THE INSTITUTE OF
BEAUTY AND WELLNESS















AVEDA BEAUTY SCHOOLS

Milwaukee • Madison



UNLEASH YOUR POTENTIAL

Your creativity and uniqueness are valued here. We encourage our students to do what they love and represent what they believe.

Photo Credit: Aveda

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THE AVEDA MISSION

"Our mission at Aveda, is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world."

Horst M. Rechelbacher
Founder, Aveda

Photo Credit: Aveda

WHY AVEDA

OUR MISSION is to provide a quality professional education that extends beyond simply passing the state licensure exam. We want you to achieve longevity and success in the fields of **Barbering, Cosmetology, Esthiology, Massage Therapy, Manicuring, Instructor** and **Ayurveda Esthetic**.

WE STRIVE TO:

- Create an environment of trust and respect
- Encourage a commitment to teamwork
- Promote personal and professional development
- Inspire the continuous quest for knowledge and growth

By supporting our students in this manner, we enable them to provide service that exceeds their clients' expectations.

*The Aveda Institute of Beauty and Wellness Madison and The Aveda Institute of Beauty and Wellness Milwaukee may also be recognized as The Institute of Beauty and Wellness.

WE ARE AN AVEDA INSTITUTE dedicated to supporting our students and teams in becoming successful beyond their expectations as artists and professionals. We do so by living our our core values in everything we do:

PRIORTIZE PEOPLE
At The Institute of Beauty and Wellness, each individual - student, guest, and teammate - is seen, heard and aligned with their best self.

BE ACCOUNTABLE
We act responsibly in everything we do, always giving more than we take

EXERCISE TRANSPARENCY
We bare it all from ingredients to education, and beyond.

HAVE FUN
Life is short. We celebrate one another and have fun in all that we do.

RETURN TO NATURE
We find inspiration in the land and embrace the Ayurvedic principles we were founded on.

REV.3/11/2026



Photo Credit: Aveda

GUEST EDUCATION

GUEST EDUCATORS + WORKSHOPS = EDUCATION FUND

We are dedicated to elevating education at The Institute of Beauty and Wellness

To support our students' learning experience, we uphold a no-tipping policy for student service providers. However, if guests wish to contribute to our students' education, we have established an Education Fund.

This fund is used to enhance the basic training program by bringing in advanced guest speakers, hosting demonstrations, and offering hands-on workshops.

These additional educational opportunities go beyond the regular curriculum, providing students with valuable resources for their future careers.

The Education Fund is a collaborative effort by the student body, enabling educators from various industry domains to share their expertise. Additionally, we encourage our alumni to return after graduation to benefit from ongoing guest education opportunities.



"I really felt the participation and the interest of the students. They had the most pertinent questions and to me that reflects the teaching that they are receiving at The Institutes. It all came out in the afternoon on the live model, hands on. What hospitality, picturesque surroundings and an architecturally stimulating environment! Needless to say, I am looking forward to a second round!"

YVES DURIF
YVES DURIF SALON, NYC



"Creativity and enthusiasm is contagious at The Institute of Beauty and Wellness' state of the art training facility. The student's exposure to advanced education and top-notch guest educators so early on in their learning process is evident in their "anything is possible" attitude. The Institutes and the Downtown Milwaukee neighborhood left me feeling so inspired by the culture that thrives there. I am excited for the future of The Institute of Beauty and Wellness' passionate hairstylists and their mission to change lives through beauty."

SUSAN FORD
GLOBAL MEN'S CUTTING COACH



"I am fortunate enough to have traveled the world working with some of the top salons and schools, and The Institute of Beauty and Wellness in Milwaukee is on the top of my list. The Institutes offers excellent education that is relevant to the needs and demands of today's top salons, preparing the students for an exciting and rewarding career in hairdressing."

VIVIENNE MACKINDER
WORLD RENOWNED HAIR STYLIST & LIFETIME ACHIEVEMENT AWARD WINNER



Photo Credit: Aveda

EXTERNSHIP PROGRAM

WHAT IS AN EXTERNSHIP?

The intent of the Externship Program is to provide **job-related experiences**, strengthen problem-solving and decision-making skills, and prepare students for **occupational success** through a temporary training program, prior to graduation.

HOURS PER PROGRAM:

Cosmetology up to 40 hours
Esthiology up to 20 hours

WHAT WILL YOU DO?

- Shadow, assist and perform services independently (under licensed professionals' discretion)
- Improve the skills and knowledge needed to be successful in the industry

ELIGIBILITY

- Theory coursework must be complete
- GPA in good standing
- Maintain a 94% attendance rate

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Photo Credit: Aveda

JOB PLACEMENT

Our Student Services team is dedicated to helping students **develop resumes**, curate competitive social media profiles to **build a professional brand**, complete **AVEDA's retail training program** (required to work in an AVEDA Salon) and discover career opportunities by managing an in-house **Job Board** and hosting **Career Fairs**.

CAREER FAIRS:

- Our Institutes host quarterly career fairs
- 30+ employers attend
- Interview opportunities with salon & spa owners
- Open to alumni and current students

JOB BOARD

- Regional opportunities throughout WI
- AVEDA Network opportunities worldwide
- Open to alumni and current students

With a vast network of salons, spas and health clubs nationwide, The Institute of Beauty and Wellness can help you begin your professional career. The Institute of Beauty and Wellness offer employment advisory services as defined by Wis. Admin. Code § SPS 409.05. We will help you gain the knowledge you need with several career fairs and self promotional instruction. Placement services provided by The Institutes are intended to assist students in their job search, but they do not assume responsibility for securing employment for students. The Institute of Beauty and Wellness is primarily an educational institution and does not guarantee job placement.

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Photo Credit: Aveda

REV.3/11/2026

PROGRAMS & CAREERS

YOUR EDUCATION

AYURVEDA ESTHETIC

This program combines ancient Ayurvedic principles with modern skincare practices, focusing on natural treatments and personalized regimens tailored to individual doshas. The Ayurveda Body Therapy portion can enhance the skills of licensed estheticians and massage therapists, preparing them for careers in wellness centers and spas.

BARBERING

Master the art of men's grooming through hands-on training in cutting, shaving, styling, and texturizing hair. This program prepares students for state licensure and careers in babershops, salons, and men's grooming studios. Students will also gain skills in product knowledge, guest servicing, safety standards, and personal development under the guidance of licensed instrutors.

COSMETOLOGY

Students learn practical skills in hair, skin, and nail care through immersive, hands-on training. By studying at an Aveda beauty school, cosmetology students adopt a comprehensive beauty philosophy, preparing them to thrive in the dynamic beauty industry and cater to a wide range of client needs.

ESTHIOLOGY

Comprehensive education in skincare, hair removal, facials, and makeup, and specialized techniques to purify, balance, and renew the skin. Graduates will be equipped for successful careers in the beauty industry, emphasizing personalized skincare solutions and exceptional client care.

MASSAGE THERAPY

Learn various massage techniques, anatomy, and client care. Our curriculum emphasizes the therapeutic benefits of massage, promoting relaxation and wellness. Graduates will be prepared for entry-level positions in spas, wellness centers, and healthcare facilities. This program adheres to all ethical guidelines and prepares students for state licensure examinations.

INSTRUCTOR

Aspiring educators are equipped with essential skills in instructional strategies, communication skills, classroom management, and curriculum development through hands-on training and clinic floor observation.

MANICURING

Develop essential skills in nail care, including shaping, polishing, and nail art techniques. This hands-on course prepares graduates for state licensure and entry-level positions in salons and spas, focusing on safety, sanitation, and client satisfaction.

**The Institute of Beauty and Wellness are accredited by The National Accrediting Commission of Career Arts and Sciences (NACCAS).*

YOUR FUTURE CAREER OPPORTUNITIES

DAY SPA

- Massage Therapist
- Ayurveda Esthetician
- Ayurvedic Heath Counselor
- Body Care Specialist
- Spa Therapist
- Spa Director
- Spa Owner
- Private Practice
- Esthetician
- Beauty Sales Representative

SALON

- Hair Stylist
- Barber
- Esthetician
- Makeup Artist
- Manicurist
- Sales Representative
- Hair Coloring Specialist
- Salon Manager
- Salon Owner

EDUCATION & OTHER FIELDS

Education & Other Fields

- Instructor
- Guest Educator
- Wellness Counselor
- State Board Member or Inspector
- Educational Director for a Product Manufacturer
- Consultant/ Trainer
- Paramedical Esthetician
- School Owner
- Freelance Makeup Artist
- Stylist or Makeup Artist for film, theater, fashion, or print
- Massage Therapist at Chiropractic Clinic, Physical Therapy Clinic, Medispa, Destination Spa, or Resort

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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

AYURVEDA ESTHETICS - HYBRID

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 professional development, 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, exams and assignments, technical evaluations, salon and spa tours, and visiting guest educators.

Students will receive a school email address and access to Microsoft Office cloud-based software, including Outlook, Teams, Word, Excel and Power Point. Students will need internet access and video capacity in order to participate in Distance Education. Online classes will be held on Microsoft Teams.

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.*



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

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.

REV.3/11/2026

AYURVEDA ESTHETICS - HYBRID

1,000 HYBRID COURSE HOURS**
424 HRS THEORY + 576 HRS PRACTICAL
463 DISTANCE EDUCATION HRS + 537 ON-CAMPUS HRS

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

THEORY/PRACTICAL HOURS BY SUBJECT	THEORY AND PRACTICAL HOURS	DISTANCE EDUCATION HOURS	ON-CAMPUS HOURS
Anatomy and Physiology	30	5	25
Law & Code, Business, Ethics (including resume development, interviewing, and job search skills, guest speakers, etc.)	26	5	21
Safety + Sanitation	50	3	47
Chemistry	24	7	17
Treatments	128	6	122
Electricity	45	7	38
Makeup	32	6	26
Electives and Ayurvedic Body Therapies	115	7	108
Ayurvedic Anatomy, Physiology and Digestion	75	75	-
Food Awareness	39	39	-
Philosophy and History	26	26	-
Sanskrit	20	20	-
Constitutional Assessment	50	37	13
Ayurvedic Lifestyle Management	52	39	13
Herbalism	52	52	-
Ayurvedic Psychology	26	26	-
Theories of Detoxification	13	13	-
Managing Vata, Pitta and Kapha in the Body	65	58	7
Yoga	39	32	7
Practical (Internship; Clinic)	93	-	93
THEORY VS. PRACTICAL	1000 HRS	463 HRS	537 HRS
TOTAL COURSE HOURS			1,000 HRS

***Periodically, the Institute will run a Ayurveda Esthetics Hybrid program utilizing distance education. Distance education allows students to complete a portion of the theory coursework online while maintaining the program's standards. However, all practical hours, including hands-on training and skill assessments, will be conducted on-site at our campus. This ensures that students receive the necessary in-person guidance and experience to develop their massage therapy skills effectively. Please connect with admissions for start dates for hybrid programs.*

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

BARBERING

PROGRAM DESCRIPTION

This program teaches men's grooming techniques including cutting, shaving, and texture. The program comprises the fundamentals of men's design, styling, and related sciences. The program introduces students to product marketing, guest servicing, personal development skills, and safety requirements. Students will refine their barbering skills while under the supervision of licensed instructors on the clinic floor.

PROGRAM OBJECTIVES

The objective of the program is to prepare students for the State of Wisconsin licensing examination in barbering. Upon completion, students will have the knowledge of Aveda products and barbering techniques. The program includes resume writing, interviewing, and job search skills to assist in employment as a barber.

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.



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

REV. 3/11/2026

BARBERING

1,000 COURSE HOURS
288 HRS THEORY + 712 HRS PRACTICAL

DAY (FULL-TIME, 29 WEEKS)
Mon 9am-4pm, Tues.-Fri. 8:30am-4pm

3-DAY (PART-TIME, 34 WEEKS)
Mon.-Wed. 10am-9:00pm

THEORY/PRACTICAL HOURS BY SUBJECT	THEORY HOURS	PRACTICAL HOURS
Hygiene, grooming and personal development	5	-
Bacteriology, sterilization and sanitation	15	10
Tools, equipment and implements (identification and usage)	3	10
Haircutting, hair tapering (clipper-cuts), razor cutting, hairstyling, curling thermal waving, finger waving, roller setting, pin curl placement, blow-drying, shampooing, scalp and hair treatments, conditioning, reconditioning, hair analysis, care of hair pieces, wigs and wefts	100	400
Hair straightening, hair relaxing, thermal hair straightening, blow-outs, permanents, hair coloring, tinting, and bleaching and chemistry	87	250
Shaving, beard and mustache shaping, trimming	20	30
Anatomy and physiology of the hair, skin, nails and disorders of the hair, skin and scalp Product knowledge, product use and sales, preparing and consulting with customers for services	15	-
Laws, rules, professional ethics and history of barbering	18	-
Individual student needs, industry trends and electives, i.e., record keeping, mathematics, communications, human relations, public relations, first aid, etc. (Theory hours include structured visits conducted by the school outside of the classroom at one or more barbering or cosmetology establishments)	10	12
THEORY VS. PRACTICAL	288 HRS	712 HRS
TOTAL COURSE HOURS	1,000 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

COSMETOLOGY

PROGRAM DESCRIPTION - 1600 HOURS

The Cosmetology program not only provides the fundamentals of cutting, styling, and chemical restructuring of hair, skin, nails, and makeup but also introduces students to product marketing, guest servicing, personal development skills, safety requirements, and professional development, including interviewing, job search skills, and resume writing. The practical experience, which builds on classroom theory, is a key component of the program, providing the essential technical training of a salon professional. This comprehensive program comprises the latest trends and techniques in hair cutting, styling, coloring, permanent waving, and chemical restructuring. The program's final phase prepares students to launch their careers with in-depth training in guest service, time management, self-promotion, goal setting, merchandising, and professional development.

