

# BELLUS

ACADEMY

NOW ENROLLING

2014 - 2015

15

ADVANCED  
BEAUTY & WELLNESS  
PROGRAMS

*Innovative*  
BUSINESS &  
FINANCIAL  
TRAINING

2010, 2011,  
2012 & 2013  
HONOREE

Modern Salon's  
Excellence in  
Education Issue

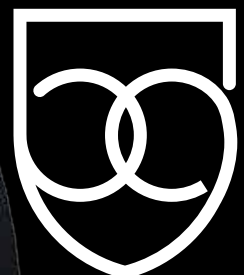
TOP EDUCATORS  
*with Vast Industry Experience*

RANKED  
TOP 3

INTERNATIONALLY  
*Intercoiffure's*  
*Best School Award*

“THE HARVARD  
OF BEAUTY  
SCHOOLS”

~San Diego Magazine



BELLUS  
ACADEMY



# AWARDS & ACCOLADES

## 2008 - 2010

- Best School in The Nation by Modern Salon
- AACCS Director of the Year - Lynelle Lynch, President
- First Place Sassoon Academy | School Connection Cut and Color Contest - 2009 & 2010
- Modern Salon's Excellence in Education
  - Technology
  - Facilities
  - Advanced Education / Alumni
  - Beauty Changes Lives Leadership
  - Community
- First Place P&G Trend Vision Student Competition

## 2011

- First Place P&G Trend Vision Student Competition
- Modern Salon's Excellence in Education
  - Marketing
  - Facilities
  - Beauty Changes Lives Leadership
  - Technology
  - Placement
- Recognized by Intercoiffure & Won Top 3 Academies in the World



Trend Vision Professional Gold Winner

## 2012

- Nominated by P&G to Intercoiffure as the Top Academy in the World
- Inaugural student S.T.A.R. competition for Nick Education
- P&G Trend Vision Professional Gold Winner - Matt Hom, Cosmetology Manager
- P&G Trend Vision Professional Bronze Winner - Carrera Bailey, Academy & Color Director
- P&G Mentor of the Year - Diego Raviglione, Artistic Director
- Modern Salon's Excellence in Education
- RAW Competition Winner - Diego Raviglione, Artistic Director

## 2013

- ABS student competition Gold Winner - Ashley Thom, Student
- Trendivision Awards Bronze Winner - Courtney Michaelis, Student
- 2nd Annual S.T.A.R. Competition
- P&G Trend Vision Finalist - Carrera Bailey, Academy & Color Director
- Modern Salon's Excellence in Education
  - Beauty Changes Lives Leadership
  - Technology
- AACCS Director of the Year - Lynelle Lynch, President
- One Concept Event Humanitarian of the Year - Lynelle Lynch, President



Trend Vision Professional Bronze Winner

## 2014

- Excellence in Education Award by Massage Envy Spa's



## Lynelle Lynch PRESIDENT

Welcome to Bellus Academy where Beauty and Wellness careers change lives! Our schools have a rich history; educating future beauty professionals for over 40 years. We began our national expansion in 2011 with the addition of our newest campus in Manhattan, Kansas.

Bellus Academy is a visionary leader in education offering 15 accredited programs for individuals entering the Beauty and Wellness Industry. Unique to Bellus is our culture where we strive to stay on the cutting edge and stay current with industry trends. Our team consists of the finest educators and directors that have been recognized as leaders in the professional industry and have been honored with some of the most elite awards.

Bellus is where new innovations are launched. We partner with industry experts, premier product lines and advanced equipment manufacturers to offer our students training that is current with industry trends. We also take great care in the on-going development of our curriculum, student kits and the activities that our students participate in including community fashion, beauty and wellness events.

Key to our graduates' success is their marketing and business acumen. Bellus has three exceptional programs that prepare our graduates for a successful career: Financial Literacy, Bellus Best in Business and Strategies for Success.

We are very proud of our outstanding relationships with elite spa and salon owners who hire our graduates each year. Our career services team is relentless in their support of our students and their success. Bellus Academy has a strong reputation worldwide with leading professionals because of our history of producing highly talented and successful graduates.

Thank you for selecting Bellus Academy and a career in Beauty and Wellness. I look forward to supporting you with your dream!

A handwritten signature in black ink that reads "Lynelle Lynch".

President, Bellus Academy



# INTERNATIONALLY-ACCLAIMED BELLUS ACADEMY



dedicated to graduating the top industry professionals by providing quality education. Our programs are nationally accredited by NACCAS and will prepare you for a new career in the Salon or Spa industry in less than a year. Three of our campuses are located in beautiful, sunny San Diego County recognized as "America's Finest City" and our newest campus is located in Manhattan, Kansas known as the "Little Apple" of America's Heartland. Start your journey at Bellus Academy to a career in the Beauty and Wellness industry today.

## COSMETOLOGY

ADVANCED COSMETOLOGY

ESTHETICS

BEAUTY THERAPIST MANAGEMENT

MAKE-UP ARTISTRY

HOLISTIC HEALTH PRACTITIONER (HHP)

## MASSAGE THERAPY

SPA NAIL TECHNICIAN

FINANCIAL LITERACY

BELLUS BEST IN BUSINESS TRAINING  
FOR SPA & SALON PROFESSIONALS

## *Our Mission*

- PRODUCE THE TOP INDUSTRY PROFESSIONALS WHO REMAIN IN THE INDUSTRY LONG-TERM
- CONSTANTLY UPDATE PROGRAMS SO GRADUATES CAN REMAIN COMPETITIVE IN THE FIELD
- PROMOTE THE CONTINUING EDUCATIONAL GROWTH OF OUR FACULTY
- PREPARE STUDENTS TO SUCCESSFULLY PASS THE STATE EXAM FOR EMPLOYMENT OR TO PREPARE THE STUDENT TO BE SUCCESSFULLY CERTIFIED BY THE SCHOOL (WHEN A STATE EXAM DOES NOT APPLY)
- PROVIDE ADVANCED EDUCATION AND PLACEMENT SERVICES

# WHAT ELEVATES *Bellus* ABOVE THE REST



## **JOB PLACEMENT**

Dedicated professionals in each campus provide career services from resume assistance to job interview preparation. On a weekly basis students are provided new job listings. Career services continues to be available to alumni after graduation.

## **INTERNATIONALLY-ACCLAIMED ARTISTIC DIRECTOR AND SPA & WELLNESS EDUCATION DIRECTOR**

Bellus is the only Academy in the nation to have this level of directors, who provide ongoing industry updates to keep all programs on the leading edge.

## **ADVANCED MULTIPLE LICENSE NACCAS ACCREDITED PROGRAMS**

Increase your earning power with multiple licenses and advanced techniques. Graduate with a professional Portfolio upon completion of our Bellus Education Creative and Make-up Artistry programs.

## **STATE BOARD LICENSE PREPARATION**

All programs include a “mock” board test that simulates the state license exam to best prepare our students for success.

## **EXTERNSHIP PROGRAMS**

Network with leading spas and salons and gain insight into the professional industry.

## **INTERNATIONAL CERTIFICATION (ITEC)**

We are proud to offer International Certification that allows our graduates to work in 38 countries around the world.

## **BUSINESS AND MARKETING SKILLS**

Develop your clientele in our vibrant student salon and spa and learn to retail top brands. Build your leadership skills by taking part in our special events. Bellus supports numerous charities and fashion events.

## **PROFESSIONAL EQUIPMENT AND KITS**

Learn on the same professional equipment found in top spas and salons and take home a student kit with the finest tools of the trade to start your career.

## **PROFESSIONAL AND AWARD WINNING EDUCATORS**

Be educated by the elite. Our educators regularly compete and win competitions and attend numerous professional trainings and shows to stay current, and bring new techniques into the classroom.

## **PROFESSIONAL PRODUCTS**

Bellus Academy is proud to work with an array of professional product lines including Wella, Murad, Kerstin Florian, CND and Make-up Designory MUD found in top salons and spas.

