

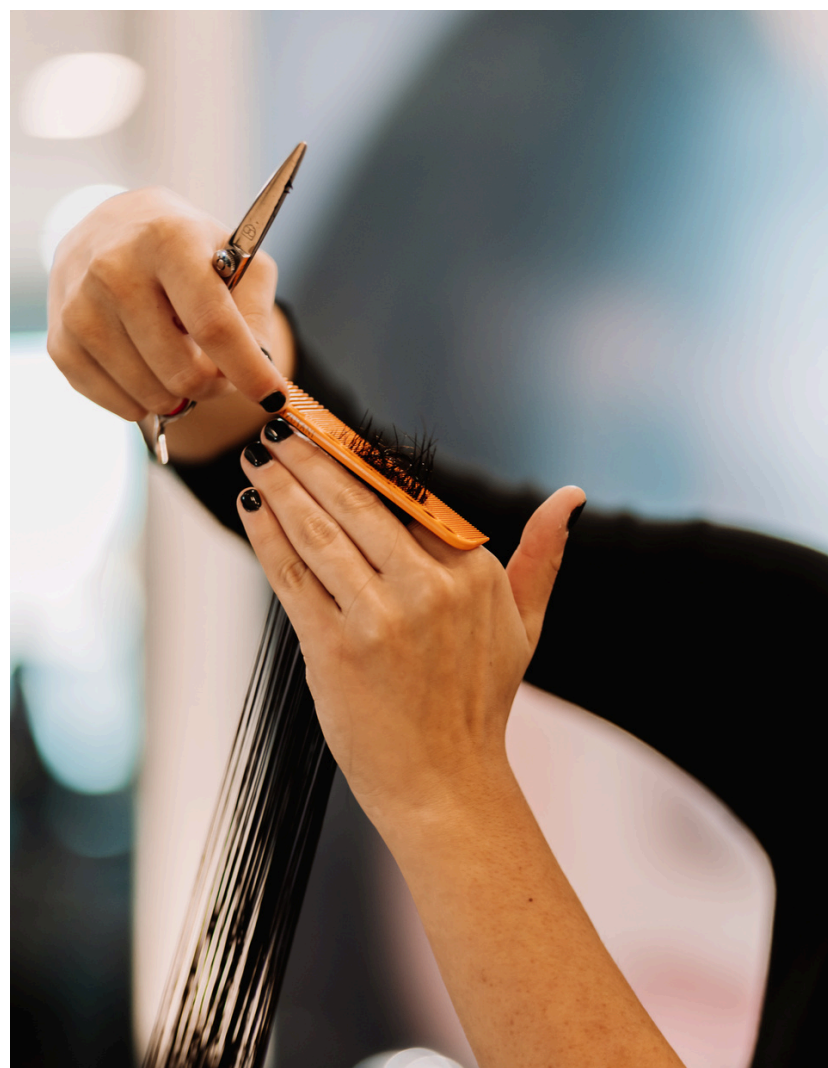


B E L L U S
A C A D E M Y



A THRIVING INDUSTRY
with untapped
CAREER OPPORTUNITIES

YOUR JOURNEY
starts
HERE.



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A grayscale photograph of a woman with voluminous, curly hair. She is looking upwards and to the right. She has a large, intricate mandala-style tattoo on her right shoulder. The text is overlaid on the image.

HAPPINESS IS
WHEN YOUR
PASSION
& CAREER
COLLIDE.

LYNELLE LYNCH CEO 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 1,500 scholarships ranging from \$1,000 to \$15,000 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
CEO, 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

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

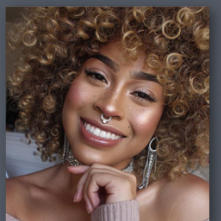
Integrity Transparency and Accountability to the team and clients we serve

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-JEELEE C.



#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 C.



BELLUS HAS MENTORED ME TO CREATE A CAREER THAT I GENUINELY LOVE AND AM PASSIONATE ABOUT. THIS CREATIVE ENVIRONMENT IS A CONSTANT SOURCE OF INSPIRATION FOR ME!

- ALEX R.





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 R.



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 A.



WHEN I CHOSE BELLUS ACADEMY 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 D.



