AYURVEDA ESTHETICS

PROGRAM DESCRIPTION

This program provides an integrative and holistic approach to beauty and wellness based on the theory and practices of Ayurveda. Students will be introduced to Sanskrit, mindfulness, the doshas, digestion, nutrition, aromatherapy, chromotherapy, gem therapy, and herbalism. This program also comprises the esthetic fundamentals of derma-analysis, facial manipulations, and equipment. Combining their knowledge of esthetic techniques and Ayurveda, students will perform lifestyle consultations and Ayurvedic body therapy treatments.

PROGRAM OBJECTIVES

The objective of this program is to prepare students for the State of Wisconsin licensing examination in esthiology. Upon completion, students will also be eligible to apply for a membership with the Association of Ayurvedic Professionals of North America (AAPNA) as a Registered Ayurvedic Lifestyle Consultant and with the National Ayurvedic Medical Association (NAMA) as an Ayurvedic Health Counselor. The program includes professionalism, resume writing, interviewing, and job search skills to assist in employment in the industry.

INSTRUCTIONAL METHODS

The Institute is committed to providing quality education utilizing a method of instruction that engages all learning styles. Instructional methods include, but are not limited to, theory and lecture, hands-on workshops, clinic floor practice, audio/video presentations and instruction, online research, textbooks, assignments, and visiting guest educators.

PERFORMANCE STANDARDS

- *Productivity – Producing and achieving high academic and industry-aligned results.*
- *Professionalism – A commitment to act and speak with respect, honesty, and integrity towards others as a student and service provider.*
- *Positivity – The practice and/or approach of being positive or optimistic in attitude.*

STUDENT RESPONSIBILITIES

Students are responsible for their learning, productivity, and academic achievement. Students are responsible for maintaining Satisfactory Academic Progress (SAP):

- *achieve a 90% or higher attendance percentage to graduate.*
- *achieve 80% or a higher grade-point average percentage to graduate.*

Students are responsible for reading The Institute of Beauty and Wellness course catalog standards, policies, and procedures.



Rima Shah
Ayurveda Esthetic Team Leader



Rima Shah's first Ayurvedic teachers were her grandparents and parents who taught her many Ayurvedic home remedies and spiritual practices. She has been studying herbs and medicinal plants for 30 years, completing both Western and Ayurvedic herbal studies. She founded and created the Apothecary at Kanyakumari in 2004 and created some of her signature products. She was part of the faculty of Kanyakumari from 2004-2009. She taught Ayurvedic Herbalism, Women's Health, and Panchakarma at the Bhavana Institute of Yoga and Ayurveda from 2010-2014. She currently teaches an Ayurveda Health Counselor Program at the Institute of Beauty and Wellness in Milwaukee and Madison, 2016-present. Rima runs a full Ayurveda clinic offering consultations, treatments, and classes in Milwaukee, WI. She is a licensed 200RYT Yoga teacher, Aromatherapist, 600 hr trained meditation teacher, and Vedic Counselor. *(Rima teaches at the Milwaukee campus.)*

Pictured Above: Esthiology Clinic Floor at The Aveda Institute of Beauty and Wellness Milwaukee

AYURVEDA ESTHETICS

1,000 COURSE HOURS
424 HRS THEORY + 576 HRS PRACTICAL

DAY (PART-TIME, 39 WEEKS)*
Mon.-Thurs. 8:30am-4pm
*Milwaukee Campus Only

THEORY/PRACTICAL HOURS BY SUBJECT	THEORY HOURS	PRACTICAL HOURS
Anatomy and Physiology	5	25
Law & Code, Business, Ethics (including resume development, interviewing, and job search skills, guest speakers, etc.)	5	21
Safety + Sanitation	30	20
Chemistry	7	17
Treatments	32	96
Electricity	10	35
Makeup	12	20
Electives and Ayurvedic Body Therapies	7	108
Ayurvedic Anatomy, Physiology and Digestion	75	-
Food Awareness	39	-
Philosophy and History	26	-
Sanskrit	20	-
Constitutional Assessment	37	13
Ayurvedic Lifestyle Management	39	13
Herbalism	52	-
Ayurvedic Psychology	26	-
Theories of Detoxification	13	-
Managing Vata, Pitta and Kapha in the Body	58	7
Yoga	32	7
Practical (Internship; Clinic)	-	93
THEORY VS. PRACTICAL	463 HRS	537 HRS
TOTAL COURSE HOURS	1,000 HRS	

NOTE: The Ayurveda Esthetic program of The Aveda Institute of Beauty and Wellness Milwaukee is approved by the State of Wisconsin Educational Approval Program to be offered and taught at The Aveda Institute of Beauty and Wellness Madison, a teaching location of The Aveda Institute of Beauty and Wellness Milwaukee. As Susan Haise owns both locations, the Ayurveda Esthetic program, including curriculum and graduation requirements, are identical at both locations. Upon completion, students will be eligible to apply for the Ayurvedic Accreditation Commision Board (AACB) Ayurvedic Health Counselor board certification exam and, upon passage, apply for National Ayurvedic Medical Association (NAMA) Professional Membership. Our graduates receive an Ayurveda Esthetic Certificate from The Aveda Institute of Beauty and Wellness Milwaukee as well as meet the requirements to apply to become a licensed esthetician in the State of Wisconsin.

As one of the first schools in the nation to offer this course, we are also proud to help our students apply for a membership with the Association of Ayurvedic Professionals of North America (AAPNA) as a Registered Ayurvedic Lifestyle Consultant and with the National Ayurvedic Medical Association (NAMA) as an Ayurvedic Health Counselor.

GRADING PROCEDURES

For academic work, students must meet at least 80 percent grade point average to be in good standing and as a condition of graduation. Final written and practical tests must be 80 percent or better. All other assignments and tests' percentages and scales are as follows:

GRADING BREAKDOWN	
Chapter Tests	25%
Student Projects	25%
Mock State Board & Written Exam	25%
Technical Evaluations	25%
Overall	**100%**

GRADING SCALE	
Honor Roll	98-100%
Very Good	94-97%
Good	87-93%
Satisfactory	80-86%
Unsatisfactory	79%-Below

REV. 3/11/2026