## **ASSOCIATE DEGREE OPPORTUNITY**

Bellus Academy has an articulation agreement with NAU for an Associates Degree in Health & Beauty Management (Online Courses). All Bellus Alumni receive a \$100 scholarship per course with a maximum of 15 courses and \$1,500.

***Financial Aid is available to those who qualify.  
Day and Evening programs are available.***

# BEAUTY & WELLNESS INDUSTRY

## WHERE YOUR CAREER CAN LEAD YOU...

### COSMETOLOGY, ADVANCED COSMETOLOGY & BARBERING

PRODUCT EDUCATOR/DISTRIBUTOR	BEAUTY/SPA SCHOOL EDUCATOR	TEXTURE SERVICE SPECIALIST
RETAIL SPECIALIST	BEAUTY/SPA SCHOOL EDUCATION DIRECTOR	MAKE-UP ARTIST
BEAUTY SALES REPRESENTATIVE	MANUFACTURER'S SALES REPRESENTATIVE	WIG OR EXTENSIONS SPECIALIST
SALON/SPA MANAGER	CRUISE LINE SPECIALIST/TECHNICIAN	SKIN CARE/WAXING PROFESSIONAL
SALON OR SPA OWNER	SALON HAIR STYLIST/COLORIST	SPA STYLIST OR TECHNICIAN

### NAIL TECHNICIAN

PRODUCT EDUCATOR/DISTRIBUTOR	SALON OR SPA OWNER	CRUISE LINE SPECIALIST/TECHNICIAN
RETAIL SPECIALIST	BEAUTY/SPA SCHOOL EDUCATOR	SPA STYLIST OR TECHNICIAN
BEAUTY SALES REPRESENTATIVE	BEAUTY/SPA SCHOOL EDUCATION DIRECTOR	ARTIST FOR TV, FILM, THEATER
SALON/SPA MANAGER	MANUFACTURER'S SALES REPRESENTATIVE	STYLE/ARTISTIC DIRECTOR

### ESTHETICIAN & BEAUTY THERAPIST MANAGEMENT\* (MASTER ESTHETICS)

PRODUCT EDUCATOR/DISTRIBUTOR	SALON/SPA MANAGER	BEAUTY/SPA SCHOOL EDUCATION DIRECTOR
RETAIL SPECIALIST	SALON OR SPA OWNER	MANUFACTURER'S SALES REPRESENTATIVE
BEAUTY SALES REPRESENTATIVE	BEAUTY/SPA SCHOOL EDUCATOR	CRUISE LINE SPECIALIST/TECHNICIAN

### MAKE-UP ARTISTRY

PRODUCT EDUCATOR/DISTRIBUTOR	SALON OR SPA OWNER	MAKE-UP ARTIST
RETAIL SPECIALIST	BEAUTY/SPA SCHOOL EDUCATOR	COSMETIC CHEMIST
BEAUTY SALES REPRESENTATIVE	BEAUTY/SPA SCHOOL EDUCATION DIRECTOR	SESSION OR PLATFORM STYLIST
SALON/SPA MANAGER	MANUFACTURER'S SALES REPRESENTATIVE	STYLE/ARTISTIC DIRECTOR

### MASSAGE THERAPY

PRODUCT EDUCATOR/DISTRIBUTOR	SALON OR SPA OWNER	CRUISE LINE SPECIALIST/TECHNICIAN
RETAIL SPECIALIST	BEAUTY/SPA SCHOOL EDUCATOR	SPA STYLIST OR TECHNICIAN
BEAUTY SALES REPRESENTATIVE	BEAUTY/SPA SCHOOL EDUCATION DIRECTOR	BEAUTY/SPA MAGAZINE WRITER
SALON/SPA MANAGER	MANUFACTURER'S SALES REPRESENTATIVE	BEAUTY/SPA MAGAZINE EDITOR

## U.S. DEPARTMENT OF LABOR | 10 YEAR PROJECTIONS (2012-2022)

- Employment in personal care and service occupations is anticipated to grow by 20.9%, nearly double the overall growth!
- Skin care specialists will experience an estimated 39.8% growth.
- Cosmetologists is projected to grow 13% increase.
- Employment for Manicurists and Pedicurists will grow by 16% - faster than the average for all occupations.

# STRY CAREERS & STATISTICS

## IMAGINE THE POSSIBILITIES...

COSMETIC CHEMIST	COMPETITION CHAMPION	MANICURIST/ PEDICURIST
SESSION OR PLATFORM STYLIST	STATE BOARD EDUCATOR	DEPARTMENT STORE COUNTER
ARTIST FOR TV, FILM, THEATER	IMAGE CONSULTANT	BRIDAL AND SPECIAL EVENT
STYLE/ARTISTIC DIRECTOR	BEAUTY/SPA MAGAZINE WRITER/EDITOR	EDITORIAL AND MAGAZINE ARTIST
DESIGN TEAM MEMBER	NAIL TECHNICIAN	LIVE PERFORMANCE AND RUNWAY ARTIST

DESIGN TEAM MEMBER	BEAUTY/SPA MAGAZINE WRITER/EDITOR	DEPARTMENT STORE COUNTER
COMPETITION CHAMPION	NAIL TECHNICIAN	BRIDAL AND SPECIAL EVENT
STATE BOARD EDUCATOR	MANICURIST/ PEDICURIST	EDITORIAL AND MAGAZINE ARTIST
IMAGE CONSULTANT	NAIL DESIGN SPECIALIST	LIVE PERFORMANCE AND RUNWAY ARTIST

SKIN CARE/WAXING PROFESSIONAL	BEAUTY/SPA MAGAZINE WRITER/EDITOR	SPA THERAPIST
STATE BOARD EDUCATOR	DEPARTMENT STORE COUNTER	PHYSICAL FITNESS SPA THERAPIST
IMAGE CONSULTANT	BRIDAL AND SPECIAL EVENT	MEDICAL SPA ESTHETICIAN*

ARTIST FOR TV	COMPETITION CHAMPION	DEPARTMENT STORE COUNTER
ARTIST FOR FILM	IMAGE CONSULTANT	BRIDAL AND SPECIAL EVENT
ARTIST FOR THEATER	BEAUTY/SPA MAGAZINE WRITER	EDITORIAL AND MAGAZINE ARTIST
DESIGN TEAM MEMBER	BEAUTY/SPA MAGAZINE EDITOR	LIVE PERFORMANCE AND RUNWAY ARTIST

CHIROPRACTIC OFFICE PARTNER	PRENATAL MASSAGE THERAPIST	PHYSICAL THERAPIST PARTNER
SPA THERAPIST	INFANT MASSAGE THERAPIST	PHYSICAL FITNESS SPA THERAPIST
MASSAGE BUSINESS OWNER	ANIMAL MASSAGE THERAPIST	HEALTHCARE FACILITY MASSAGE THERAPIST
SPORTS CLINIC THERAPIST	HOSPICE MASSAGE THERAPIST	ON CALL MASSAGE THERAPIST

- Massage therapists' employment is expected to grow by 23%, as people learn more about the benefits of massage therapy. Increasing numbers in massage franchises being started will increase the demand of therapists.
- Employment is also expected to grow 10.4% for Make-up Artists as the demand for television programs, movies, and other entertainment will lead to new openings. (2012-2018)

# WHERE INNOVATIONS ARE LAUNCHED



## Introducing the Bellus App!

Bellus is known for launching new innovations in education that support and prepare our students for a successful career in the beauty and wellness Industry.

Bellus App is the next generation student mobile app that provides each prospect, student and alumni a unique personalized experience to connect and communicate with Bellus. Prospects can connect with our Admissions team for the latest Bellus news and our extensive program offerings.

Enrolled students can utilize the student portal to communicate with educators and the administrative team (Admissions, Student Services, Career Services, Community Relations and Financial Aid). Students can access their attendance and academic information to keep track of their progress.

The Bellus App can upload a resume and personalize a job application from any mobile device allowing our students access to career opportunities 24/7. Alumni will stay connected with Bellus and participate in the many community events we host. Alumni can access our online job board with top salons and spas in the industry.