PROGRAM OBJECTIVES

The objective of this program is to prepare students for the State of Wisconsin licensing examination in Cosmetology and to provide appropriate and comprehensive training thereby enabling them to enter the field of Cosmetology. Graduates of the program will have a wide range of career opportunities, including salon service providers, salon sales representatives, salon owners/managers, business managers, industry educators, and freelance artists. Upon completion, students will possess knowledge of Aveda products and spa practices, equipping them with the skills necessary to pursue employment as a cosmetologist.

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 tours, 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.*



Pictured Above: Cosmetology Clinic Floor at The Aveda Institute of Beauty and Wellness Madison

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.

REV.3/11/2026

COSMETOLOGY

1,600 COURSE HOURS
563 HRS THEORY + 1,037 HRS PRACTICAL

DAY (FULL-TIME, 47 WEEKS)
Mon. 9am-4pm & Tues.-Fri. 8:30am-4pm

3-DAY (54 WEEKS)
Mon.-Wed. 10am-9pm

THEORY/PRACTICAL HOURS BY SUBJECT	THEORY HOURS	PRACTICAL HOURS
Hygiene, grooming and personal development	10	-
Bacteriology, sterilization and sanitation	20	20
Haircutting, hair tapering (clipper-cuts), razor cutting, hairstyling, curling,thermal waving, finger-waving, roller setting, pin curl placement, blow-drying, shampooing, scalp and hair treatments, conditioning, reconditioning, hair analysis, care of hairpieces, wigs and wefts, tools, equipment and implements (identification and usage.)	140	440
Hair straightening, hair relaxing, thermal hair straightening, blow-outs, permanents, hair coloring, tinting, bleaching and chemistry, tools, equipment and implements (identification and usage.)	185	392
Shaving, beard and mustache shaping, trimming, superfluous hair removal, waxing, facials, facial massages, facial makeup, eyelashes, light therapy, basic principles of electricity, and introduction to electrology. Tools, equipment and implements (identification and usage).	35	60
Manicuring, including nail Enhancement. Tools, equipment and implements (Identification and usage).	10	25
Anatomy and physiology of the hair, skin, nails and disorders of the hair, skin, scalp and nails	50	-
Product knowledge, product use and sales, preparing and consulting with customers for services	30	-
Laws, rules, professional ethics and history of barbering and cosmetology	18	-
Individual student needs, industry trends and electives (e.g. recordkeeping, mathematics, communications, human relations, public relations, first aid, guest educators, resume writing, interviews, and job search skills, etc.) (Hours may include structured visits conducted by the school outside of the classroom at one or more cosmetology	65	100
THEORY VS. PRACTICAL	563 HRS	1,037 HRS
TOTAL COURSE HOURS	1,600 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

COSMETOLOGY

PROGRAM DESCRIPTION - 1550 HOURS

The Cosmetology program not only provides the fundamentals of cutting, styling, and chemical restructuring of hair, skin, nails, and makeup but also introduces students to product marketing, guest servicing, personal development skills, safety requirements, and professional development, including interviewing, job search skills, and resume writing. The practical experience, which builds on classroom theory, is a key component of the program, providing the essential technical training of a salon professional. This comprehensive program comprises the latest trends and techniques in hair cutting, styling, coloring, permanent waving, and chemical restructuring. The program's final phase prepares students to launch their careers with in-depth training in guest service, time management, self-promotion, goal setting, merchandising, and professional development.

PROGRAM OBJECTIVES

The objective of this program is to prepare students for the State of Wisconsin licensing examination in Cosmetology and to provide appropriate and comprehensive training thereby enabling them to enter the field of Cosmetology. Graduates of the program will have a wide range of career opportunities, including salon service providers, salon sales representatives, salon owners/managers, business managers, industry educators, and freelance artists. Upon completion, students will possess knowledge of Aveda products and spa practices, equipping them with the skills necessary to pursue employment as a cosmetologist.

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 tours, 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.*



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

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.

REV.3/11/2026

COSMETOLOGY

1,550 COURSE HOURS
538 HRS THEORY + 1,012 HRS PRACTICAL

DAY (FULL-TIME, 47 WEEKS)
Mon. 9am-4pm & Tues.-Fri. 8:30am-4pm

3-DAY (54 WEEKS)
Mon.-Wed. 10am-9pm

THEORY/PRACTICAL HOURS BY SUBJECT	THEORY HOURS	PRACTICAL HOURS
Hygiene, grooming and personal development	10	-
Bacteriology, sterilization and sanitation	20	20
Haircutting, hair tapering (clipper-cuts), razor cutting, hairstyling, curling,thermal waving, finger-waving, roller setting, pin curl placement, blow-drying, shampooing, scalp and hair treatments, conditioning, reconditioning, hair analysis, care of hairpieces, wigs and wefts, tools, equipment and implements (identification and usage.)	140	440
Hair straightening, hair relaxing, thermal hair straightening, blow-outs, permanents, hair coloring, tinting, bleaching and chemistry, tools, equipment and implements (identification and usage.)	185	392
Shaving, beard and mustache shaping, trimming, superfluous hair removal, waxing, facials, facial massages, facial makeup, eyelashes, light therapy, basic principles of electricity, and introduction to electrology. Tools, equipment and implements (identification and usage).	35	60
Manicuring, including nail Enhancement. Tools, equipment and implements (Identification and usage).	10	25
Anatomy and physiology of the hair, skin, nails and disorders of the hair, skin, scalp and nails	50	-
Product knowledge, product use and sales, preparing and consulting with customers for services	30	-
Laws, rules, professional ethics and history of barbering and cosmetology	18	-
Individual student needs, industry trends and electives (e.g. recordkeeping, mathematics, communications, human relations, public relations, first aid, guest educators, resume writing, interviews, and job search skills, etc.) (Hours may include structured visits conducted by the school outside of the classroom at one or more cosmetology	40	75
THEORY VS. PRACTICAL	538 HRS	1,012 HRS
TOTAL COURSE HOURS	1,550 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 - 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

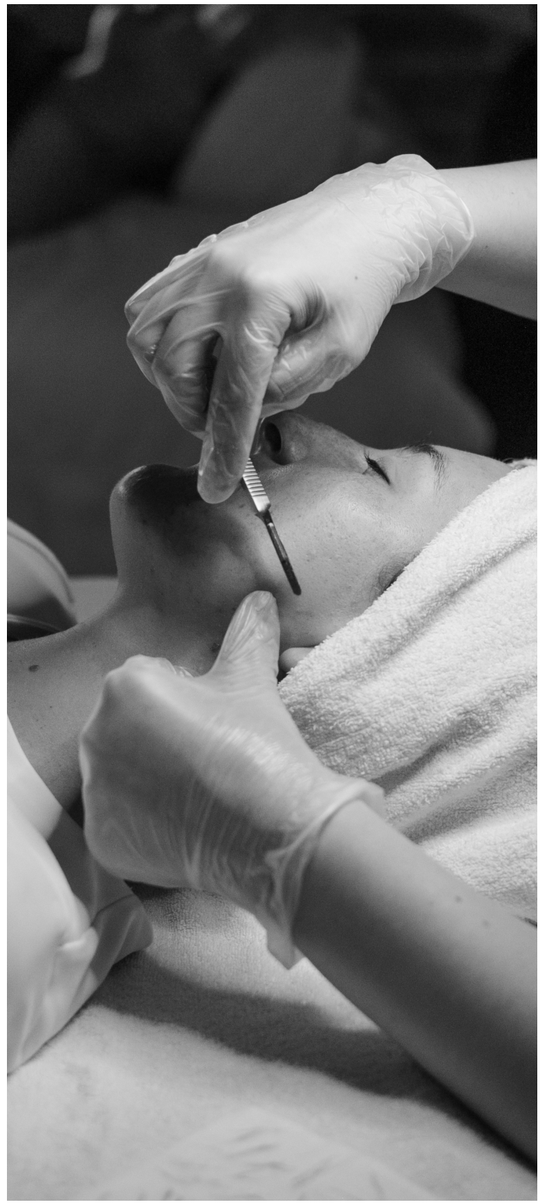
- *Productivity – Producing and achieving high academic and industry-aligned results.*
- *Professionalism – A commitment to act and speak with respect, honesty, and integrity towards others as a student and service provider.*
- *Positivity – The practice and/or approach of being positive or optimistic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

ESTHIOLOGY MANICURING DUAL PROGRAM

PROGRAM DESCRIPTION

The Esthiology & Manicuring Dual program equips students with comprehensive skills in skincare, nail care, and beauty techniques. Students learn facials, waxing, body treatments, makeup application, manicuring, pedicuring, nail art, gels, acrylics, and nail design through theory and hands-on practice. Fundamental aspects such as derma-analysis, facial manipulations, equipment usage, and plant Aromaology are covered. Additionally, students learn business skills vital for success in the industry, including product retail, customer care, service sales, and career placement strategies. Graduates emerge prepared to excel as licensed estheticians and manicurists, equipped with technical skills, theory, and business acumen, and ready to take the state board exams to obtain licensure in Wisconsin.

PROGRAM OBJECTIVES

This combined program aims to prepare students for the State of Wisconsin licensing examinations in both Esthiology and Manicuring, providing them with comprehensive training in skincare, nail care, and spa techniques. Upon completion, students will possess knowledge of Aveda products and spa practices, equipping them with the skills necessary to pursue employment as skincare specialists and manicurists.

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 tours, 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.*



Pictured Above: Top Esthiology Clinic Foor at The Aveda Instiute of Beauty and Wellness Milwaukee



Pictured Above: Manicuring Clinic Floor at The Aveda Institute of Beauty and Wellness Madison

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.

REV.3/11/2026

ESTHIOLOGY MANICURING DUAL PROGRAM

750 COURSE HOURS
360 HRS THEORY + 390 HRS PRACTICAL

EVENING (FULL-TIME, 38 WEEKS)*
Mon.-Thurs. 4:30pm-9:30pm
*Milwaukee Campus

THEORY/PRACTICAL HOURS BY SUBJECT	ESTHIOLOGY THEORY HOURS	MANICURING THEORY HOURS	ESTHIOLOGY PRACTICAL HOURS	MANICURING PRACTICAL HOURS
Introduction: law and codes; bookkeeping; business management; history; ethics	26	36	0	0
Safety, sanitation, sterilization, first aid, and bacteriology	30	10	20	25
Nails and skin disorders	0	24	0	10
Anatomy and physiology	30	18	0	8
Manicuring and pedicuring, including nail enhancements	0	24	0	112
Introduction to Advertising	0	12	0	0
Chemistry, treatments and process	24	0	0	0
Treatment, product and techniques	32	0	96	0
Electricity, machines and equipment	10	0	35	0
Makeup and color analysis	12	0	20	0
Individual student needs and electives (including resume development, interviewing, and job search skills, guest speakers, etc.)	65	7	50	14
THEORY VS. PRACTICAL	229 HRS	131 HRS	221 HRS	169 HRS
TOTAL COURSE HOURS 750	360 HRS		390 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

INSTRUCTOR

PROGRAM DESCRIPTION

The primary purpose of the instructor course is to train the student in the basic teaching skills, educational judgments, proper work habits, and desirable attitudes necessary to pass the applicable licensing examination. The program includes resume writing, interviewing, and job search skills to assist in entry-level employment as an instructor or a related position.

PROGRAM OBJECTIVES

Upon completion of the course requirements, the determined graduate will be able to:

1. Project a positive attitude and a sense of personal integrity and self-confidence.

2. Practice proper grooming, effective communication skills, and visible poise.

3. Understand employer–employee relationships and respect the need to deliver worthy service for value received.

4. Perform the basic skills necessary for teaching, including writing lesson plans, performing lectures and demonstrations, directing student projects, using library resources and audiovisual aids, conducting theory class instruction and measuring student achievement, supervising clinic operations, and maintaining required student records.