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



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

MILITARY



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.

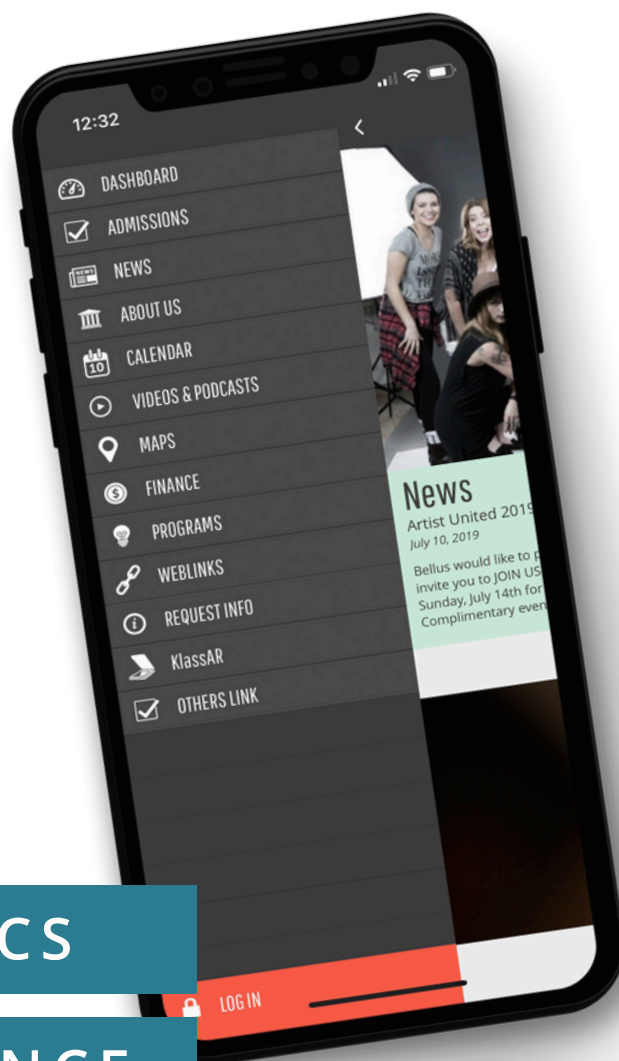
SCHOLARSHIPS



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...



**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

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

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

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

EXTERN PROGRAM

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

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 Academy 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 Academy 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

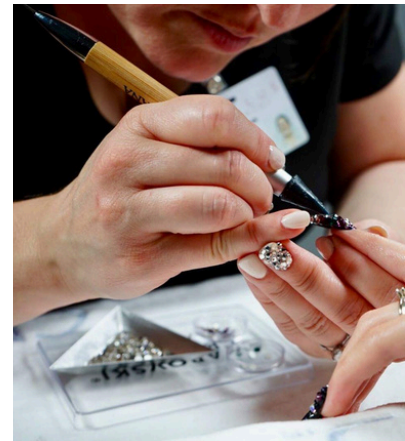
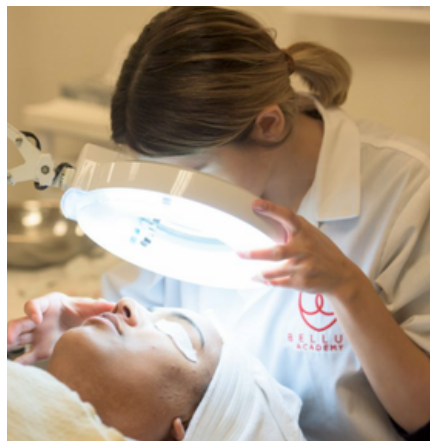
PROFESSIONAL SALON SETTING

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

N A I L S

B A R B E R I N G

1500 Hours

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! 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.

KANSAS

1500 Hours

COSMETOLOGY

Hybrid Program Available

Our comprehensive course includes 5 months dedicated to extensive theoretical and hands-on training with an emphasis on cutting and hair color. This program also includes 3 months of hair and eyelash extension training, empowering you to offer clients in-demand premium services. Refine your new skillset in our professional salon floor where you will work directly with a diverse clientele and master the art of consultation.