“We were drawn to the Bellus App initially for the instantaneous connectivity of our students to job postings in real time.”  
- Lynelle Lynch – President of Bellus Academy”

### CORE FEATURES

- LATEST BELLUS NEWS AND VIDEOS
- ACCESS TO ATTENDANCE AND INFO
- ACCESS TO ACADEMIC INFORMATION
- POST YOUR RESUME ONLINE
- ONLINE SURVEYS
- REFER A FRIEND TO BELLUS
- JOB BOARD
- EVENT CALENDAR

### CAMPUS COMMUNITY FEATURES

- NEWS
- SOCIAL MEDIA
- GALLERIES
- VIDEO AND PODCAST



# CAREER SERVICES AND JOB PLACEMENT



Business skills and job preparedness are crucial to student development. Our Career Services team teaches a comprehensive business course that includes a resume workshop and job preparedness skills assessment.

Bellus Academy is held in high esteem throughout the salon and spa world. We have formed creditable longstanding partnerships that have lead to both extraordinary externships and job placements. In addition, our kit costs include all license fees.

Our Career Services Department works with students to develop Job Placement skills including:

RESUME BUILDING

SALON & SPA  
SELECTION

INTERVIEWING

JOB SEARCH

## RECENT PLACEMENTS

- Headlines 4 Hair
- Jet Rhys
- The Loft
- The Spa at The Grand Del Mar
- Hotel del Coronado Spa & Salon
- Diesel
- Rancho Bernardo Inn
- Gila Rut
- American Laser Skincare
- European Wax Center
- Massage Envy
- Spa Serenity
- Salon Boheme
- Zenbi Salon
- Manetain Salon
- Be Relaxed
- Twig Salon
- Strands Aveda Salon
- Model Call Salon
- Hey Saylor Salon
- The Harlot- LA
- Salon Forte
- Supercuts
- Studio 158
- Blow Bunny
- Hyde Edward
- The Factory
- Salon Deville
- Salon 56
- M.A.C. Cosmetics

## EXTERN SPAS & SALONS

- DK Hair
- The Loft
- Jet Rhys
- Carlton Hair
- Studio 158
- Diesel
- Haim Limited
- Salon 56
- Salon Radius 2
- Headlines The Salon
- Tangles
- Alexis K.
- Spa Gregorie's
- JOL Salon
- Ritual Salon
- Be Relaxed
- Studio 78
- Salon Tonic
- The Doves
- Skin Authority
- Cut
- Ciao Bella
- Gila Rut
- House of Hair Addictions
- Dermacare

# COSMETOLOGY



*“Inspiration is the flame that ignites creativity.  
Technique is the tool that empowers it.”*

*~Diego Raviglione, Bellus Academy Artistic Director*

We deliver a professional cosmetology education by incorporating the S.T.A.R. Precision Haircutting System with our innovative styling and finishing techniques. This combination ensures that you receive superior education in cutting and coloring. This program also includes our Bellus Best in Business and Financial Literacy courses.

### **S.T.A.R. PRECISION HAIRCUTTING SYSTEM**

The S.T.A.R. (Shape, Technique, Action, Results) Precision Haircutting System, developed by Artistic Director Diego Raviglione and Master Educator Nick Berardi, is a precision haircutting system designed to give the best foundation in the art of haircutting. S.T.A.R. is the only haircutting system that evolves as the student's technical skills and creativity become stronger, providing support to nurture the novice to the master stylist. The S.T.A.R. iPhone and iPad apps are accessible 24/7 and allow you to learn anytime, anywhere by watching all the videos on your mobile device or computer.

### **NICK EDUCATION ONLINE TRAINING**

We have partnered with Nick Berardi to offer his dynamic online educational videos and seminars, which are accessible 24/7.

### **EXCEPTIONAL EXTERNSHIPS**

Our relationships with high-end salons in California allow students to network with top stylists and owners. This is why our students extern with the finest salons including - The Doves, DK Hair, Headlines4Hair - just to name a few.

### **PROFESSIONAL INSTRUCTORS & INTERNATIONAL GUEST ARTISTS**

Our instructors are professionals who continue to work with top salons and spas. They connect with current icons in the industry to bring students face to face with the artists that inspire them. Experience the craft through presentations and lectures by top industry professionals. We have world-renowned guest artists demonstrate and speak at our academies on a regular basis.

### **COSMETOLOGY KIT**

Our Cosmetology kits are always evolving to contain high quality professional equipment, such as Mizutani shears, Taiff blow-dryer and flat-iron, YS Park combs and clips.

### **STUDENT COMPETITIONS**

Our academies sponsor student competitions on a national level. We have won or placed in all competitions entered. This includes first place in the TrendVision Student Competition for 2009, 2010, 2011, 2012 & 2013.

*“The difference in the education at Bellus Academy is the strong foundation for your fundamentals. What I love about the Bellus system is that you also have NickEducation, the TrendVision Advanced Seminar, and you have teachers that are relevant today. These people are lifetime professionals that love to teach the future generation of artists.”*

*- Fabio Sementilli - Vice President Of Education, WELLA salon division of P&G Beauty*

# COMING THIS FALL

## BARBERING

Barbering is an art form that requires the skill and an understanding of the principles behind each cut. The Barbering program teaches the lost secrets of Barbering based on principles that are highly effective. Students are taught a process that has proven to provide unmatched results.

Coming Soon\* to Bellus Academy, a fifteen hundred (1500) hour Barbering program that will prepare students to acquire the knowledge and skills necessary to pass the Board of Barbering and Cosmetology Licensing Exam. You will be trained on all phases of barbering including cutting, trimming, shampooing, styling hair, trimming beards and giving shaves as well as Bellus Academy's curriculum that includes our BIB, PI, Nick Ed, etc. The training and skills acquired will allow you to work in positions such as a Barber, Stylist, Master Barber, or Barber Shop Operator/Owner. More details to come!!!

### Men's Hair Cutting

- Taper
- Side and Back Fade
- High and Tight
- Flat Top
- Buzz
- Military
- Razor Cutting
- Business Professional
- Spiky
- Other Styles

### Men's Grooming

- Beard and Mustache Trim
- Other Facial Hair Trim
- Facial Shaving

### Scalp Treatments

- Scalp & Facial Massage
- Shampooing and Hair Care

### Other Skills Taught

- Networking Skills
- Client Interaction
- Product Support
- Interviewing/Job Placement Skills
- Theory applied to Professional Barbering



(\*not yet accredited)

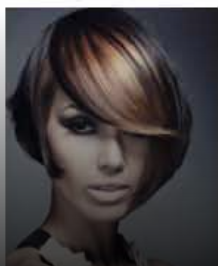


Discover World Class Talent, Passion & Creativity

OVER 70 POWERFUL ONLINE CUTTING & COLORING SEMINARS FOR ALL SKILL LEVELS

Empowering your staff with the educational tools they need to help build their confidence, ignite their creativity and grow their unique talents has never been more important to your salons success.

scroll >



OUTSTANDING EDUCATION AT YOUR FINGERTIPS



DOWNLOAD THE APP

iPhone and iPad apps so you can learn anytime, anywhere by watching all the videos on your mobile device or computer.

Recognized by professionals as one of the premium on line training tools. Coaching is personal, in-depth and presented by top educators whose sole mission is to educate, inspire and stimulate your passion and creativity.

Reach a new level of hairdressing mastery and confidence from anywhere around the world on any pc, mac, iphone, ipad, tablet or smart phone.

Learn 24/7 at your own pace and convenience without complex downloading, costly DVD's, live events, travel expense and scheduling conflicts. (Included in all Cosmo Kits)

NICKEDUCATION.COM

## About S.T.A.R.

Developed by Bellus Artistic Director Diego Raviglione and Master Educator Nick Berardi.

A precision haircutting system designed to give the best foundation in the art of haircutting.

A system that enables the student to grow both technically and creatively by being able to expand their knowledge using the Nick Education site that includes over 50 creative and technical haircuts.

iPhone and iPad apps so you can learn anytime, anywhere by watching all the videos on your mobile device or computer. The only haircutting system that evolves as the student's technical skills and creativity become stronger, providing support to nurture the novice to the master stylist.