5. Apply the theory, technical information, and related matter to ensure sound judgments, decisions, and procedures.

To ensure continued career success, the graduate will continue to learn new and current information related to techniques, communication skills, and teaching methodologies to improve teaching skills

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.



Pictured Above: Massage Therapy Classroom at The Aveda Institute of Beauty and Wellness Milwaukee

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.

REV.3/11/2026

INSTRUCTOR

150 COURSE HOURS
110 HRS THEORY + 40 HRS PRACTICAL

DAY (20 WEEKS)*
Mon. 9am-5pm

THEORY/PRACTICAL HOURS BY SUBJECT	THEORY HOURS	PRACTICAL HOURS
Orientation, goals, rules, and review of the curriculum	14	-
Teaching skills objectives, competencies, methods, lesson planning, teaching techniques of the practical lab, interpersonal relations, evaluation, and grading principles. including resumes, interviewing, job search skills	64	25
Facilitating, managing skills, classroom management, communication, counseling, record keeping, safety & first aid	32	10
Supervised Teaching – Practical Applications on the clinic floor and basic skills of practical teaching techniques (prerequisite 1, 2, & 3)	-	40
THEORY VS. PRACTICAL	110 HRS	40 HRS
TOTAL COURSE HOURS	150 HRS	

**Milwaukee Campus Only*

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 presentations must be 80 percent or higher to graduate.

GRADING BREAKDOWN	
Student Projects - Lesson Plans	50%
Theory and Demo Final	50%
Presentations	-
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

MANICURING

PROGRAM DESCRIPTION

The program provides the fundamentals of manicuring, pedicuring, nail art, gels and acrylics, use of equipment, and planet essentials. Students will apply their theoretical knowledge to advance their technique through extensive guest experiences. Students will learn business skills including product retail, customer care, sales, resume writing, interviewing and job search skills.

PROGRAM OBJECTIVES

The objective of the program is to prepare students for the State of Wisconsin licensing examination in Manicuring. Upon completion, students will have the knowledge of Aveda products and spa techniques and the skills to seek employment as a manicurist.

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 tours, 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: Manicuring Clinic Floor at The Aveda Institute of Beauty and Wellness Milwaukee

REV. 3/11/2026

MANICURING

300 COURSE HOURS
131 HRS THEORY + 169 HRS PRACTICAL

DAY (PART-TIME, 11 WEEKS)*
Mon.-Thurs. 8:30am-4pm
*Milwaukee Campus Only

EVENING (PART-TIME, 15 WEEKS)
Mon.-Thurs. 4:30pm-9:30pm

THEORY/PRACTICAL HOURS BY SUBJECT	THEORY HOURS	PRACTICAL HOURS
Introduction: law and codes; bookkeeping; business management; history; ethics. including resumes, interviewing, job search skills	36	-
Safety, Sanitation and Sterilization, First Aid and Bacteriology	10	25
Nails and Skin Disorders	24	10
Anatomy and Physiology	18	8
Manicuring and Pedicuring	24	112
Introduction to Advertising	12	-
Individual student needs and electives (Theory hours may include structured visits conducted by the school outside of the classroom at one or more barbering cosmetology, or manicuring establishments.)	7	14
THEORY VS. PRACTICAL	131 HRS	169 HRS
TOTAL COURSE HOURS	300 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

MASSAGE THERAPY

PROGRAM DESCRIPTION - 750 HOURS

The Massage Therapy program provides a study of human anatomy, pathology, physiology, kinesiology, muscle anatomy, and cell function. It comprises the fundamentals of Swedish massage, chair massage, hydrotherapy, reflexology, Aromaology, deep tissue, and trigger point therapy. Under the supervision of licensed Massage Therapists' instructors, students will practice and perform pregnancy, geriatric or chronic illness, and sports techniques and learn to apply hot stone, lymphatic drainage, and neuromuscular techniques.

PROGRAM OBJECTIVES

This program aims to prepare students to pass the national licensure examination in Massage Therapy and become licensed massage therapists in the State of Wisconsin. Upon completion, students will possess knowledge of Aveda products and spa practices Their program includes resume writing, interviewing, and job search skills to equip them with the tools necessary to pursue employment as massage therapists.

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 tours, 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: Massage Therapy Classroom at The Aveda Institute of Beauty and Wellness Milwaukee Campus

MASSAGE THERAPY

750 COURSE HOURS

DAY (PART-TIME, 27 WEEKS)*
Mon.-Thurs. 8:30am-4pm
*Milwaukee Campus

EVENING (PART-TIME, 38 WEEKS)
Mon.-Thurs. 4:30pm-9:30pm

THEORY/PRACTICAL HOURS BY SUBJECT	THEORY/PRACTIAL HOURS
Anatomy, Physiology, Pathology, Kinesiology	275
Business, laws and ethics (including resumes, interviewing, and job search skills)	60
Massage therapy and body work, theory, technique, and practice, including supervised hands on	320
Student Clinics	70
Adult CPR & Standard First Aid	8
Additional Massage Therapy & Body Work Coursework	7
State Law & Jurisprudence	10
THEORY VS. PRACTICAL	750 HRS
TOTAL COURSE HOURS	750 HRS

NOTE: The Massage Therapy program of the Institute of Beauty and Wellness 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 Institute of Beauty and Wellness. As both locations are owned by Susan Haise, the Massage Therapy program, including curriculum and graduation requirements, are identical at both locations.

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

MASSAGE THERAPY

PROGRAM DESCRIPTION - 600 HOURS

The Massage Therapy program provides a study of human anatomy, pathology, physiology, kinesiology, muscle anatomy, and cell function. It comprises the fundamentals of Swedish massage, chair massage, hydrotherapy, reflexology, Aromaology, deep tissue, and trigger point therapy. Under the supervision of licensed Massage Therapists' instructors, students will practice and perform pregnancy, geriatric or chronic illness, and sports techniques and learn to apply hot stone, lymphatic drainage, and neuromuscular techniques.

PROGRAM OBJECTIVES

This program aims to prepare students to pass the national licensure examination in Massage Therapy and become licensed massage therapists in the State of Wisconsin. Upon completion, students will possess knowledge of Aveda products and spa practices Their program includes resume writing, interviewing, and job search skills to equip them with the tools necessary to pursue employment as massage therapists.

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 tours, 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: Massage Therapy Clinic Floor at The Aveda Institute of Beauty and Wellness Milwaukee Campus

REV. 3/11/2026

MASSAGE THERAPY

600 COURSE HOURS

DAY (PART-TIME, 27 WEEKS)*
Mon.-Thurs. 8:30am-4pm
*Milwaukee Campus

EVENING (PART-TIME, 38 WEEKS)
Mon.-Thurs. 4:30pm-9:30pm

THEORY/PRACTICAL HOURS BY SUBJECT	THEORY/PRACTIAL HOURS
Anatomy, Physiology, Pathology, Kinesiology	168
Business, laws and ethics, which includes laws of the state and rules of the board. (including resumes, interviewing, and job search skills)	56
Massage therapy and body work, theory, technique, and practice, including supervised hands on	301
Student Clinics	70
Adult CPR & Standard First Aid	5
THEORY VS. PRACTICAL	600 HRS
TOTAL COURSE HOURS	600 HRS

NOTE: The Massage Therapy program of the Institute of Beauty and Wellness 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 Institute of Beauty and Wellness. As both locations are owned by Susan Haise, the Massage Therapy program, including curriculum and graduation requirements, are identical at both locations.

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

MASSAGE THERAPY - HYBRID

PROGRAM DESCRIPTION

The Massage Therapy program provides a study of human anatomy, pathology, physiology, kinesiology, muscle anatomy, and cell function. It comprises the fundamentals of Swedish massage, chair massage, hydrotherapy, reflexology, Aromaology, deep tissue, and trigger point therapy. Under the supervision of licensed Massage Therapists' instructors, students will practice and perform pregnancy, geriatric or chronic illness, and sports techniques and learn to apply hot stone, lymphatic drainage, and neuromuscular techniques.

PROGRAM OBJECTIVES

This program aims to prepare students to pass the national licensure examination in Massage Therapy and become licensed massage therapists in the State of Wisconsin. Upon completion, students will possess knowledge of Aveda products and spa practices Their program includes resume writing, interviewing, and job search skills to equip them with the tools necessary to pursue employment as massage therapists.

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 tours, and visiting guest educators.

Students will receive a school email address and access to Microsoft Office cloud-based software, including Outlook, Teams, Word, Excel and Power Point. Students will need internet access and video capacity in order to participate in Distance Education. Online classes will be held on Microsoft Teams.

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.*



Pictured Above: Massage Therapy clinic floor at The Aveda Institute of Beauty and Wellness Milwaukee

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.

REV.3/11/2026

MASSAGE THERAPY - HYBRID

750 HYBRID COURSE HOURS**
375 HRS Distance Learning + 375 On-Campus

3-DAY (37 WEEKS)*
Mon.-Wed. 8:30am-4pm
*Madison Campus
**Hybrid

THEORY/PRACTICAL HOURS BY SUBJECT	THEORY/ PRACTIAL HOURS	DISTANCE EDUCATION HOURS**	ON-CAMPUS INSTRUCTION**
Anatomy, Physiology, Pathology, Kinesiology	275	275	0
Business, laws and ethics (including resumes, interviewing, and job search skills)	60	60	0
Massage Therapy and Body Work, Theory, Technique and Practice	320	23	297
Student Clinics	70	0	70
Adult CPR & Standard First Aid	8	0	8
Additional Massage Therapy & Body Work Coursework	7	7	0
State Law & Jurisprudence	10	10	0
THEORY VS. PRACTICAL	750 HRS	375 HRS	375 HRS
TOTAL COURSE HOURS	750 HRS	750 HRS	

NOTE: The Massage Therapy program of the Institute of Beauty and Wellness 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 Institute of Beauty and Wellness. As both locations are owned by Susan Haise, the Massage Therapy program, including curriculum and graduation requirements, are identical at both locations.

***Periodically, the Institute will run a Massage Therapy Hybrid program utilizing distance education. Distance education allows students to complete a portion of the theory coursework online while maintaining the program's standards. However, all practical hours, including hands-on training and skill assessments, will be conducted on-site at our campus. This ensures that students receive the necessary in-person guidance and experience to develop their massage therapy skills effectively. Please connect with admissions for start dates for hybrid programs.*

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

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FACULTY & STAFF

SUPERVISORY ADMINISTRATION

Susan Haise ..... Owner

DIRECTORS & ADMINISTRATION

Kari Kennedy ..... Executive Director, Milwaukee & Madison
Gaya Sonnichsen ..... Director, Milwaukee
Lindsay Danek ..... Director, Madison
Kali Winter ..... Spa Director
Brittany York ..... ADA Coordinator

FINANCE & FINANCIAL AID

Financial Aid 414-319-7581
Gregory Mathews ..... Financial Aid Director
Diane Pandl ..... Finance Administrator

ADMISSIONS

Madison Admissions 608-250-3100
Milwaukee Admissions 414-227-2889
Sydney Compton ..... Admissions Coordinator
Rebecca Hogan ..... Admissions Coordinator
Daniel Lapp ..... Admissions Coordinator
Molly Kull ..... Admissions Coordinator

STUDENT SERVICES

Student Services ..... studentservices@ibw.edu
Jay Sandoval Jimenez ..... Student Services Coordinator
Ryah Doyle ..... Student Services Coordinator

MADISON CAMPUS

BARBERING

Daniel Lapp ..... Educator
Indya Pierre ..... Educator

COSMETOLOGY

Kat Freeman ..... Educator
Christiana Greene ..... Educator
Samantha Hensler ..... Educator
Lindsay Day ..... Educator
Amy Walker ..... Salon Team Leader
Callie Schneiderwind ..... Educator

ESTHIOLOGY

Rachel Hittesdorf ..... Spa Team Leader
Mercedes Jones ..... Educator
Angela Yang ..... Educator
Elza Molas ..... Educator
Sophally Chan ..... Educator
Justina Wiegel ..... Educator

MANICURING

Kat Freeman ..... Educator

MASSAGE THERAPY & MASSAGE THERAPY HYBRID

Laurel Brack ..... Educator
Anne Giordano ..... Educator (DE)
Megan Murphy ..... Educator

MILWAUKEE CAMPUS

COSMETOLOGY

Shari Andrews ..... Educator
Noelia Chapa ..... Educator
Amy Lile ..... Educator
Michelle Mikula ..... Educator
Cassandra Phillips ..... Educator

ESTHIOLOGY

Sarah Davidson ..... Esthiology Team Leader
Nicky Merritt ..... Educator
Amy Worske ..... Educator
Geanna Robinson ..... Educator

MANICURING

Chary Luciano Correa ..... Educator

MASSAGE THERAPY

Dr. Teresa Tetting ..... Educator (DE)
Kassandra Green ..... Educator
Christine Welch ..... Educator

**Faculty and staff for programs that are currently offered*
(DE) *Educator Qualified to Instruct Distance Education Hybrid programs*

REV. 3/11/2026

OUR INSTITUTES



MILWAUKEE

327 E. St. Paul Ave.
Milwaukee, WI 53202
414-227-2889

Located in Milwaukee's Historic Third Ward, the arts and fashion district of the city. Riverfront dining, shops, theatres, and art galleries make this a prime location for anyone interested in the salon and spa industry.