1650 Hours

COSMETOLOGY 102

Hybrid Program Available

Expand your creative expertise by adding 150 hours dedicated to Makeup Artistry. We are proud to partner with internationally acclaimed brand Make-up Designory (MUD) to offer high-quality education and equip you with a professional student kit. Learn how to perform makeup looks ranging from bridal, fashion, theatrical and special effects. Our industry experts teach you the techniques to flawless airbrush application along with corrective make-up and facial contouring. Course includes a professional photoshoot to feature your new artistic range and highlight in your portfolio.

COSMETOLOGY

ESTHETICS

1000 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, may be the best fit for you!



Our extensive 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

- Manual, Electrical & Chemical Facials
- Chemical Peels
- Body Treatments
- Microdermabrasion
- Hair Removal
- Lash Lift
- Tinting
- Eyelash Extensions
- Brow Lamination

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.

1150 Hours

ESTHETICS AND MAKEUP ARTISTRY

Hybrid Program Available

Gain a new artistic skillset and expand your career opportunities by enrolling in our most popular Esthetics course that includes an additional **150 hours of Makeup Artistry**. Students are equipped with a professional Make-up Designory (MUD) branded kit to perform makeup looks ranging from bridal, theatrical to airbrush techniques.

This program will provide you with the technical skills desired by employers to work on fashion shoots, runways, TV, movie sets and so much more. Upon completion you will lead a professional photoshoot to display your artistic expertise!

MUD
Make-up designory®

ESTHETICS 102



350 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

Our comprehensive course combines artistic creativity, nail care and sanitation, technical skills, and client interaction. Our program offer invaluable training in both foundational manicurist skills along with nail technology to expand your professional services.

Elevate your client experience by learning how to offer deep relaxation and healing by mastering aromatherapy and reflexology in our unique program.



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

O·P·I



Students will expand their technical skills and 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!

BARBERING

1500 Hours

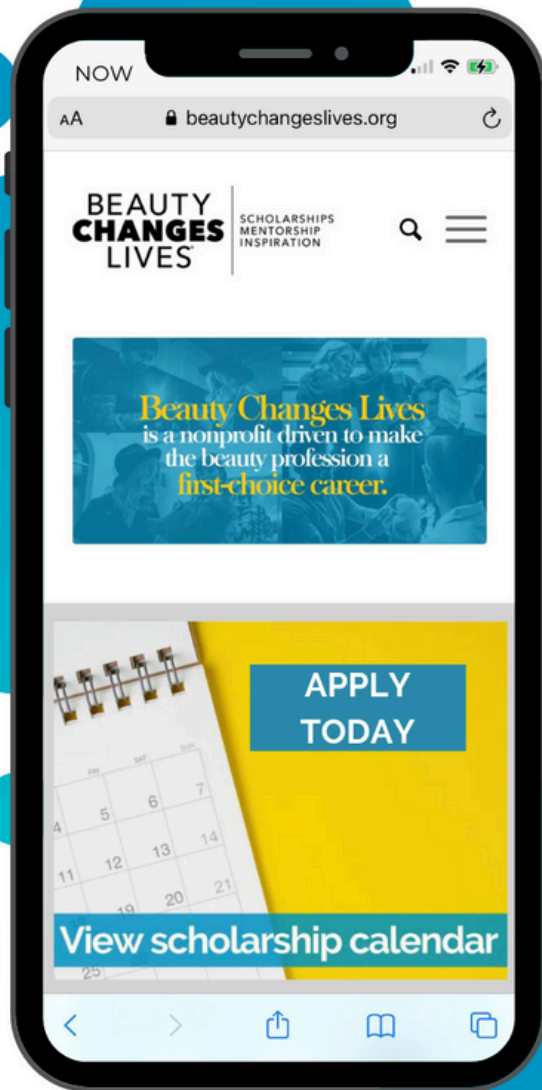
Ready to master the art of men's grooming? Our program takes you through men's classic barbering techniques to contemporary men's hair design. Receive the technical and business development training to succeed in a thriving industry!



- Focus on cutting, shaving and grooming
- Featuring 8 signature barbering cuts
- Entrepreneurial development training with a focus on social media marketing, client building strategies and financial management



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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LET'S CONNECT!    

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