Support program available that carries you through your career because continued learning is critical to any master stylist.

Bellus Academy is the only academy that currently offers the S.T.A.R. Precision Haircutting System and Nick Education. Nick Education is the premiere online education site, with professional members internationally.

*“The S.T.A.R. Precision Haircutting System is going to revolutionize the way haircutting is being taught in schools, not only in its delivery, but also in its ability to grow a stylist from novice to master cutter.”*

*~Diego Raviglione, Bellus Academy Artistic Director & Wella Top Stylist*



### **DIEGO RAVIGLIONE** *Artistic Director & Wella Top Stylist*

With over 28 years of experience as a highly creative artistic hair designer and educator, Diego Raviglione exudes an unsurpassed enthusiasm and talent that impacts all those he inspires. 2012 Winner of P&G Mentor of the Year.

His work has been published in worldwide magazines including Elle, Elle Girl, InStyle, Marie Claire, Cosmo, and Allure, as well as several key industry trades such as American Salon, Launchpad, Behind the Chair and Modern Salon.

Raviglione's ingenuity has also been featured on runways during LA Fashion Week. Raviglione draws his inspiration from the youth culture, the mastery of technique and the ongoing quest to mature and evolve as a stylist.

From the conception and creation of new editorial collections, the development of academies and curriculums to international hair shows and in-salon education, he never settles for mediocrity and is a true inspiration for others.



### **NICK BERARDI** *Master Educator & Wella Top Stylist*

Featured in both print and broadcast media as renowned stylist and educator, Nick Berardi is a creative force in the international education arena and is well recognized throughout the world for his innovative precision haircutting techniques.

Nick has partnered with Bellus Academy as the Master Educator to develop the S.T.A.R. Precision Haircutting System. He is also a Top Stylist for Wella International.


With a true love for the art of precision haircutting, unsurpassed talent and 30 years in the industry, Nick was inspired to develop powerful online education videos filmed in an in-depth seminar format to teach stylists from all corners of the world and bring passion and creativity into their everyday salon environment.



# S.T.A.R.

PRECISION HAIRCUTTING SYSTEM

SHAPE - TECHNIQUE - ACTION - RESULTS



"I took this class because I have a passion for make-up and hair. The instructors are amazing & very patient."

~Maria Romero,  
Cosmetology &  
Make-Up Artistry

# MAKE-UP ARTISTRY





We know that mastering the art of beauty make-up is an essential skill for any make-up artist, no matter what medium or industry he or she chooses. Our academies were the first to partner with the internationally acclaimed Make-Up Designory to offer their 150-hour “Beauty Make-Up Artistry” training course.

This course teaches facial contouring using highlights and shadows, correction and concealing techniques, base matching, eye and lip treatments, airbrush techniques, and the proper use of powder and cheek color. As part of this course, students will be required to complete projects that range from natural make-up to avant-garde looks.

Instruction includes both the theoretical and practical aspects of make-up artistry. Students become knowledgeable in all types of face and body art including: correction make-up, runway, bridal, glamour, professional, photography, air-brush, camouflage and basic special effects application.

#### A VALUE TO YOUR CAREER

Many salons and spas are adding make-up to their retail centers. Increasingly, salon and spa owners are requiring their professionals to have make-up artistry skills. For these reasons, this course can be added to our cosmetology or esthetics courses or taken independently.

#### PROFESSIONAL PORTFOLIO

The course finishes with a professional photo shoot to help the students start their personal professional portfolio and begin their career in the exciting field of cosmetics and make-up artistry.

#### M.U.D. PROFESSIONAL KIT

Graduates leave equipped with all of the professional brushes, M.U.D. make-up and artistry tools required to perform theatrical, airbrush and professional make-up applications.



## KRISTINA-MONIQUE CORTEZ

*Director of Make-Up Artistry Programs*

Kristina-Monique is a Professional Make-up Artist, who specializes in all aspects of Make-up Artistry, as well as, education. She is a published make-up artist and beauty editor whose work can be found in various fashion and beauty publications. She has also worked in film and television for top production companies including FOX, Paramount Pictures and Columbia Pictures.

Kristina began her career with an opportunity to work behind the scenes at fashion shows in Mexico where she cultivated her make-up artistry skills. She moved on to the U.S. to work with celebrity stylists, hairstylists and photographers. As the Make-Up Director at Bellus Academy, she is able to share her knowledge of the industry and strive to educate and inspire future Make-up Artists.

# ESTHETICS

AMERICAN TECHNOLOGY + EUROPEAN TECHNIQUE

## PROFESSIONAL SPA TRAINING

Our esthetics program offers comprehensive, professional training in all standard aspects of the esthetics industry.

We blend European techniques with American technologies to ensure our graduates can compete internationally. In most academies this level of training is only available by taking "post-graduate" esthetics courses.

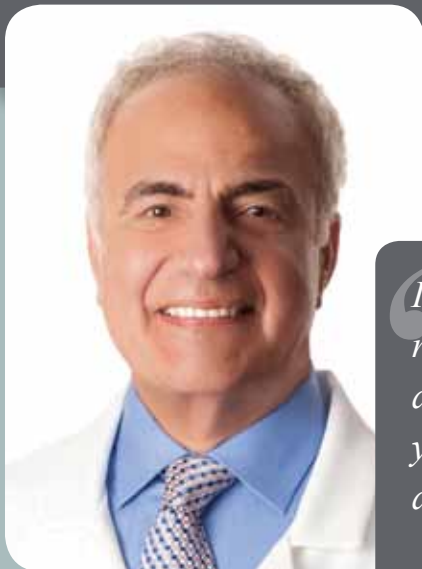
## PROGRAM FEATURES

- Skin care history and analysis
- Skin conditions and disorders
- Anatomy and physiology
- Facial massage techniques
- Chemical exfoliation
- Facial techniques
- Body treatments
- Hair removal
- Facials and electrical facials
- Chemical treatments
- Skin treatments
- Make-up application
- Microdermabrasion
- Retailing and sales techniques
- Bellus Best in Business
- Financial Literacy

## REAL EXPERIENCE

Put your talents into practice in our vibrant student clinic. Our clinic is mirrored after the upscale salons and spas that inspire our students and welcome our clients.

Working under the close supervision of your instructors, you will work with clientele, some of whom may go on to become your clients after you graduate. We are always expanding our service menu to incorporate new trends and treatments.



*"I can't think of a more rewarding life than being able to help people look younger, feel healthier and live happier."*


*~Howard Murad, MD*

Murad®



## PROFESSIONAL PRODUCTS & KITS

Work with the industry's best product lines and learn proven systems for selecting the ideal products to meet your clients' needs. Our Esthetics kit contains high quality, professional spa products and tools, esthetician smock, and current textbooks. (Kit items subject to change at any time in order to keep current with industry trends and technology.)



*What I realized in esthetics is that there is such a huge market available for you. You can become an educator. You can work on people's skin. You can go represent different companies and their products. For those reasons I chose to embrace this industry.*

*~Carolina Freitas,  
Esthetics Graduate*

## **Skin care specialists will experience a growth of 39.8%**

**as consumers increasingly care about their personal appearance and self-improvement.**

**The estimated total number for the country is estimated to grow from 44,400 to 62,000 according to the U.S. Department of Labor from 2012-2022.**

# ADVANCED ESTHETICS



## JOANNE BERRY

*Director of Spa and Wellness Education*

Joanne Berry has over 25 years of international experience in the luxury and medical spa industry. As the Director of Spa and Wellness Education, Joanne keeps our esthetic and massage curriculums on the cutting edge of industry trends. This includes creating and overseeing the ongoing development of an advanced course curriculum for our academies. Joanne also uses her connections and industry acumen to help place students in the spa and salon industry upon graduation. Her goal is to establish lifelong relationships with them for future job placement.

