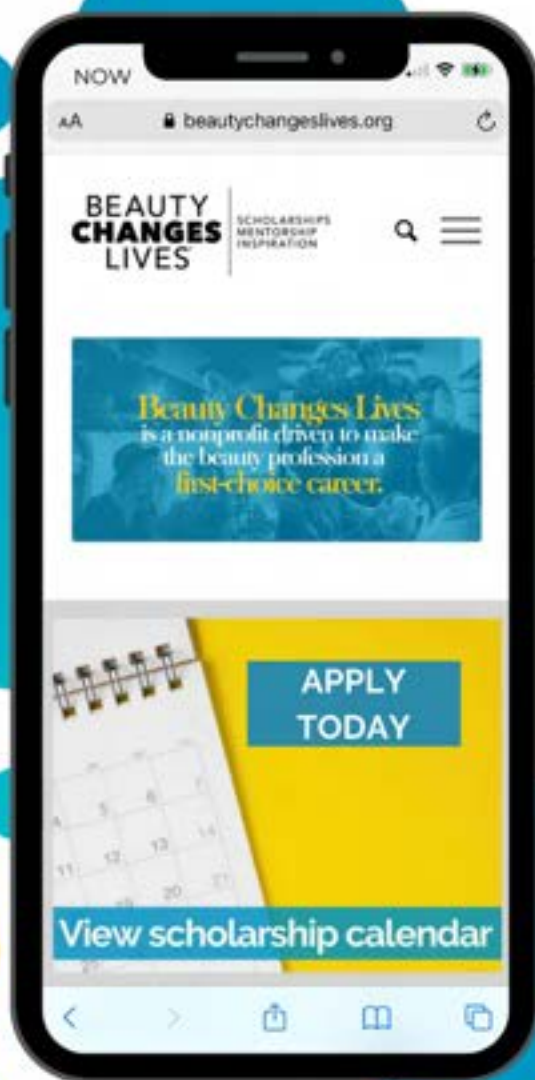
## **Techniques included:**

- spa nail protocols
- aromatherapy
- hot stone
- nail art
- reflexology for both hands & feet



Along with expanding their technical skills, students receive training in Salon and Spa business skills, product knowledge and business management. This comprehensive career training will open up a vast selection of career opportunities in this dynamic industry!

# Supporting your entire Career journey



Beauty Changes Lives is a non-profit developed to equip and empower the next generation of beauty professionals. Having awarded more than 700 scholarships along with opening doors of connection through mentorship and entrepreneurial resources, BCL is shaping the future of the beauty industry.

Prospective  
Students

Aspiring  
Beauty  
Entrepreneurs

Student

New  
Professional

Seasoned  
Professional



BEAUTYCHANGESLIVES

BEAUTYCHANGESLIVES.ORG



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CHULA VISTA, CA 91911

**LET'S CONNECT!**



WWW.BELLUSACADEMY.EDU