MADISON

7021 Tree Lane
Madison, WI 53717
608-250-3100

Located between residential neighborhoods, public schools, and shopping areas, this location allows our students to practice their skills with a diverse, multi-generational clientele from Madison's ever-growing west side. To support our students further we have expanded our spa clinic floors and added classroom spaces in an adjacent building at 202 S. Gammon Rd.

Pictured Above: Top - The Aveda Institute of Beauty and Wellness Milwaukee Exterior, Bottom - The Aveda Institute of Beauty and Wellness Madison Exterior

CLIENT SERVICE AREAS

All students have the chance to work with a diverse range of clients. We offer a high-quality salon and spa environment where students can provide hair, skin, nail, and body services under the supervision of licensed professionals.

EQUIPMENT

There is a variety of equipment available for student use, including manicuring stations, hydraulic chairs, massage and esthetic tables, and fully equipped skin care stations with dermoscopes and steamers at each station.

STUDENT CLASSROOMS

Classrooms are designed to create an effective environment for various learning styles and activities. They feature advanced audio-visual technology, Microsoft Office 365 web version access, and online curriculum portals like learnaveda.net, Aveda, and Pivot Point.

AVEDA EXPERIENCE CENTER

Both institutes feature a retail center offering Aveda products, including hair care, skincare, Pure-Fume™ (fragrance), body care, makeup, and lifestyle items. Gaining product knowledge and achieving retail success can enhance your value in the salon and spa industry. The store allows you to practice client services and business skills with guests.



Pictured Above: Cosmetology Classroom at The Aveda Institute of Beauty and Wellness Milwaukee Campus,

ADMISSIONS

ENROLLMENT REQUIREMENTS

1. Schedule and complete a tour of the facility.
2. Interview with an Admissions Representative.
3. Complete Admissions Application (**https://ibw.edu/discover/admissions/apply-now/**) - and submit a $50 non-refundable application fee.
4. Submit official proof of education (high school diploma showing high school completion, high school diploma equivalent showing high school completion, official high school transcript showing high school completion, or transcript showing successful completion of at least a two-year program that is acceptable for full credit toward a bachelor's degree).
5. Take an entrance assessment* if any of the following apply:
   a. GPA is 2.0 or below
   b. Copy of diploma or GED does not verify GPA
   c. Home-schooled or foreign diploma
6. Provide proof of age with a document such as a driver's license, government-issued identification, birth registration/certificate, passport, etc.
7. Complete the Free Application For Federal Student Aid (FAFSA) or agree to the estimated payment contract.
8. Provide proof of professional license (instructor program only).
9. Transfer students only: submit a $100 transfer application fee before evaluation of transfer credit hours; and an official copy of transcripts from the previous school.

Note: If a foreign applicant provides a high school diploma, the Admissions Team requires that the applicant have an outside agency qualified to translate documents into English and confirm the academic equivalence to a U.S. high school diploma

Note: If an admissions representative has reason to believe that the high school diploma is not valid or was not obtained from an entity that provides secondary school education, the admissions representative must evaluate the validity of the student's high school completion. The admissions representative must:
1. check with the high school to confirm the validity of the student's diploma; and
2. confirm with the relevant department or agency in the state in which the secondary school is located that the secondary school is recognized as a provider of secondary school education.
3. in accordance with institutional policy and regulatory standards, The Institute of Beauty and Wellness does not admit Ability-to-Benefit students. Applicants must submit official proof of education as described above.
If the validity of the high school diploma cannot be confirmed, the student will not be admitted. The school's decision is final, and not subject to appeal.

NOTIFICATION OF ACCEPTANCE

The application deadline is the day before a class starts. Upon completion of enrollment requirements, the Institute will notify applicants of their acceptance in person or writing, and then a starting date will be confirmed. Please refer to catalog insert 2 for the program's starting and calculated completion dates. Upon confirmation, the admissions team will send/fill out an enrollment contract for the chosen program and start date. If the student is under 18 when signing the Student Enrollment Contract, the student must also have the Parent/Guardian of a dependent minor sign the Student Enrollment Contract. Returning a completed contract to The Institute of Beauty and Wellness guarantees enrollment. Enrollment is on a first-come/first-serve basis. *If students do not pass the entrance assessment, they can retake it in six months.

CLASSES

The Institutes reserves the right to combine or cancel classes as enrollment demands.

TRANSFER STUDENTS

The Institute of Beauty and Wellness considers transfer applicants on a case-by-case basis.

ADVANCED STANDING

The Institute of Beauty and Wellness does not offer advanced training for prior education or experience. The institute may refuse transfer requests if admission requirements, including tuition, are un met. Additionally, the acceptance or rejection of transfer hours is at the discretion of the Institute of Beauty and Wellness, and program testing may be required.

Students who withdraw from a program may be allowed to re-enter. If a student had unsatisfactory academic progress at the time of withdrawal, they would return in the same status. However, if a student withdraws while maintaining satisfactory academic progress, they can return in the same status without losing any credit, grades, or hours.

NON DISCRIMINATION POLICY

In their admissions, instruction, and graduation policies, the Institute of Beauty and Wellness practices no discrimination based on race, religion, color, financial status, sex, national or ethnic origin, age, veteran status, or sexual orientation.

The Institute of Beauty and Wellness does not recruit students currently attending or admitted to another institute offering a similar program of study.

COMPLIANCE WITH 38 USC 3679(E) VA PENDING PAYMENT COMPLIANCE

Beginning August 1, 2019, and despite any policy to the contrary, the The Institute of Beauty and Wellness will not take any of the four following actions toward any student using U.S. Department of Veterans Affairs (VA) Post 9/11 G.I. Bill® (Ch. 33) or Vocational Rehabilitation and Employment (Ch. 31) benefits, while their payment from the United States Department of Veterans Affairs is pending to the educational institution:

- Prevent their enrollment;
- Assess a late penalty fee to;
- Require they secure alternative or additional funding;
- Deny their access to any resources (access to classes, libraries, or other institutional facilities) available to other students who have satisfied their tuition and fee bills to the institution.

However, to qualify for this provision, such students may be required to:

- Produce the VA's Certificate of Eligibility by the first day of class;
- Provide written request to be certified;
- Provide additional information needed to properly certify the enrollment as described in other institutional policies (see our VA School Certifying Official for all requirements).

TUITION

Tuition rates cover the cost of student kits and textbooks, which must be purchased entirely from the Institute. Students have the option to buy an iPad as part of their student kit for an additional fee.

Students must agree to an Estimated Financial Aid Offer and Tuition Plan. A down payment of tuition is due two weeks prior to the start of classes. The remaining balance is due according to the payment plan selected by the student, or can be paid in full at the time of enrollment.

All tuition must be paid in full at least three weeks before graduation. Students should be aware that they may incur additional costs for miscellaneous supplies and events, which will not exceed $100. This obligation to pay is independent of any financial aid eligibility. Accepted payment methods include cash, check, debit card, credit card (with 3% fee), cashier's check, and Federal Financial Aid.

LATE PAYMENT

If a student does not make a payment within one week of the due date, a) the total tuition may become immediately due and payable, and b) the Institute may suspend the student's attendance and/or withhold their diploma until the outstanding balance is paid in full.

AT LEAST	BUT LESS THAN	REFUND OF TUITION
1 CLASS	10%	90%
10%	20%	80%
20%	30%	70%
30%	40%	60%
40%	50%	50%
50%	60%	40%
60%	-	**NO REFUND**

REFUND POLICY

The refund policy applies to all terminations for any reason, by either party, including student decision, course or program cancellation or school closure.

The refund policy is as follows: A student will receive a full refund under SPS 408.03 of all money collected by the institutes if the student:

1. Cancels enrollment within 3 business days of executing the enrollment contract under SPS 406.04
2. Was accepted for enrollment but was unqualified for entrance, and the institutes did not secure a disclaimer under SPS 409.04
3. Enrollment was procured as the result of any misrepresentation in the written materials used by the institutes or in oral representations made by or on behalf of the institutes

A student will receive a full refund of all money collected by the institutes if a course is canceled prior to enrollment and before instruction in the course has begun.

A student will receive a partial refund of all money collected by The Institutes if the student:

1. A student is entitled to a pro rata refund of all money collected by the institutes if the institutes cancel a course and ceases to offer instruction after a student has enrolled and instruction has begun.
2. A student is entitled to a pro rata refund of all money collected by the institutes if the institutes are permanently closed and no longer offer instruction after a student has enrolled and instruction has begun.

A student who withdraws or is dismissed after the period of time identified under SPS 408.03 (1) has passed, but before completing

60% of the potential units of instruction in the current enrollment period, shall be entitled to a pro rata refund, as calculated below:

Note: Completion means the number of scheduled class clock hours elapsed from the start of the student's enrollment until the student's last date of attendance divided by the total number of class clock hours required to complete the course of instruction. Consequently, our refund policy is calculated based on scheduled class hours rather than actual class hours.

The institutes encourage but do not require students who want to withdraw to provide the institutes with written notice of withdrawal. The institutes determine a student's constructive notice of withdrawal by monitoring clock hour attendance at least every 30 calendar days, and a determination is made to withdraw a student who has been absent without notice or explanation for 14 or more consecutive calendar days. The institution's determination that a student withdrew is the date that written notification of withdrawal was received or would revert to 14 calendar days after the student's last date of attendance.

The institutes shall acknowledge in writing a student's withdrawal within 10 calendar days of the withdrawal determination date. Any refund of money due to the student shall be paid within 40 calendar days after the effective date of termination. The institutes do not require students to ask the institutes to issue a refund of money collected by the institutes.

All miscellaneous costs which have not yet become due will be void. In case of a leave of absence, the institutes shall refund any money due the student within 40 calendar days of the earlier of the last day of the student's leave of absence if the student fails to return or the date the student notifies the institutes that the student will not be returning. The institutes shall reimburse the cost of the unused equipment or supplies that a student was required to purchase as a condition of enrollment or continued participation in the course of instruction to a student who, for any reason, withdraws or is dismissed by the institutes and who, within 40 calendar days of the withdrawal or dismissal, tenders for reimbursement the equipment and supplies in their original condition. The institutes may elect a more generous refund policy to accommodate mitigating circumstances. A student's account may be sent to collections for nonpayment.

RETURN OF TITLE IV FUND (FEDERAL FINANCIAL AID) POLICY

If a student who received or was eligible to receive Federal Financial Aid withdraws or is terminated when the clock hours scheduled to have been completed is 60% or less of a payment period, the school will determine the amount of that Title IV Aid the student earned according to the Return of Title IV Funds Calculation mandated by the U.S. Department of Education. If a student withdraws or is terminated when the clock hours scheduled to have been completed is more than 60% of a payment period, the student is considered to have earned all awarded aid for that payment period. In the case where a student's Return of Title IV Funds Calculation indicates that the student has earned more than was disbursed, the student would be owed a post withdrawal disbursement. The school must make the post withdrawal disbursement of a Federal Pell Grant as soon as possible but no later than 45 days after the date of the school's determination that the student withdrew. The school must offer a post withdrawal disbursement of a Federal Direct Loan to a student, or parent for a Direct Parent PLUS Loan, within 30 days of the date of a school's determination that a student has withdrawn. The school must allow at least 14 days for a student, or parent, to accept any post withdrawal disbursement of loan funds. If a post withdrawal disbursement creates a credit balance on a student's account, the credit balance will be disbursed as soon as possible but no later than 14 days after the credit balance was created.

WITHDRAWAL

The withdrawal date would always be the student's last date of attendance. If a student officially withdraws, the date the student provided official notification would be the date of school's



Pictured Above: Barber clinic floor at The Aveda Institute of Beauty and Wellness Milwaukee

VETERANS REFUND POLICY

When a veteran or other eligible student enrolled in a non-accredited institute fails or ceases to attend a class, withdraws from a class, or is terminated for any reason before a class is completed, the institutes will refund a pro-rata portion of all tuition, fees, and other related charges for that class. The exact proration will be determined by the ratio of the number of days of instruction completed by the student to the total number of instructional days for the course. An established registration fee (variously designated as an application fee, enrollment fee, or the like) in an amount not to exceed $10 need not be subject to proration. Where the established fee is more than $10, the amount over $10 is subject to proration. In addition, pro-rata refunds must be made within 40 days after the last class attended or the effective date of the withdrawal or termination. (Authority: 38 CFR 21.4255).