As a native of the United Kingdom, Joanne was trained in Europe and holds a BTEC National Diploma in Beauty Therapy and an IFA Diploma in Aromatherapy. In her early roles, she worked as an esthetician, massage therapist, aromatherapist, and body treatment specialist. However, Joanne was quickly drawn to the business side of the industry. She focused her career on management and sales where she could utilize her skills in beauty techniques while using her business savvy to: sell products, develop innovative marketing techniques, create strategic planning, and design unique signature spa treatments. Joanne's subsequent positions focused on business management and education in many different segments of the spa industry including: cruise ships, multiple day spas, resort/destination spas and most recently, medical spas. Joanne has conducted extensive training and product seminars, including training over 400 staff in all aspects of spa treatments and customer service while serving as the Education Manager with Steiner Day Spa Division in San Diego. She gained broad operational management experience overseeing spa services on 125 cruise ships with Steiner Management Services.

In addition to speaking at international conferences, Joanne keeps up with the ever-changing medical spa and luxury spa industry through attendance at conferences such as the ISPA and the AAD (American Academy of Dermatology) conferences. Joanne also contributes regular articles to *Spa Business* magazine and other trade publications around the globe.

The growth of the profession and the increased knowledge of the client will demand a highly educated and trained esthetician which is the stated goal of an advanced esthetician license. Students enrolled in the Beauty Therapist Management (modeled after the ITEC program) will receive extensive in-depth training and hands-on experience in the areas of anti-aging and acne care utilizing advanced skin evaluation techniques, resurfacing/peels, microdermabrasion and other procedures normally found in five star resorts & medi spas.

***THIS COURSE IS SO RIGOROUS THAT IT'S EQUIVALENT TO 5 YEARS IN THE ESTHETIC INDUSTRY, ACCORDING TO OUR ADVISORY BOARD.*** This helps our students be in demand once they graduate.

Our academy has invested in professional equipment so our students will have substantial experience working with the same equipment they will find when they enter their first luxury spa. We produce outstanding graduates who meet the hiring demands of spa directors. We do this while providing an unrivaled education for existing estheticians or nurses who want to advance to the medi spa field.

## YOU WILL LEARN

- Anatomy, Physiology & Microbiology
- Advanced Cosmetic Chemistry
- Microdermabrasion & Light Therapy
- Scrubs & Enzymes for Advanced Care
- Chemical Exfoliation, Resurfacing & Peels
- Silk Peel & Hydrofacial
- Advanced Waxing, Anti-Aging & Acne Care
- Current Trends in Ingredients & Protocols
- Aromatherapy, Reflexology & Lymph Drainage
- Oxygen Infusion Therapy & Treatments
- Cosmetic/Dermatology Procedures Overview
- Advanced Body Treatments
- Hydrotherapy Tub & Vichy Shower Treatments
- Cellulite Treatments
- Anti-Stress Treatments
- Modalities of Care
- Externship Opportunities and Field Trips
- Spray Tanning
- Bellus Best in Business
- Financial Literacy
- Inclusive Health

*"I love Bellus Academy. This school has high end products and top of the line machines that we get to work with. We are trained by amazing teachers who are so knowledgeable and passionate. They make coming to school fun and I look forward to each day."* ~Sabrina Lizalde, Esthetics Graduate

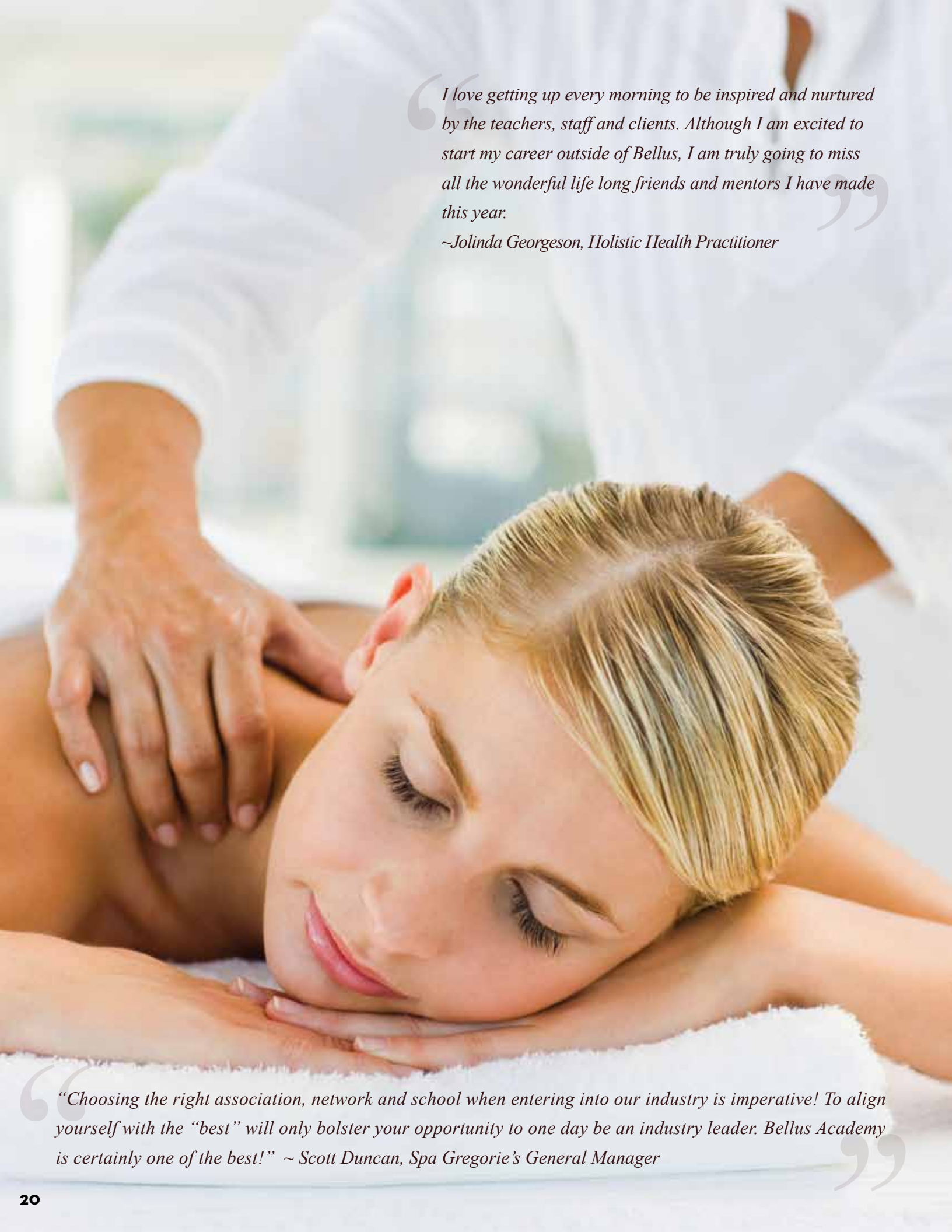


## BEAUTY THERAPIST MANAGEMENT KIT

Our kit contains high quality, professional spa products and tools, hand-held devices, esthetician smock, current textbooks and ITEC qualification.

## ABOUT INCLUSIVE HEALTH

Dr. Murad's Inclusive Health (IH) is the revolutionary healthcare approach that tackles cellular restoration through a three-pronged approach: topical care, internal care and emotional self-care bringing the disciplines of professional skincare, medical care and practical programs for skincare-related businesses together in one curriculum. United in pursuit of bringing the Inclusive Health lifestyle to clients and the larger public, IH offers a true one-of-a-kind learning experience that is changing skincare and healthcare education. The tools and knowledge a student gains from IH will allow them to distinguish themselves in their profession. Students not only learn about the principles of Inclusive Health, but how to implement them in their professional practice.

A close-up photograph of a woman with blonde hair lying on her stomach, receiving a massage. Her eyes are closed, and she has a peaceful expression. A therapist in a white uniform is visible from the chest down, with hands resting on the woman's shoulders. The background is softly blurred, suggesting an indoor spa or wellness setting.

