ESTHIOLOGY

PROGRAM DESCRIPTION - 600 HOURS

The program cultivates proficiency in various skills, including facials, waxing, body treatments, and makeup applications. It covers essential aspects such as derma-analysis fundamentals, facial manipulations, equipment operation, and plant Aromaology. By blending theoretical understanding with practical experience, the program ensures that graduates are well-prepared to embark on successful careers as estheticians by also teaching resume writing, interviewing, and job search skills. Additionally, students are equipped to take the state board examination to become licensed estheticians in Wisconsin.

PROGRAM OBJECTIVES

The objective of this program is to prepare students for the State of Wisconsin licensing examination in Esthiology and to provide appropriate and comprehensive training, thereby enabling them to enter the field. Upon completion, students will have the knowledge of Aveda products and spa techniques and the skills to seek employment as skin care specialists.

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, exams and assignments, technical evaluations, salon and spa engagement, and visiting guest educators.

PERFORMANCE STANDARDS

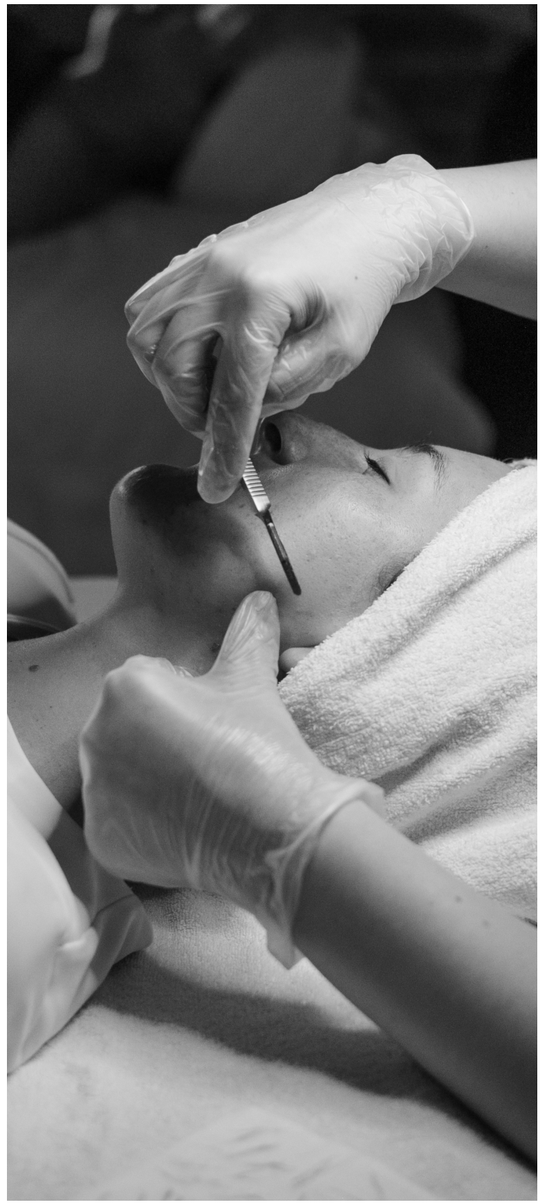
- *Productivity – Producing and achieving high academic and industry-aligned results.*
- *Professionalism – A commitment to act and speak with respect, honesty, and integrity towards others as a student and service provider.*
- *Positivity – The practice and/or approach of being positive or optimistic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



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

REV.3/11/2026

ESTHIOLOGY

600 COURSE HOURS
297 HRS THEORY + 303 HRS PRACTICAL

DAY (FULL-TIME, 18 WEEKS)
Mon. 9am-4pm & Tues.-Fri. 8:30am-4pm

EVENING (PART-TIME, 30 WEEKS)
Mon.-Thurs. 4:30pm-9:30pm

THEORY/PRACTICAL HOURS BY SUBJECT	THEORY HOURS	PRACTICAL HOURS
Introduction: Law & Code, Bookkeeping, Business Management, History and Ethics	33	-
Safety, Sterilization and Sanitation	35	30
Anatomy and Physiology	40	-
Chemistry, Treatments and Process	40	-
Treatment, Product and Techniques	50	150
Electricity, Machines and Equipment	12	37
Makeup and Color Analysis	15	26
Individual Student Needs, and Electives (including resume development, interviewing, and job search skills, guest speakers, etc.)	72	60
THEORY VS. PRACTICAL	297 HRS	303 HRS
TOTAL COURSE HOURS	600 HRS	

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

ESTHIOLOGY

PROGRAM DESCRIPTION - 450 HOURS

The program cultivates proficiency in various skills, including facials, waxing, body treatments, and makeup applications. It covers essential aspects such as derma-analysis fundamentals, facial manipulations, equipment operation, and plant Aromaology. By blending theoretical understanding with practical experience, the program ensures that graduates are well-prepared to embark on successful careers as estheticians by also teaching resume writing, interviewing, and job search skills. Additionally, students are equipped to take the state board examination to become licensed estheticians in Wisconsin.

PROGRAM OBJECTIVES

The objective of this program is to prepare students for the State of Wisconsin licensing examination in Esthiology and to provide appropriate and comprehensive training, thereby enabling them to enter the field. Upon completion, students will have the knowledge of Aveda products and spa techniques and the skills to seek employment as skin care specialists.

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, exams and assignments, technical evaluations, salon and spa engagement, 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.



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

REV.3/11/2026

ESTHIOLOGY

450 COURSE HOURS
229 HRS THEORY + 221 HRS PRACTICAL

DAY (FULL-TIME, 18 WEEKS)
Mon. 9am-4pm & Tues.-Fri. 8:30am-4pm

EVENING (PART-TIME, 30 WEEKS)
Mon.-Thurs. 4:30pm-9:30pm

THEORY/PRACTICAL HOURS BY SUBJECT	THEORY HOURS	PRACTICAL HOURS
Introduction: Law & Code, Bookkeeping, Business Management, History and Ethics	26	-
Safety, Sterilization and Sanitation	30	20
Anatomy and Physiology	30	-
Chemistry, Treatments and Process	24	-
Treatment, Product and Techniques	32	96
Electricity, Machines and Equipment	10	35
Makeup and Color Analysis	12	20
Individual Student Needs, and Electives (including resume development, interviewing, and job search skills, guest speakers, etc.)	65	50
THEORY VS. PRACTICAL	229 HRS	221 HRS
TOTAL COURSE HOURS	450 HRS	

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