NOTICE OF CANCELLATION

The Institute of Beauty and Wellness encourages, but does not require, students who want to terminate their enrollment to provide written notice of cancellation. To ensure proper receipt, the Institute prefers that this notice be hand-delivered, emailed, or sent via mail with postage prepaid, either registered or certified with return receipt requested, to the address specified in the Student's Enrollment Contract.

If a student misses the entire first day of their program, they will be considered to have given a constructive cancellation notice. In the event of cancellation, the previously outlined "Refund Policies" will determine the refund amount to the student.

Under Wisconsin State Regulation, the Institute of Beauty and Wellness is required to maintain a Surety Bond per RL 61.06. This bond protects students, parents, guardians, or sponsors from economic loss and indemnifies any student or enrollee within the bond's limits.

For more information, please contact Vizance Inc, 1320 Walnut Ridge Dr., Ste 200, Hartland, WI 53029

BREACH OF CONTRACT

For any violation of this contract, institute policies, standards, or attendance, as stated in the institute's catalog, the Administrative Staff of The Institute of Beauty and Wellness may cancel this contract.

The student would receive a Notice of Cancellation from the institutes. This contract and the student's enrollment can be terminated only by written notice of cancellation from one party to another party.

A cancellation notice will be hand delivered or mailed by registered or certified mail to the address listed on the student's contract.

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TUITION RATES

Kit price (including applicable tax) and tuition are subject to change without notice prior to completion of the Student Enrollment Contract

AYURVEDIC ESTHETIC & AYURDEVIC ESTHETIC HYBRID (MILWAUKEE ONLY)

Kit price (including applicable tax) $1,300.00
Tuition $14,560.00
Total $15,860.00

**Students can opt in to purchase an iPad in their student kit at an additional $375.*

BARBERING

Kit price (including applicable tax) $2,300.00
Tuition $13,500.00
Total $15,800.00

**Students can opt in to purchase an iPad in their student kit at an additional $375.*

COSMETOLOGY (1600 HOURS)

Kit price (including applicable tax) $2,500.00
Tuition $22,810.00
Total $25,310.00

**Students can opt in to purchase an iPad in their student kit at an additional $375.*

COSMETOLOGY (1550 HOURS)

Kit price (including applicable tax) $2,500.00
Tuition $21,725.00
Total $24,225.00

**Students can opt in to purchase an iPad in their student kit at an additional $375.*

ESTHIOLOGY (600 HOURS)

Kit price (including applicable tax) $1,500.00
Tuition $12,075.00
Total $13,575.00

**Students can opt in to purchase an iPad in their student kit at an additional $375.*

ESTHIOLOGY (450 HOURS)

Kit price (including applicable tax) $1,500.00
Tuition $10,200.00
Total $11,700.00

**Students can opt in to purchase an iPad in their student kit at an additional $375.*

ESTHIOLOGY MANICURING DUAL PROGRAM

Kit price (including applicable tax) $2,500.00
Tuition $15,275.00
Total $17,775.00

**Students can opt in to purchase an iPad in their student kit at an additional $375.*

INSTRUCTOR (MILWAUKEE ONLY)

Kit price (including applicable tax) $200.00
Tuition $1540.00
Total $1,740.00

**Students can opt in to purchase an iPad in their student kit at an additional $300.*

MANICURING

Kit price (including applicable tax) $1000.00
Tuition $3,200.00
Total $4,200.00

**Students can opt in to purchase an iPad in their student kit at an additional $375.*

MASSAGE THERAPY & MASSAGE THERAPY HYBRID (750 HOURS)

Kit price (including applicable tax) $1,070.00
Tuition $13,175.00
Total $14,245.00

**Students can opt in to purchase an iPad in their student kit at an additional $375.*

MASSAGE THERAPY (600 HOURS)

Kit price (including applicable tax) $1,400.00
Tuition $13,175.00
Total $14,575.00

**Students can opt in to purchase an iPad in their student kit at an additional $375.*

AYURVEDA BODY THERAPIES (2 WEEKS)

Total (including applicable tax) **$750.00/WK**

MAKEUP WORKSHOPS

Airbrush Workshop (including applicable tax) **$150.00**

FINANCIAL AID

FINANCIAL AID PROCESS

1. Request an FSA ID at https://studentaid.gov
2. Complete the Free Application for Federal Student Aid (FAFSA) at https://studentaid.gov The Institute of Beauty and Wellness's Institute code is 038083.
3. Several days after submitting a FAFSA, the institute's Financial Aid Administrator will notify applicants of their Federal Financial Aid eligibility.

Some FAFSAs are selected for a review process called verification, where a student may have to submit additional documentation to the Financial Aid Administrator.

FINANCIAL AID ELIGIBILITY

Eligibility is determined using a formula established by the U.S. Department of Education to evaluate the information reported on the FAFSA. The formula produces a Student Aid Index (SAI) that determines what Federal Financial Aid a student may be eligible to receive.

FEDERAL PELL GRANT

A Federal Pell Grant, unlike a loan, does not have to be repaid. Pell Grants are awarded only to undergraduate students without a bachelor's or professional degree.

DIRECT SUBSIDIZED LOAN

This loan is awarded based on the financial need determined by the institute's cost of attendance minus the student's Student Aid Index (SAI) and scholarship and grant awards. The federal government pays interest on the loan ("subsidizes" the loan) until a student begins repayment and during authorized periods of deferment. Students will receive a six-month grace period after which they are no longer enrolled to begin loan repayment.

DIRECT UNSUBSIDIZED LOAN

This loan is not awarded based on need. Students are charged interest from the time the loan is first disbursed until it is paid in full. Students receive a six-month grace period after they are no longer enrolled to begin repayment of their loan. However, students may pay the interest charges during their enrollment or grace period.

FEDERAL PLUS LOAN

This program enables parents with good credit histories to borrow to pay the education expenses of each dependent undergraduate student/child. The yearly limit on the PLUS Loan equals the cost of attendance minus any other financial aid received. Repayment of this loan begins within 60 days after the loan is fully disbursed. A parent may request an in-institute deferment to delay payment while their child is in attendance at the institutes and a 6-month grace period after the student is no longer enrolled. If a parent is denied on a PLUS Loan, students may be awarded additional Federal Direct Direct Unsubsidized Loans.

SCHOLARSHIPS

The Institute of Beauty and Wellness does not offer scholarships. The Institute of Beauty and Wellness may provide a tuition discount to all students in a specific program of study who start on a specific date. Students who graduate from a program will receive a $500 tuition discount for any additional program that students enroll in.

GRADUATION & LICENSING REQUIREMENTS

GRADUATION REQUIREMENTS

To receive a diploma from The Institute of Beauty and Wellness, a student must:

1. Complete the required amount of program hours.
2. Complete all projects.
3. Meet the satisfactory progress requirement of 80% or above for GPA and 90% or above for attendance.
4. Student must pass their final theory and practical exam with an 80% or above.
5. Pay all tuition obligations.
6. For Massage Therapy students: Take the FSMTB National Licensing Examination and State Law Examination

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Note: Please be advised that other states may require additional hours of instruction for licensing eligibility. Please meet with admissions for the appropriate information.

Ayurveda Practitioners are not required to take a State of Wisconsin Licensure Examination to practice Ayurveda in Wisconsin but have the opportunity to become licensed estheticians. Upon completion, students will also be eligible to apply for the National Ayurvedic Medical Association Certification Board (NAMACB) Ayurvedic Health Counselor board certification exam and, upon passage, apply for National Ayurvedic Medical Association (NAMA) Professional Membership.

LICENSING REQUIREMENTS

To receive a license in the state of Wisconsin, a cosmetology, massage therapy, manicuring, or esthiology student is required to:

1. Complete graduation requirements in the course of instruction.
2. Successfully completed the skill certification examination.
3. Successfully completed the written theory and state law examination conducted by Pearson Vue for cosmetology, esthiology and manicuring, barbering, and by the State and FSMTB for massage therapy at off-campus locations.

Important Information for Massage Therapy Students:

All Massage Therapy students are required to take the State of Wisconsin State Law Exam before graduation, as mandated by Wisconsin State Law. The Federation of State Massage Therapy Boards (FSMTB) National Licensing Exam can be taken once a student has completed 500 hours of training. Each student must schedule a test date within 2-3 weeks after submitting their FSMTB Application and Payment. If a student fails to secure a test date, they may be required to take a leave of absence until this requirement is met.

Please note that other states may have additional hour requirements for licensing eligibility. It is advisable to check with admissions for the necessary information.

Students will not graduate from the Massage Therapy program until they have successfully completed both the State Law Exam and the National Licensing Exam. If a student does not pass the State Law Exam or National Licensing Exam on their first attempt, they will be responsible for paying each subsequent exam.

STUDENT SERVICES

HOUSING

The Institute of Beauty and Wellness can assist students in finding roommates and suitable housing, though The Institute of Beauty and Wellness does not own or operate housing facilities.

PLACEMENT

The Institute of Beauty and Wellness supports students in starting professional careers across the country through a wide network of salons, spas, and health clubs. We provide employment advisory services as outlined in Wis. Admin. Code § SPS 409.05. Our offerings include career fairs and self-promotion training to equip students with essential knowledge. While we facilitate placement services to assist students in finding job opportunities, we do not take responsibility for securing employment. It is important to note that the Institute of Beauty and Wellness is primarily an educational institution and does not guarantee job placement.

ACADEMIC AND INDIVIDUAL COUNSELING

The Institute of Beauty and Wellness offers academic counseling to all students. If you face difficulties meeting the minimum performance standards and course requirements set by the Institute of Beauty and Wellness and the State of Wisconsin Department of Safety and Professional Services, we provide tutoring assistance. Additionally, we encourage you to contact the professional counseling resources listed in the student handbook if you encounter personal challenges.

STUDENT ACTIVITIES

While attending either Institute, students can participate in various events and activities, such as photo shoots and fashion shows. These educational and exciting experiences provide excellent networking opportunities, allowing students to express their creativity and enjoy themselves, regardless of their specific interests in the industry.

The Student Leadership Council is a group within both institutes that enables students to develop their natural leadership skills. One representative from each class serves on the council, where they coordinate and lead student assemblies and represent their class at meetings and other activities, enhancing their management training.

The Green Team upholds the Aveda mission and promotes an environmentally responsible school climate. Additionally, each class selects a Green Team Leader to represent at the Green Team meetings.

Each class also appoints a Digital Club Leader, who represents them in a club open to all students. This leader attends monthly meetings to develop skills essential for building a digital presence that enhances professional success in the beauty and wellness industry. The Digital Club Leader assists classmates in building their brands and motivates others to participate in creating digital content.

The Student Leader, Green Team Leader, and Digital Club Leader are awarded to acknowledge their efforts and contributions at the class's graduation ceremony.

ACCESS TO CUMULATIVE RECORDS

Students and parents/guardians of dependent minors who regularly attend The Institute of Beauty and Wellness have the right to inspect and review the student's educational, financial, and attendance records. This ensures the records are accurate and factual and respects the student's privacy and rights. To review these records, students and/or parents/guardians should schedule an appointment with the department team leader.

The institution will keep student records for enrollment for at least six years after the student leaves. However, student transcripts will be retained indefinitely.

STUDENT INFORMATION RELEASE POLICY

Under the Family Educational Rights and Privacy Act (FERPA), The Institute of Beauty and Wellness requires written authorization from the student or the parent/guardian (if the student is a dependent minor) to release academic grades, attendance, enrollment status, financial information, or any other details to external agencies, prospective employers, or any other parties requesting information about the student. This requirement does not apply to internal reviews, such as student record audits, compliance reviews, accreditation processes, or financial audits. Each student must provide written consent in response to any third-party request for their information.

CHALLENGES & GRIEVANCES

STUDENT CHALLENGES

All students are encouraged to attempt to resolve challenges directly with their peers. If they cannot reach an agreement or compromise, they should complete a Challenge and Solution Plan form to guide them through the problem-solving process.

When students face a challenge, they are responsible for filling out the Challenge and Solution Plan form, including their suggested resolution. This completed form should be submitted to a team lead or administration. The student will receive a response from that person within one week.

The information collected from these forms may be discussed in student leadership and administrative meetings to enhance the institute's environment.

GRIEVANCES

Students, staff, and other interested parties may file a written complaint against the institute. This complaint must be addressed to the institute's owner or director and should clearly outline the allegations or nature of the complaint.