*“I love getting up every morning to be inspired and nurtured by the teachers, staff and clients. Although I am excited to start my career outside of Bellus, I am truly going to miss all the wonderful life long friends and mentors I have made this year.”*

*~Jolinda Georgeson, Holistic Health Practitioner*

*“Choosing the right association, network and school when entering into our industry is imperative! To align yourself with the “best” will only bolster your opportunity to one day be an industry leader. Bellus Academy is certainly one of the best!” ~ Scott Duncan, Spa Gregorie’s General Manager*

# MASSAGE THERAPY

Bellus Academy offers Holistic Health Practitioner and Massage Therapy certificate programs. Our teaching methods enable each student to become proficient in developing client consultation skills, treatment planning, and guidance for their client's well being. Our programs significantly exceed the education requirements for the State of California & Kansas licensing and national certification.

Bellus Academy is proud to provide personal development tools such as Best in Business and Financial Literacy within each program offered to enhance our graduate's professional success. We are one of the only schools in North America that stays progressive with industry trends, equipment and supplies to prepare our students to become well rounded massage therapists.

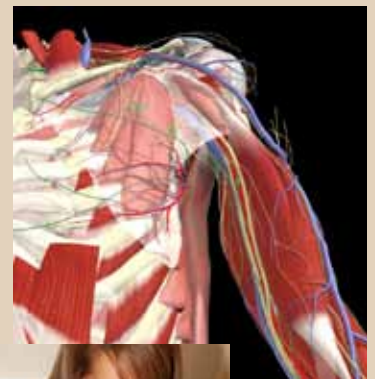
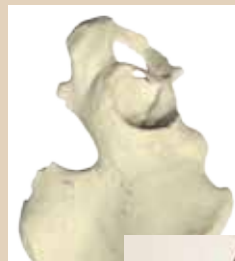
## Holistic Health Practitioner

- Our Holistic Health Practitioner (HHP) program places emphasis on wellness and prevention. HHP's work together with Health Care providers to develop health plans for their patients. At Bellus Academy we train our Health Care Practitioners to treat the person as a whole by incorporating massage as a natural alternative and preventative method of care.
- The certificate program prepares the student for a career working with clients interested in sustainable health practices. Assessment, Prevention and Treatment is the ultimate goal for their clients.
- Students will be introduced to Western and Eastern philosophies integrated with modalities including Swedish, deep-tissue, reflexology, sports massage introducing neuromuscular therapies and lymphatic drainage; as well as, spa therapies including working with a Vichy shower and hydrotherapy tub.
- Upon completion of the program, our graduates will be prepared to work in private practice, spa and/or medical facilities.

## Massage Therapist

- Our Massage Therapist program provides the skills and resources to be successful in the ever-growing massage and healthcare profession.
- Our curriculum is designed with a solid foundation of anatomy & physiology, theory and practices, pathology, nutrition, assessment and quality introductions to a variety of massage modalities.
- Our curriculum is presented in a supportive, hands-on learning environment focusing on therapeutic healing and awareness of the mind and body.
- Each student participates in closely-supervised massage services while gaining experience in our student massage clinic.

Bellus is the only school in the Nation that uses online 3D imagery of Primal Pictures in their teaching.





*“Since I started here, I’ve noticed that I take a little more pride in just about everything I do. Not only do I strive for excellence in my professional life, but my personal life as well.”*

*~Ebony Jordan, Spa Nail Technician*



# SPA NAIL TECHNICIAN

Our Spa Nail Technician course is the first in the nation to go beyond the basics of manicuring and add the spa treatment training that is demanded by luxury salons and spas.

Our academies use Creative Nail products and the students are taught the most advanced techniques in the nail industry. Students are trained in Shellac™ nail treatments: 14 Day Wear, Mirror Finish, Zero Dry Time, and No Nail Damage! We provide many forms of manicure and pedicure training so the student is able to obtain a desirable position upon obtaining a license.

Course curriculum includes basic to advanced manicures and pedicures, acrylics, gels, Minx, nail art and many other techniques that are used in the professional manicuring industry. This program includes Bellus Best in Business and Financial Literacy Training.

## ADVANCED TRAINING

As a student you will be taught advanced skills normally only offered at advanced workshops, such as spa nail protocols, aromatherapy, skin brightening treatments, hot rock and reflexology for both the hands and feet.

## SPA NAIL KIT

Our Spa Nail kit includes high end professional spa equipment and tools, featuring a Student Tech Kit with Liquid & Powder Products, Minx, UV Gel Light System Kit, and current textbooks.

CND   
Hands. Feet. Beauty.

Minx 



*"The professional nail industry has reached new heights of status and technology, making a career as a Nail Professional exciting, creative and rewarding. Nails are now a fashion accessory that women around the globe can't live without. Today's Nail Professional influences Hollywood style, Fashion runways and every day women who stand taller when their fingers and toes are perfectly dazzling! The excellence required to achieve success as a premiere Nail Professional requires the best training and standards. I'd like to congratulate Bellus Academy on their advanced Spa Nail course that prepares Nail Professionals with elevated protocols for extraordinary career success!"*

~Jan Nordstrom Arnold, Co-Founder CND

# FINANCIAL LITERACY ARE YOU READY?

A survey by Harris Interactive, commissioned by KeyBank in 2006, found that only one in five college students consider themselves "very well prepared" for managing their money in college, while 32% consider themselves "not at all" or "not very well prepared."

## FINANCIAL LITERACY BENEFITS

Our Program provides our students with financial basics for Beauty & Wellness professionals. We are committed to creating business-savvy salon and spa professionals that have a solid understanding of financial basics positioning them for success.

## WHAT IS FINANCIAL LITERACY?

Financial literacy is the knowledge of personal finance and understanding of how to apply it to the real world. It is not enough in this competitive market to only have hands-on skills in your chosen profession. It is an absolute necessity to be financially savvy.

## PERSONAL FINANCE IS KNOWING

- How much you earn
- Where your money goes
- How much money is needed to support your desired lifestyle
- How to earn enough to achieve financial goals
- How to put your money to work for you

## OUR FINANCIAL LITERACY PROGRAM COVERS THE FOLLOWING SUBJECTS:

- Student Loan Overview
- Budget Basics
- Opening a Bank Account
- Repayment
- Emergency Fund
- Retirement
- Default
- Credit Basics
- Living Expenses
- Identity Theft

Every student at Bellus has the opportunity to discover and unlock their potential for creating a dynamic understanding of business fundamentals.

*\*Included in all Programs excluding B.E. Creative and MU Artistry programs*

*"I love the Financial Literacy program! It has taught me the importance of paying my bills & maintaining a good credit report." ~Jesie, Cosmetology*

THE **MONEY** IS COMING!



BE WATCHING...  
**IT'S ON THE WAY!**

# BELLUS BEST IN BUSINESS



Cutting edge training, designed to give students the tools and skills they need to be successful in the beauty industry. We bring together experts in the field from social media to proper business etiquette. We ensure that every Bellus graduate is prepared to put their training into practice.

*New to the Industry* Bellus Academy is the first in the industry to offer a program that brings together all business elements needed to be successful in the beauty & wellness industry. This program is always evolving with new lessons, interviews and tips on how to be a successful business person in our industry.

## **LESSON #1 | *The Brand Called YOU***

This lesson shows you the importance of creating a personal brand and how to get started.

## **LESSON #2 | *The 3 R's, Retention, Rebooking & Retail***

This lesson provides you with the tools you need to retain, rebook and sell retail to your clients in order to maintain efficiency within your business.

## **LESSON #3 | *Social Media Mastery***

This lesson teaches you the in's and out's of Social Media and how to use it to explode your business while staying professional.

## **LESSON #4 | *Personal & Career Development***

This lesson offers you skills for creating an effective resume, preparing for job interviews and overall career development for lifelong learning.

## **LESSON #5 | *Online Marketing Tools***

This lesson teaches you some of the key Online Marketing tools and how to use them. Everything from video marketing, mobile marketing to blogs, Pinterest and Flickr.

## **LESSON #6 | *Personal Goal Setting & Outcomes***

This lesson shows you the importance of creating personal goals and how to reach them.

## **LESSON #7 | *Retail & Promotions***

This lesson dives deeper into the importance of Retail and shows you the in's and out's of promotions and why you should use them.

## **LESSON #8 | *LinkedIn***

This lesson prepares you for the real world and gives you new strategies, tools, and skills to get you where you want to be using LinkedIn.

## **LESSON #9 | *Business Strategies & Social Media Update***

This lesson teaches you the five key strategies you need to know upon graduation to help you start your own business or get a great job. You will also learn about advanced Social Media tools.

*“Our program connects students in real time with industry icons as they share marketing, branding and cutting edge business skills both in the classroom and online 24/7. Prepare to be inspired and gain the confidence to build your business.”*

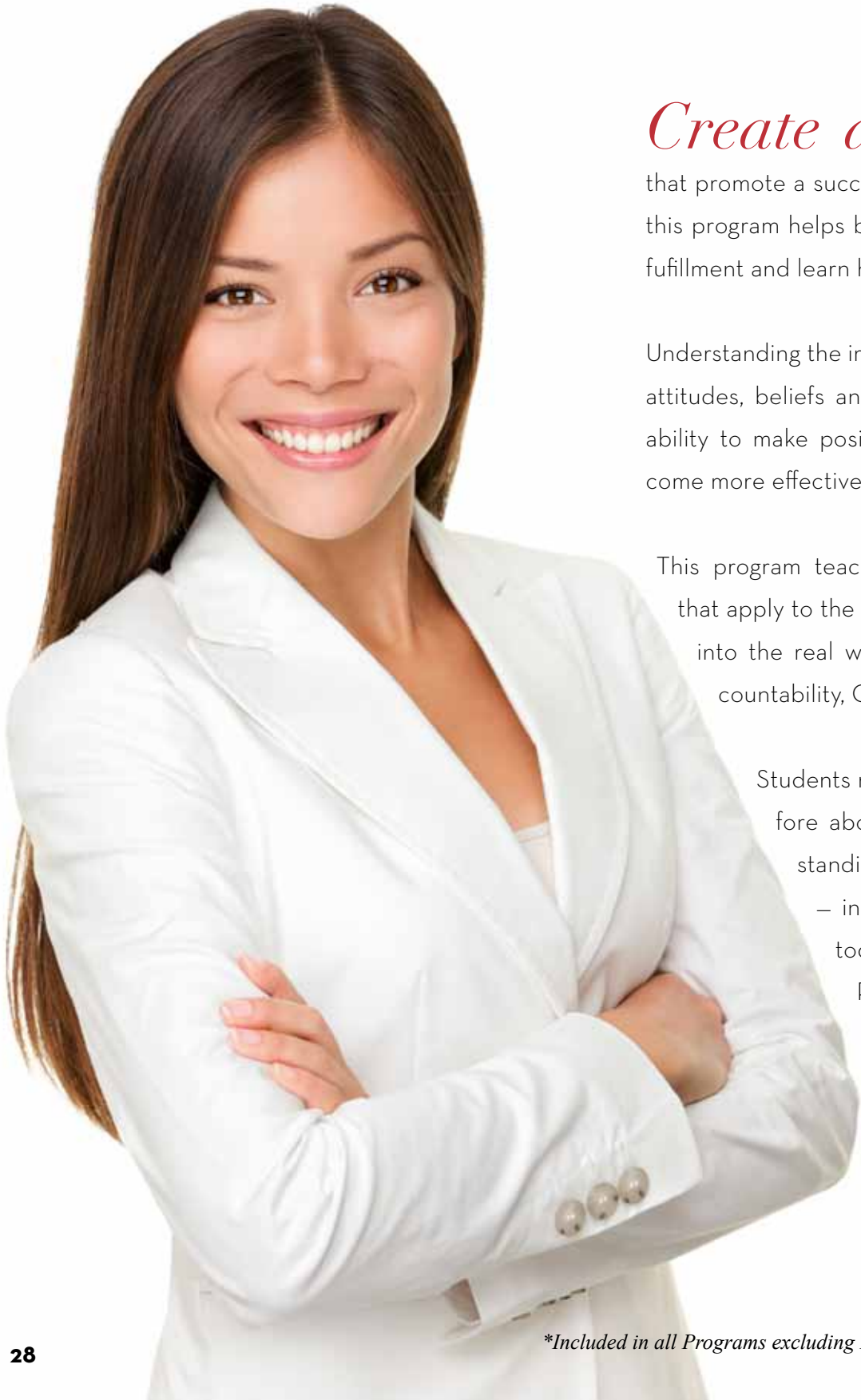
*~Lynelle Lynch,*

*Bellus Academy President*

## Program Overview

- Developed by Bellus Academy Director of Spa & Wellness Education, Joanne Berry and the Beauty Pro Team of Jono and Colin Slade.
- Created to help Bellus Academy students have an edge over the rest of the industry and be able to hit the ground running even before graduation.
- A unique combination of online video presentations, lectures and interviews that gives students a well rounded educational experience.
- An integrated training system that give Bellus students a firm understanding of basic business practices and online marketing techniques.
- Highlights current industry trends and techniques.
- Our cutting edge membership website allows students to join the conversation and watch trainings anytime they log on.
- Ongoing interviews with top international industry icons as they tell you what makes them and their business successful.
- A blog for students and professionals to share their industry news.

# *STRATEGIES* *for success*



*Create a plan* and form habits that promote a successful life and career. In addition, this program helps build confidence, find meaningful fulfillment and learn how to best plan your daily life.

Understanding the importance of your current habits, attitudes, beliefs and expectations, along with your ability to make positive changes, allows you to become more effective than you ever thought possible.

This program teaches the effective thinking skills that apply to the college experience and translate into the real world - Flexibility, Resiliency, Accountability, Creativity and Leadership.

Students need to learn more than ever before about mental technology – understanding how the human mind works – in order to meet the demands of today's ever-changing environment.

Putting it all together requires creativity, flexibility and the willingness to take a chance on the future.

# Quality Education?

What Schools Teach Traditional Education	
Traditional Curricula	
Math	
History	
Science	
Language	
Geography	
Computer Training	
Vocational	
Job Skills	
Attendance: Present _____	
Absent _____	
Tardy _____	
A = Excellent B = Good C = Satisfactory N = Needs Improvement U = Unsatisfactory I = Insufficient / Incomplete	
Student: _____	Grade: _____ Year: _____

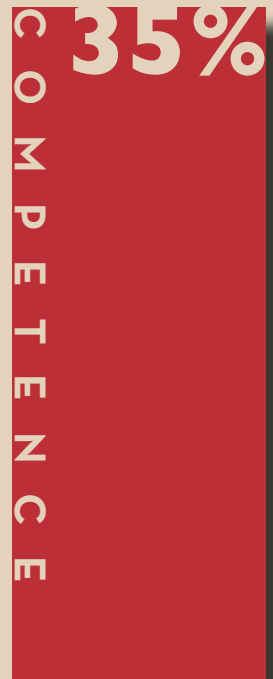
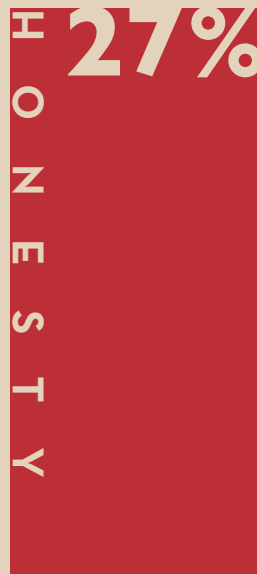
What Employers Want Non-Traditional Education	
Thought Patterns for a Successful Career	
Dependability	
Honesty	
Good Attitude	
Critical Thinking Skills	
Intrinsic Motivation	
Creativity/Innovation	
Self-Esteem/Self-Efficacy	
Accountability	
Goal Setting/End-Result Thinking	
Resiliency	
Making Effective Decisions	
Empowering/Mentoring Others	
Team Players	
Cultural Diversity	
Flexibility and Multi-Skilled	
Planning and Organizing	
Take Action/Proactive	
Professionalism	
Attendance: Present _____	
Absent _____	
Tardy _____	
A = Excellent B = Good C = Satisfactory N = Needs Improvement U = Unsatisfactory I = Insufficient / Incomplete	
Student: _____	Grade: _____ Year: _____

*What Bellus Teaches*

**B-**

**A+**

Employers want the full package in order to say  
**"You're Hired"**



# BELLUS ACADEMY

## Alumni

The Alumni Association is a leadership association that unites Bellus Academy graduates to be the best by focusing on continuous advanced education, charitable initiatives and support of Beauty Changes Lives (BCL) elevating the perception of the careers in Beauty and Wellness.