Kari Kennedy, Director Executive
414-319-7572, kari@ibw.edu

Lindsay Danek, Director
414-319-7594, lindsay@ibw.edu

Gaya Sonnichsen, Director
414-319-7586, gaya@ibw.edu

Susan Haise, Owner
414-319-7522, susan@ibw.edu

An institute representative will meet with the complainant within ten days of receiving the written complaint. The meeting details will be documented, and the complainant will receive a copy of the documentation at that time. If the issue cannot be resolved through discussion, the complaint will be referred to the complaint committee for further evaluation.

The committee will convene within 21 days of receiving the complaint to review all allegations. If additional information is required from the complainant, a letter will outline what is needed. If no further documentation is necessary, the committee will act on the allegations and send a letter to the complainant within 15 days. This letter will detail the steps taken by the Institute to address the issue or explain why the allegations were unfounded.

For grievances that are not satisfactorily resolved with the institute, Massage Therapy and Ayurveda Esthetic students may contact the Department of Safety and Professional Services – Educational Approval Program at 4822 Madison Yards Way, Madison, WI 53705, or visit their website at https://dsps.wi.gov/Pages/Programs/EducationalApproval/Default.aspx; email dspseap@wisconsin.gov; or call (608) 266-1996. Cosmetology, Barbering, Esthiology, and Manicuring students should reach out to the Wisconsin Department of Safety and Professional Services at the same address or visit https://dsps.wi.gov/Pages/BoardsCouncils/Cosmetology/;email dsps@wisconsin.gov; or call 608-266-2112.

If the complainant wishes to pursue the matter further, a complaint form can be obtained through the accreditation agency, NACCAS, at 703-600-7600. This step should be taken if the institute's procedures do not resolve the complaint.

2024 NACCAS OUTCOME RATES - MILWAUKEE

PROGRAM	GRADUATION	LICENSURE	PLACEMENT
Ayurveda Esthetic	85.71%	100.00%	100.00%
Barbering	100.00%	100.00%	50.00%%
Cosmetology	83.78%	98.28%	85.96%
Esthiology	84.21%	93.18%	41.46%
Instructor	81.82%	N/A	55.56%
Manicuring	83.33%	91.67%	45.45%
Massage Therapy	69.57%	93.75%	100.00%
Overall	**82.75%**	**94.94%**	**62.36%**

2024 NACCAS OUTCOME RATES - MADISON

PROGRAM	GRADUATION	LICENSURE	PLACEMENT
Ayurveda Esthetic	N/A	N/A	N/A
Barbering	-	-	-
Cosmetology	87.50%	100.00%	94.44%
Esthiology	96.15%	93.33%	64.29%
Instructor	N/A	N/A	N/A
Manicuring	80.00%	100.00%	50.00%
Massage Therapy	83.33%	100.00%	80.00%
Overall	**91.30%**	**95.95%**	**71.83%**

2024 NACCAS OUTCOME RATES - COMBINED

PROGRAM	GRADUATION	LICENSURE	PLACEMENT
Ayurveda Esthetic	85.71%	100.00%	100.00%
Barbering	100.00%	100.00%	100.00%
Cosmetology	84.69%	98.68%	88.00%
Esthiology	87.95%	93.23%	49.19%
Instructor (MKE)	81.82%	N/A	55.56%
Manicuring	82.34%	94.44%	47.06%
Massage Therapy	72.41%	95.24%	95.00%
Overall	**85.01%**	**95.24%**	**65.06%**



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

POLICIES & STANDARDS

POLICIES & STANDARDS

To support our students in achieving excellence at our institutions, we have implemented these guidelines to promote fairness, understanding, and positive work habits. Violating these policies may result in counseling, warning letters, or termination of enrollment.

If a student is suspended or dismissed due to unsatisfactory progress, attendance, or conduct, they must meet with their Team Leader and the Administrative Director to discuss resuming their studies. Each situation will be assessed individually, and in some cases, the student may need to wait for the next available course to continue.

For students wishing to return after a withdrawal, provided they have maintained satisfactory progress, a meeting with their instructor and the Administrative Director is also required. Again, each case will be considered on its own merits.

STANDARDS

- Abstain from the use of alcohol and controlled substances prior to and during institute hours. (This includes lunchtime and off-site events.)
- Respect the rights of all others and remain courteous in the classroom and on the clinic floor. (This includes refraining from using offensive, aggressive , discriminatory or derogatory language.)
- Consume food and beverages in assigned areas only.
- Smoking and vaping is prohibited in the building.
- Gum and candy are not allowed in class or during clinic activities.
- Never refuse an assigned service. If this occurs, the student will be excused for the day and receive credit only for hours in attendance.
- Be responsible for the security and maintenance of personal work station.
- Theft will not be tolerated and may result in immediate termination from The Institute of Beauty and Wellness.
- Be responsible for daily cleaning/sanitation duties, including laundry and other general duties.

PHYSICAL DEMANDS & SAFETY

- Repetitive motion for hands, arms, and wrists.
- Possible exposure to chemical smells.
- Stretching and bending.
- Possible work with sharp objects.
- Possible contact with a communicable disease.
- Possible requirements to stand for long periods

DRESS CODES & APPEARANCE

- All students must maintain a professional appearance that does not inhibit their ability to perform services.

- All clothing must be entirely black. T-shirts with inappropriate logos are not allowed; leadership reserves the right to determine appropriateness. Memorial Day to Labor Day: Students can wear white and black clothing.

- Shoes should be black and/or white, comfortable, and have excellent slip-resistant soles—no color socks.

- All Aveda apparel, including Aveda hats, is allowed. Solid black hats and head wraps are also acceptable.

- Leadership will occasionally announce opportunities to wear other colors and indicate rules.

- Jewelry can be metal, such as silver, gold, or rose gold.

- Shorts and skirts should be no shorter than the mid-thigh. If they're shorter than this length, black opaque leggings or stockings must be worn.

- Garments with large holes are not allowed.

- Leggings and biker shorts should not be see-through.

- Midriffs must not exceed stomach exposure of 2 inches (two fingers) or have navel showing.

- Flip-flops are not permitted.

- Undergarments should be worn. Clothing that results in undergarment exposure is prohibited.

- Name tags must be constantly worn and visible on the Institute's premises.

- Observe personal hygiene and grooming. Synthetic aromas of any kind are not allowed.

Esthiology, & Massage Therapy Students

- On the practical floor, hair should be worn off the face.

- Necklaces, bracelets, rings, and large earrings are prohibited on the practical floor. Wedding bands, however, may be worn.

- Nails must be clipped back to the skin line. Chipped nail polish is not permitted.

ATTENDANCE POLICIES

To help prepare students for the workplace, The Institute of Beauty and Wellness operates like a professional salon or spa. Late arrivals, absences, and other interruptions in training have a significant effect on performance. By law, the Institute must keep track of student training hours for licensure or certification. See under Satisfactory Academic Progress for attendance requirements per program.

ABSENCES

Regular attendance allows students to benefit from classroom theory and technical applications in their chosen fields. Students are encouraged to take advantage of each hour of training and extensive and diverse practical experience available. The Institute of Beauty and Wellness does not have excused absences. Absences are recorded in the Institutes' two attendance tracking systems, Zenoti and Advantage.

MAKEUP WORK

Any homework missed due to absences is due after the student resumes attendance.

TARDINESS

Students are required to arrive on time. A student is considered tardy if they are more than one minute late to class. Frequent tardiness may lead to written documentation, suspension, or termination

TIME RECORD POLICIES

Institutes are required by the state to maintain an accurate system for recording all students' hours, services, and class time. Students are responsible for tracking their hours each day. The Institute of Beauty and Wellness will recognize documented work hours up to a maximum of 40 hours per week. Students must clock in and out at the time clock at the start and end of each day. Attendance records are kept using an attendance history report from the institute's student information system, Advantage.

VACATIONS

Once a student is accepted into the educational course(s), they are not permitted to take leaves of absence for vacations or any other reasons during their scheduled training, except in the case of unexpected medical issues.

HOLIDAYS

The Institute of Beauty and Wellness recognizes the following days as holidays:

- Memorial Day
- Juneteenth
- Independence Day
- Labor Day
- Thanksgiving Day
- Christmas Eve & Day
- Boxing Day - December 26
- New Year's Eve & Day

The administration will exercise discretion when deciding on closures. Additional closure days before and after holidays may vary each year, based on the administration's judgment. Days off due to holidays, institute closures, and class cancellations will be recorded, which may extend the estimated completion date of the enrollment contract.

HYBRID DISTANCE EDUCATION POLICY

Students who choose Hybrid Distance Education programs attend classes online while completing hands-on practical clinical hours on campus. Distance Education will not be used for clinical instruction involving practical applications on live models and/or guests.

All Students will receive an institute email address and access to Microsoft Office cloud-based software, including Outlook, Teams, Word, Excel, and PowerPoint. To participate in Distance Education, students need internet access and video capability.

Online classes will be held on Microsoft Teams or other presentation software such as Zoom. Students will receive an Outlook invite to join the class. Educators will take attendance at the beginning of class and record it daily. Attendance may also be taken when students return from lunch or breaks. Students must have their video screens on and be actively engaged during class. Educators can dismiss students from class on Teams if they are not participating or actively engaged. Students must be logged in live to receive hours.

All students will periodically meet with an educator in person to review their academic performance throughout the program. To graduate, students must pass a comprehensive theory and practical exam. Students' transcripts and other documents will identify the hybrid program's distance education component.

Academic achievements earned via distance education may not be accepted for reciprocity or licensure in other states. Students should connect directly with the licensure board in the state they wish to transfer hours to discuss their requirements, as these may vary state by state.

A Distance Education Assessment of student performance will be conducted on campus with an educator at least once monthly, covering any distance education completed in the preceding month.

SATISFACTORY ACADEMIC PROGRESS POLICY

Satisfactory progress in academic work and attendance is a requirement for all students during all terms for which they are enrolled at either The Aveda Institute of Beauty and Wellness Milwaukee or The Aveda Institute of Beauty and Wellness Madison, including summer, whether or not the student receives Title IV Funds (Federal Financial Aid) during those terms.

This policy is intended to comply with all applicable rules and regulations established by the National Accrediting Commission of Career Arts and Sciences (NACCAS) and the United States Department of Education.

The institutes' satisfactory academic progress policy is provided to applicants before enrollment in the course catalog and the enrollment contract.

Please note: the Ayurveda Esthetic and Instructor programs are not approved to be offered at the Institute of Beauty and Wellness Madison.

ACADEMIC

Students must meet a minimum of 80% in their academic grades. When enrolling in our programs, a student accepts the responsibility to perform at the prescribed standards and achieve results to graduate. The objective is to recognize, equitably and uniformly, the performance of individual students. Attendance, level of cooperation, attitude, professionalism, and completing the necessary homework, projects, and tests are absolute necessities..

Academic progress is measured by the following:

Chapter Tests 25%
Student Projects 25%
Mock State Board Practical & Written Exam 25%
Technical Evaluations 25%

Grading Scale

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

ATTENDANCE

Students must maintain a minimum of 90% attendance record. The start and completion of class dates are set for perfect attendance. Beyond that, it is the student's responsibility to continue their program until the total requirement of clock hours is concluded.

A student's maximum completion time is 111% of the course length. Maximum time frames to complete the individual courses are as follows:

Ayurveda Esthetic (1000 clock hours Day).....43 weeks.....1110 scheduled hours
Barbering (1000 clock hours Day).....33 weeks....1110 scheduled hours
Barbering (1000 clock hours 3-Day).....37 weeks....1110 scheduled hours
Cosmetology (1600 clock hours Day).....52 weeks.....1776 scheduled hours
Cosmetology (1600 clock hours 3-Day).....60 weeks.....1776 scheduled hours
Cosmetology (1550 clock hours Day).....50 weeks....1721 scheduled hours Cosmetology (1550 clock hours 3-Day)....58 weeks...1721 scheduled hours
Esthiology (600 clock hours Day).....20 weeks.....666 scheduled hours
Esthiology (600 clock hours Evening).....33 weeks.....666 scheduled hours
Esthiology (450 clock hours Day)....15 weeks....500 scheduled hours
Esthiology (450 clock hours Evening)....25 weeks.....500 scheduled hours
Esthiology Manicuring Dual Program (750 clock hours Day).....25 weeks....833 scheduled hours
Instructor (150 clock hours Day).....22 weeks.....166 scheduled hours
Manicuring (300 clock hours Day).....13 weeks.....333 scheduled hours
Manicuring (300 clock hours Evening).....17 weeks.....333 scheduled hours
Massage Therapy (750 clock hours Day).....30 weeks.....833 scheduled hours
Massage Therapy (750 clock hours 3-Day).....40 weeks.....833 scheduled hours
Massage Therapy (750 clock hours Evening)....43 weeks.....833 scheduled hours
Massage Therapy (600 clock hours Day)....24 weeks....666 scheduled hours
Massage Therapy (600 clock hours 3-Day)....32 weeks.....666 scheduled hours
Massage Therapy (600 clock hours Evening).....34 weeks.....666 scheduled hours
Massage Therapy Hybrid (750 clock hours Day)....30 weeks....833 scheduled hours
Massage Therapy Hybrid (750 clock hours 3-Day)....40 weeks....833 scheduled hours
Massage Therapy Hybrid (750 clock hours Evening)....43 weeks....833 scheduled hours

A leave of absence extends the student's contract period and maximum time frame by the same number of calendar days taken in the leave of absence. Students who have not completed the course within the maximum time frame may be terminated from school at the discretion of the Administrative Team.

ACADEMIC YEAR

An Academic Year is defined as "the amount of the academic work students enrolled in a course or program must complete each year, and the number of Academic Weeks in which they are expected to complete it, as defined by the institution, but not less than 900 Clock Hours (or the equivalent in credits or competencies) over at least 26 Academic Weeks of instruction." An Academic Week is further defined as "A period of seven (7) consecutive calendar days including at least one (1) day of regularly scheduled instruction or examination." The institute utilizes an academic year of 900 clock hours to be completed in 26 academic weeks for all of its programs.

DETERMINATION OF PROGRESS

All students' quantitative (attendance) and qualitative (academic

performance) elements are evaluated on a cumulative basis at the conclusion of evaluation periods throughout their program to determine Satisfactory Academic Progress.

Ayurveda Esthetic (1000 Clock Hours)

1st Evaluation Period Ends: 450 Clock Hours and 13 weeks

2nd Evaluation Period Ends: 900 Clock Hours and 26 weeks

3rd Evaluation Period Ends: 1000 Clock Hours and 29 weeks

Barbering (1000 Clock Hours)

1st Evaluation Period Ends: 450 Clock Hours and 13 weeks

2nd Evaluation Period Ends: 900 Clock Hours and 26 weeks

3rd Evaluation Period Ends: 1000 Clock Hours and 29 weeks

Cosmetology (1600 Clock Hours)

1st Evaluation Period Ends: 450 Clock Hours and 13 weeks

2nd Evaluation Period Ends: 900 Clock Hours and 26 weeks

3rd Evaluation Period Ends: 1250 Clock Hours and 37 weeks

4th Evaluation Period Ends: 1600 Clock Hours and 47 weeks

Cosmetology (1550 clock Hours)

1st Evaluation Period Ends: 450 Clock Hours and 13 weeks

2nd Evaluation Period Ends: 900 Clock Hours and 26 weeks

3rd Evaluation Period Ends: 1225 Clock Hours and 36 weeks

4th Evaluation Period Ends: 1550 Clock Hours and 45 weeks

Esthiology (600 Clock Hours)

1st Evaluation Period Ends: 300 Clock Hours and 9 weeks

2nd Evaluation Period Ends: 600 Clock Hours and 18 weeks

Esthiology (450 Clock Hours)

1st Evaluation Period Ends: 225 Clock Hours and 7 weeks

2nd Evaluation Period Ends: 450 Clock Hours and 14 weeks

Esthiology Manicuring Dual Program (750 Clock Hours)

1st Evaluation Period Ends: 375 Clock Hours and 11 weeks

2nd Evaluation Period Ends: 750 Clock Hours and 22 weeks

Instructor (150 Clock Hours)

1st Evaluation Period Ends: 75 Clock Hours and 3 weeks

2nd Evaluation Period Ends: 150 Clock Hours and 5 weeks

Manicuring (300 Clock Hours)

1st Evaluation Period Ends: 150 Clock Hours and 5 weeks

2nd Evaluation Period Ends: 300 Clock Hours and 9 weeks

Massage Therapy (750 Clock Hours)

1st Evaluation Period Ends: 375 Clock Hours and 11 weeks

2nd Evaluation Period Ends: 750 Clock Hours and 22 weeks

Massage Therapy (600 Clock Hours)

1st Evaluation Period Ends: 300 Clock Hours and 9 weeks

2nd Evaluation Period Ends: 600 Clock Hours and 18 weeks

Massage Therapy Hybrid (750 Clock Hours)

1st Evaluation Period Ends: 375 Clock Hours and 11 weeks

2nd Evaluation Period Ends: 750 Clock Hours and 22 weeks

Evaluation periods are based on actual hours completed. All evaluations must be completed within seven (7) school business days following the conclusion of the evaluation periods defined above. Students who do not achieve Satisfactory Progress may no longer be eligible for Title IV, HEA program funds, if applicable unless the student is on warning or has prevailed upon appeal of the determination that has resulted in the status of probation. Students meeting the minimum requirements for academics and attendance at the evaluation point are considered to be making satisfactory academic progress until the subsequent scheduled evaluation. The school is required to notify a student of any evaluation in which the student is not meeting Satisfactory Academic Progress. Students have access to a hard copy of their Satisfactory Progress Determination at the time of each evaluation.

PROGRESS EVALUATION

The Institutes periodically monitor student progress with our Satisfactory Academic Progress Policy.

WARNING & PROBATION STATUS

Students who do not achieve satisfactory academic progress are placed on warning status until the subsequent scheduled evaluation and must meet with Student Services of the Institutes.

At this meeting, the student and Student Services will devise a study plan, set academic goals, discuss extra credit, and decide on any other course of action that needs to be taken. The student is still eligible for Title IV Aid while on warning. The Institutes' financial aid administrator will notify a student on warning how their status impacts their eligibility for Federal Financial Aid.

- If the student has achieved the Institute's academic work and attendance requirements at the end of the warning, then the student has re-established that they meet the Institute's satisfactory academic progress and is taken off warning.
- If at the end of the warning, the student has not demonstrated satisfactory academic progress, then the Institutes may allow for the status of probation for a student if:
- The student prevails upon appeal of an adverse progress determination prior to being placed on probation;
- The institutes determine that satisfactory academic progress can be met by the end of the subsequent evaluation period; or
- The institutes develop an academic plan for the student that, if followed, will ensure that the student can meet the institutes' satisfactory academic progress requirements by a specific point within the maximum time frame established for the individual student.
- If the student has achieved the institute's academic work and attendance requirements at the end of the probation, then the student has re-established that they meet the institute's satisfactory academic progress and is off probation.
- If at the end of the probation, the student has not demonstrated satisfactory academic progress, then the student may be terminated from the institutes at the discretion of the Administrative Team. Future enrollment considerations will be individually reviewed.

THE APPEAL OF WARNING & PROBATION

Students may appeal a failed satisfactory academic progress determination by filing a written appeal to the Administrative Director. Students must provide documentation regarding why they failed to make satisfactory academic progress. Valid reasons for submitting an appeal include, but are not limited to: illness or injuries, children's illness or injuries, death of a relative or friend, family emergencies, pregnancies, maternity/paternity leave, disabilities, or legal matters. Students must also explain what has changed in their situation that will allow the achievement of satisfactory academic progress at the subsequent evaluation. The Administrative Director reviews the appeal of a failed satisfactory academic progress determination. If the appeal is approved, the student will have prevailed upon appeal resulting in probation status. The results of the appeal are documented in the student's file.

WITHDRAWALS – PASSING/FAILING

If a student withdrew from a course and was passing, it would be included in their academic grades. If they were also achieving the minimum attendance requirement, the student would have made satisfactory academic progress during their last evaluation. The clock hours for the course are counted as both attempted and achieved. Students who withdrew from a course and were failing would have it impact their GPA. The clock hours for the course are counted as both attempted and achieved.

WITHDRAWALS – RE-ENTRY

If a student withdraws and later re-enters institutes, they will re-enter in the same progress status as at the time of withdrawal.

TRANSFER STUDENTS

Transfer hours from another institute accepted toward a student's program are counted as both attempted and completed hours to determine when the maximum allowable time frame has been exhausted. Satisfactory Academic Progress evaluations are based on actual contracted hours at The Institute of Beauty and Wellness

INCOMPLETION / REPETITION & REMEDIAL COURSES

Course incompletion or repetitions do not affect the satisfactory academic progress policy. This Institute does not offer remedial courses.

CHANGES IN COURSE OF STUDY

If a student enrolls in a second course, their satisfactory academic progress is reviewed only for the course that the student is currently enrolled in. Academic grades and attendance records from a prior course will not be included in the current satisfactory academic progress determination. If a student is concurrently enrolled in two courses, their satisfactory academic progress will be reviewed for each course independently.

LEAVE OF ABSENCE POLICY

A leave of absence (LOA) is a temporary interruption in a student's program of study. It is offered to students when situations are encountered that require an extended amount of time to be missed from school for a medical condition in which a physician requires the student to be out of school. A LOA must be a minimum of 30 calendar days. In order to return from medical leave, the school will need a doctor's written notice of readiness to return to school and any limitations that might be required. For any other concerns, if a student feels they need to take a LOA, the authorization of the LOA and its duration will be based upon administrative discretion.

To apply for a leave of absence, a student's request must be submitted in writing on an Institute Leave of Absence form, must include the student's signature, and must be dated by the student. The student must include the reason for the LOA. There must be a reasonable expectation that the student will return from the LOA. Due to unforeseen circumstances, the school may grant a LOA to a student who did not provide the request prior to the LOA. In such instances, the school collects the Institute Leave of Absence form from the student at a later date and the school establishes the start date of the approved LOA as the first date the student was unable to attend. The school must document the reason for its decision on whether to approve or deny a LOA. A student granted a LOA is not considered to have withdrawn, and no refund calculation is required at that time. The LOA together with any additional LOA's previously granted must not exceed a total of 180 calendar days in an any 12-month period. When calculating the maximum time frame for a student's approved LOA, the school must ensure that it accounts for all periods of nonattendance (including weekends and scheduled breaks). Thus, since an approved LOA may not be more than 180 days, the school might have to reduce the length of a student's LOA if the 180th day is scheduled to fall on a day the school will be closed The LOA extends the student's contract period and maximum time frame by the same

number of calendar days taken in the LOA. All parties must make initial changes to the enrollment contract period or an addendum must be signed and dated by all parties. The student returning from a LOA will return to school under the same progress status as when they left. The school may no assess the student of additional charges as a result of a requested LOA. If a student takes an unapproved LOA or a student's LOA extends beyond the maxium time frame (the date of return fro a LOA, the student will be considered a withdrawal. The withdrawal date to calculate the refud is always the student's last day of attendance

SECTION 504/ADA DISABILITY ACCOMMODATION POLICY

STATEMENT OF NON-DISCRIMINATION AND ACCOMMODATION

The Institute of Beauty and Wellness does not discriminate on the basis of disability.

Individuals with disabilities are entitled to a reasonable accommodation to ensure they have full and equal access to the educational resources of the Institute, consistent with Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. § 794) ("Section 504") and the Americans with Disabilities Act (42 U.S.C. § 12182) ("ADA") and their related statutes and regulations.

Section 504 prohibits discrimination on the basis of disability in any program or activity receiving federal financial assistance. The ADA prohibits a place of public accommodation from discriminating on the basis of disability.

The applicable law and regulations may be examined in the office of the Campus Disability Compliance Coordinator or School Director at each campus, who has been designated to coordinate the efforts of the Institute to comply with Section 504 and ADA. Alternatively, students may contact the ADA Coordinator, Brittany York, at 327 E. St Paul Ave., Milwaukee, WI 53212 or 414-319-7575

REQUESTS FOR ACCOMMODATION

Individuals with disabilities wishing to request reasonable accommodation must contact the ADA Coordinator or School Director. A disclosure of a disability or a request for accommodation made to a faculty or staff member, other than the ADA Coordinator or School Director, will not be treated as a request for accommodation. However, if a student discloses a disability to a faculty or staff member, they are required to direct the student to the ADA Coordinator.

The ADA Coordinator will provide a student or applicant with the Request for Accommodations form. A student or applicant can also request a copy of the form by contacting the ADA Coordinator.

Reasonable accommodation is available for students and applicants who provide the appropriate documentation of a disability. Such documentation should specify that a student has a physical or mental impairment and how that impairment substantially limits one or more major life activities. In general, the supporting documentation must be dated less than three years from the date a student requests reasonable accommodation and must be completed by a qualified professional in the area of the student's disability.

Documentation used to evaluate the need and reasonableness of potential accommodations may include a licensed professional's current medical diagnosis and date of diagnosis, evaluation of how the student's disability affects one or more of the major life activities and recommendations, psychological and/or emotional diagnostic tests, functional effects or limitations of the disability, and/or medications and recommendations to ameliorate the effects or limitations. The Institute of Beauty and Wellness may request additional documentation as needed.

After the ADA Coordinator receives the Request for Accommodations form and the required documentation, the designated person trained to address such requests will engage the student or applicant in an interactive process to determine what accommodations may be reasonable.

If the student or applicant is denied the requested accommodation, they may file a grievance using the Grievance Process found on page 32 or file a complaint with the U.S. Department of Education's Office for Civil Rights or a similar state entity.