Bellus Alumni is here to ensure the continued success of Bellus graduates, making a difference in our communities through Beauty and Wellness to represent the Best of the Industry.



### KRISTIN BACAYCAY

#### CLASS OF 2011

"Bellus Academy has changed my life in the most amazing way. When I started as a student, my one and only goal I set for myself, was to enter a student competition. I promised myself that I would take advantage of all the opportunities Bellus

Academy offered. With the help & guidance from all my teachers, I participated in the 2011 Wella Trend Vision Competition in the Student Category and won Gold. Little did I know, that because I followed through with my goal, my life as a hair stylist would change. From this one competition, I have gone on to compete with Team I.C.A.N, meet amazing mentors, improve my education, and so much more! Without the continuous support of the entire Bellus Staff, I would not be where I am today."



### TERRELL MITCHELL

#### CLASS OF 2013

Bellus paved the way for me to have amazing opportunities! With all the training and confidence I received I entered into Trendvision in 2013 and place as a student semifinalist.

Since graduating I have participated in many photo shoots and fashion shows as a licensed professional. I have been featured in numerous Blogs, magazines, newspapers, and local news stations. I entered the Behind the chair photo challenge for project Runway and won the grand prize of being flown to Chicago to take a advance styling class with Micheal Shaun Corby the Global creative Director for Alterna haircare and Project Runway On-air lead Hairstylist working side by side with Michael for the Project Runway All star wrap party.



### ASHLEY THOM

#### CLASS OF 2013

As a 2013 graduate of Bellus Academy's Cosmetology 102 program Ashley Thom has excelled in both technical hair design as well as make up artistry. Ashley represented Bellus as a Gold winner for Proctor and Gamble's Wella division at

the 2013 America's Beauty Show in Chicago. She earned her spot at the esteemed show with a vision and execution of a timeless technical color and cut presentation.

We are extremely excited about where Ashley's career has taken her in such a short period of time. Upon graduation Ashley relocated to Los Angeles, California where she attained a position as an Assistant stylist at Harlot Salon in Venice Beach working alongside renowned stylists such as Marylle Koken and the Harlot team including 2013 NAHA award winners.



### RANDY SISENGCHANH

#### CLASS OF 2013

Randy Sisengchanh, a 2013 graduate of our Cosmetology program, has always had a eye for creative design and meticulous technique. He stood out amongst his peers with focus on not only technical cutting and coloring but a talent for styling and design. This ability led him to be acknowledged by our educators and asked to participate backstage at the 2013 America's beauty show in Chicago.

After graduation Randy joined Jet Rhys Salon in San Diego where he is currently going through a rigorous assistant stylist program continuing his education and development. He attributes his success thus far to the many mentors and friends at Bellus Academy.



Bellus Academy is proud to collaborate with fellow industry leaders that share our passion for community outreach. Each event provides our students the opportunity to share the extraordinary benefits of a career in Beauty and Wellness with a broad audience. Students benefit from the engagement with the community and develop strong marketing skills while embracing the personal commitment to giving back to the community.

### Fashion Week San Diego

Bellus Academy has a close partnership with FWSD which has given our students the unique and highly coveted opportunity to execute the hair and make-up artistry for the fashion designers of FWSD. Students are able to come together with other artists to create alluring and innovative hairstyles and make-up artistry to complete each designer collection for the runway fashion shows.

### Military Appreciation

The Military Student Council is heavily involved in military outreach and support. We have a large military community on campus consisting of dependants and military veterans who are committed to giving back to the surrounding military communities. We are actively involved in customized special events such as makeover events and educational presentations.

### Wellness Outreach

The wellness divisions of Bellus Academy are devoted to elevating the overall wellbeing in the community through special industry events. Our wellness students are able to showcase their skills while supporting several charitable organizations. Wellness activities such as chair massage and esthetic services are in demand at community events and have also led to several hiring opportunities for our students upon graduation.



# B.E. CREATIVE

**Welcome** to Bellus Education Creative also known as B.E. CREATIVE. This course is geared towards students who have completed the Inspiration phase of their program and salon professionals that are looking to improve their skills and exercise their creativity. The entire month is geared towards inspiration based design, focusing on the development of the hair designer and taking an in depth study of converting strong foundation technique to creative artistic expression in cutting, color and styling.

These three key elements are linked together in a common philosophy that follows one discipline to the next. This course is a **MUST** for any student who is passionate, creative and wants to take their education to a higher level. Salons are extremely selective in who they hire, and it is crucial to take advantage of every possible educational opportunity in order to be prepared to enter this extremely diverse and competitive industry.

We are committed to providing each of you with the highest level of education possible and producing confident, award winning professionals! We are dedicated to your education and making sure you have the best experience possible.

We hope you enjoy this journey into the art of Hair Design.

Diego Raviglione,  
Artistic Director

and

Bryden Mugleston,  
B.E. CREATIVE Master Educator



**Bryden Mugleston,**  
**B.E. CREATIVE Master Educator**

In 2006 Bryden Mugleston walked down the path of his family's history becoming a 3rd generation to graduate from cosmetology school. With big aspirations and a technical foundation of education that is second to none, Bryden opened salon Phillip Edwards in Pacific Beach San Diego just one year removed from his schooling. While his experience as a salon owner was valuable his true passion remained in education and the gratification of seeing a student grasp this wonderful craft for the first time.

Joining our team in 2009, Bryden quickly developed an elevated sense for education and having the ability to mentor students both technically and professionally. In 2011 Bryden advanced his career with Bellus Academy becoming the Assistant Artistic Director where his responsibilities focused on the continued development and growth of our Advanced Academy.

In 2012 Bryden represented Bellus Academy as a make-up artist for the North American Trendvision competition alongside cosmetology manager Matt Hom. The team was awarded **GOLD** for their work and went on to represent the United States in the International competition in Madrid, Spain.





# EXPLORE OUR CULTURE

## WEBSITE

BELLUSACADEMY.EDU

## YOUTUBE

YOUTUBE.COM/BELLUSACADEMY

## FACEBOOK

FACEBOOK.COM/BELLUSACADEMY

## TWITTER

TWITTER.COM/BELLUSACADEMY

## LINKEDIN

LINKEDIN.COM/BELLUSACADEMY

## PINTEREST

PINTEREST.COM/BELLUSACADEMY

## BELLUS APP

ITUNES.APPLE.COM/US/APP/  
BELLUS-ACADEMY/ID848422085?MT=8

## VISIT OUR ACADEMIES

### BELLUS ACADEMY | POWAY, CA

13266 POWAY RD, POWAY, CA 92064  
858.748.1490

### BELLUS ACADEMY | MANHATTAN, KS

1130 WESTLOOP PL, MANHATTAN, KS 66502  
785.539.1837

### BELLUS ACADEMY | NATIONAL CITY, CA

1520 E PLAZA BLVD, NATIONAL CITY, CA 91950  
619.474.6607

### BELLUS ACADEMY | EL CAJON, CA

1073 E MAIN ST, EL CAJON, CA 92021  
619.442.3407

## CALL 1.800.396.9187 FOR A TOUR



BELLUS  
ACADEMY

Important Student Disclosure Information: For more information about our graduation rates, the median debt of students who complete the program and other important information, visit [bellusacademy.edu](http://bellusacademy.edu)