The Institute of Beauty and Wellness will make appropriate arrangements to ensure that disabled persons are provided other accommodations, if needed, to participate in this grievance process.

American Disabilities Act (ADA) Coordinator
Brittany York
The Institute of Beauty and Wellness
327 E. St Paul Ave, Milwaukee WI 53202
Phone: (414)-319-7575 | Email brittany@ibw.edu

TITLE IX NOTICE OF NONDISCRIMINATION

The Institute of Beauty and Wellness is committed to providing an educational environment free from discrimination based on sex in its programs and activities. It is dedicated to preventing sexual harassment, including sexual violence, and fully complies with Title IX of the Education Amendments Act of 1972, as well as other federal and state laws related to such conduct.

The following individuals have been designated as Title IX Coordinators at The Institute of Beauty and Wellness. They are responsible for handling inquiries related to Title IX policies and for receiving and responding to reports of any incidents of sex discrimination:

Lindsay Danek, Director
The Aveda Institute of Beauty and Wellness Madison
Phone: (414) 319-7594 | Email: lindsay@ibw.edu

Gaya Sonnichsen, Director
The Aveda Institute of Beauty and Wellness Milwaukee (Milwaukee Campus)
Phone: (414) 319-7580 | Email: gaya@ibw.edu

Anyone can report incidents of sexual discrimination, including sexual harassment or sexual violence, to the U.S. Office for Civil Rights. Reports can be submitted via email at ocr@ed.gov or by using the addresses provided on the following website: http://www2.ed.gov/about/offices/list/ocr/docs/howto.html.

"Sexual harassment" is defined as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature that may constitute sexual harassment under the following conditions:

Submission to such conduct is explicitly or implicitly required as a term or condition for evaluating a student's academic performance or for participation in student activities or other events sanctioned by The Institute of Beauty and Wellness. Submission to or rejection of such conduct by an individual is used as the basis for academic decisions or other decisions about participation in student activities or events sanctioned by The Institute of Beauty and Wellness.

Such conduct has the purpose or effect of threatening an individual's academic performance or creating an intimidating, hostile, or offensive educational environment.

Forms of sexual harassment include, but are not limited to, sexist remarks or behavior, constant offensive joking, sexual looks or advances, repeated requests for dates, unwelcome touching, and promises of rewards for sexual favors.

Students, faculty, or staff who experience sexual harassment are encouraged to inform the alleged offender that such behavior is offensive. However, failure to do so does not absolve the Institute's obligation to investigate the incident and take appropriate action if sexual harassment has occurred.

Sexual violence includes domestic violence, dating violence, sexual assault, and stalking. These acts will not be tolerated at The Institute of Beauty and Wellness, as they are inappropriate and contrary to the goals and mission of the Institute. Any such acts will be thoroughly investigated, and individuals involved may face appropriate disciplinary sanctions and/or action by law enforcement agencies.

Everyone within The Institute of Beauty and Wellness community must work to ensure an educational environment free from sex discrimination. Violations of this policy may result in disciplinary action under The Institute of Beauty and Wellness Title IX policy, which can be found at [The Institute's Title IX Policy] (https://ibw.edu/student-alumni-resources/policies/#title-ix).

All students and staff at The Institute of Beauty and Wellness are expected to report incidents of sexual discrimination, including sexual harassment or sexual violence, to the Title IX Coordinator.

THE RATIONALE FOR PROGRAMS LONGER THAN STATE REQUIREMENTS

COSMETOLOGY – 1600 CLOCK HOURS

Prior to 2016, the Cosmetology program was 1800 clock hours. To better align with the State of Wisconsin Department of Safety and Professional Services' requirement of 1550 clock hours, the program was reduced to 1600 clock hours.

The additional 50 clock hours in the program will be dedicated to guest education. The Institute of Beauty and Wellness is committed to enhancing our students' education by bringing in nationally recognized guest educators for demonstrations, hands-on workshops, and lectures.

COSMETOLOGY THEORY/PRACTICAL HOURS BY SUBJECT

I. Hygiene, grooming and personal development.
PRACTICAL HOURS 10, THEORY HOURS, 0

II. Bacteriology, sterilization and sanitation.
PRACTICAL HOURS 20, THEORY HOURS, 20

III. Haircutting, tapering (clipper–cuts), razor cutting, hairstyling, curling, thermal waving, finger–waving, roller setting, pin curl placement, blow–drying, shampoos, scalp and hair treatments, conditioning, reconditioning, hair analysis, and care of hairpieces, wigs and wefts. Tools, equipment and implements (identification and usage).
PRACTICAL HOURS 140, THEORY HOURS, 440

IV. Hair straightening, relaxing, thermal straightening, blow–outs, permanents, coloring, tinting, bleaching and chemistry. Tools, equipment and implements (identification and usage)
PRACTICAL HOURS 185, THEORY HOURS, 392

V. Shaving, beard and mustache shaping, trimming, superfluous hair removal, waxing, facials, facial massages, facial makeup, eyelashes, light therapy, basic principles of electricity, and introduction to electrology. Tools, equipment and implements (identification and usage).
PRACTICAL HOURS 35, THEORY HOURS, 60

VI. Manicuring, including nail Enhancement. Tools, equipment and implements (identification and usage).
PRACTICAL HOURS 10, THEORY HOURS, 25

VII. Anatomy and physiology of the hair, skin and nails and disorders of the hair, skin, scalp and nails.
PRACTICAL HOURS 50, THEORY HOURS, 25

VIII. Product knowledge, product use and sales, preparing and consulting with customer for services.
PRACTICAL HOURS 30, THEORY HOURS, 0

IX. Laws, rules, professional ethics and history of cosmetology.
PRACTICAL HOURS 18, THEORY HOURS, 0

X. Individual student needs, industry trends and electives (e.g. record keeping, mathematics, communications, human relations, public relations, first aid, guest educators, etc. Hours may include structured visits conducted by the school outside of the classroom at one or more cosmetology establishments.)

PRACTICAL HOURS 165, THEORY HOURS, 100

TOTAL : PRACTICAL HOURS 563, THEORY HOURS, 1037

ESTHIOLOGY – 600 CLOCK HOURS

In 2009, the esthiology program was extended from 450 to 600 clock hours for several reasons:

- Students requested a longer program to ensure comprehensive coverage of all topics and to gain more practical experience.
- The additional hours were added to incorporate both spa and medical aspects of the industry, reflecting the growing trend of medispa services

ESTHIOLOGY THEORY/PRACTICAL HOURS BY SUBJECT

I. Introduction law and code, bookkeeping, business management, history and ethics
PRACTICAL HOURS 33, THEORY HOURS, 0
II. Safety, sterilization and sanitation.
PRACTICAL HOURS 35, THEORY HOURS, 30
III. Anatomy and physiology
PRACTICAL HOURS 40, THEORY HOURS, 0
IV. Chemistry, treatments and process
PRACTICAL HOURS 40, THEORY HOURS, 0
V. Treatment, product and treatment
PRACTICAL HOURS 50, THEORY HOURS, 150
VI. Electricity, machines and equipment
PRACTICAL HOURS 12, THEORY HOURS, 37
VII. Makeup and color analysis
PRACTICAL HOURS 15, THEORY HOURS, 26
VIII. Individual student needs and electives
PRACTICAL HOURS 72, THEORY HOURS, 60
TOTAL : PRACTICAL HOURS 297, THEORY HOURS, 303

MASSAGE THERAPY – 750 CLOCK HOURS

The Massage Therapy program was increased from 600 to 750 clock hours in 2011 for several reasons:

- Students expressed a desire for a longer program to cover all topics in depth and to gain more practical experience.
- The program was expanded to include both spa and medical aspects of the industry, reflecting the growing trend for health and wellness alternatives in healthcare.
- The changes were made to prepare students for the anticipated licensure requirements effective in 2012. Graduates of a massage therapy program in Wisconsin must take their state law exam before graduation.

MASSAGE THEORY/PRACTICAL HOURS BY SUBJECT :

I. Anatomy, physiology, pathology, kinesiology
PRACTICAL & THEORY HOURS 275
II. Business, laws and ethics
PRACTICAL & THEORY HOURS 60
III. Massage therapy and body work, theory, technique and practice
PRACTICAL & THEORY HOURS 320
IV. Student clinics
PRACTICAL & THEORY HOURS 70
V. Adult CPR and standard first aid
PRACTICAL & THEORY HOURS 8
VI. Additional coursework
PRACTICAL & THEORY HOURS 7
VII. State Law and Jurisprudence
PRACTICAL & THEORY HOURS 10
TOTAL : PRACTICAL & THEORY HOURS 750

STATE AUTHORIZATION DISCLOSURES

STATE LICENSURE

The Institute of Beauty and Wellness ensures that all its programs meet the educational requirements for licensure in the state of Wisconsin. Students are responsible for fulfilling all graduation and licensing requirements.

However, The Institute of Beauty and Wellness has not determined which other states its curriculums meet the educational requirements for licensure, nor has it verified curriculum transferability to other states. Applicants should be aware that licensure requirements vary by state and are subject to change. Therefore, applicants are ultimately responsible for verifying their eligibility for state licensure and meeting any specific requirements.

While a program may initially meet the educational requirements for licensure, changes in state requirements could impact the program's compliance. Applicants are encouraged to check with their state licensure board to confirm current licensure requirements and seek additional guidance as needed.

The Institute's admissions department is available to assist applicants who want to learn more about licensure in other states. Additionally, the student services department will assist current students with inquiries about licensure in other states.

LOCATION CHANGE

Upon admission to The Institute of Beauty and Wellness, applicants must provide their physical location by indicating their state of residence. If a student changes their state of residence, they should notify the institute's admissions department via email and/or letter.

If The Institute of Beauty and Wellness determines that a program does not meet the licensure requirements in the student's new state of residence, the institute will notify the student within 14 days. This notification will be provided in writing via email and/or letter.

SELF EVALUATION PROCESS

The Institute of Beauty and Wellness regularly gathers feedback from current students through various methods, including surveys, exit interviews, student leadership meetings, and access to a full-time Director. Feedback from graduates is collected through a graduate survey.

Each year, the Institute holds an advisory board committee meeting that includes the administration, advisory committee members (professionals from each program), current students, and graduates. Based on the feedback received, the Institute implements improvements and changes as needed to ensure compliance with the State of Wisconsin licensing requirements, NACCAS standards, and U.S. Department of Education regulations.

LICENSING

Our faculty consists of a skilled team of experienced instructors who are knowledgeable in both classic and contemporary techniques. All instructors have fulfilled the requirements for licensing programs and are trained in various areas, including hair, skin, nails, massage, body care, and related subjects. The programs at the Institute of Beauty and Wellness are fully approved and licensed by:

Wisconsin Department of Safety and Professional Services
(for Cosmetology, Barbering, Esthiology, and Manicuring)
4822 Madison Yards Way
P.O. Box 8366, Madison, WI 53705
608-266-2112
https://dsps.wi.gov/Pages/BoardsCouncils/Cosmetology/
dsps@wisconsin.gov

Wisconsin Department of Safety and Professional Services – Educational Approval Program
(for Massage Therapy and Ayurveda Esthetic)
4822 Madison Yards Way
P.O. Box 8366, Madison, WI 53705608-266-1996
https://dsps.wi.gov/Pages/Programs/EducationalApproval/
DSPSEAP@wisconsin.gov

ACCREDITATION

The Institute of Beauty and Wellness are accredited by:

National Accrediting Commission of Career Arts and Sciences
3015 Colvin Street, Alexandria, VA 22314

(703) 600-7600

AFFILIATIONS

The Institute of Beauty and Wellness are affiliated with:
Ayurvedic Accreditation Commision
351 Pleasent Stree, Suite B #450, Northampton, MA 01060
(413)-425-3884

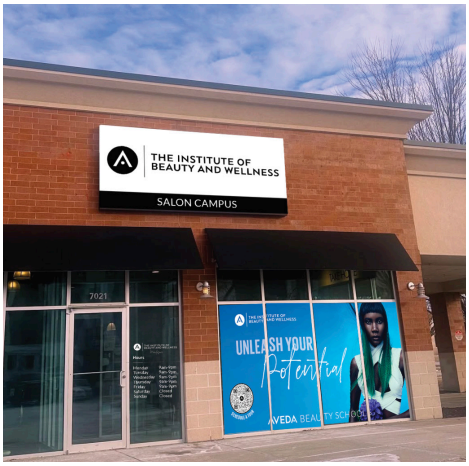
Association of Ayurvedic Professionals of North America
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(484) 550-7725

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THE INSTITUTE OF BEAUTY AND WELLNESS







Pictured Above: Left - The Aveda Institute of Beauty and Wellness Milwaukee Exterior, Right - The Aveda Institute of Beauty and Wellness Madison Exterior

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AVEDA BEAUTY SCHOOLS