

Education Information & Enrollment Day: Wednesday, March 6 at 10am-1pm
Beauty Academy Dates: Monday, March 18 – Monday, April 29

COURSE OUTLINE

WEEK ONE	
Date & Hours	Topic of Study
Monday, March 18 9:00am – 5:00pm	<ul style="list-style-type: none"> • Introduction to CBV + Course Expectations • Brand Model & <u>Presentation Handbook</u> • Consultation & Skin Analysis • Skin Typing & Conditions of the Skin • SKIN FUNCTIONS: <ul style="list-style-type: none"> ○ Focus on the <u>Cross Section of the Skin</u> ○ Product Knowledge: Skin Care Products ○ Skin Care Study Guide
Tuesday, March 19 9:00am – 5:00pm	<ul style="list-style-type: none"> • Product Knowledge Continued... • Product Application, Use & Importance • Product Recommendation/Skin Type Diagram • Product Samples
Wednesday, March 20 9:00am – 5:00pm	<ul style="list-style-type: none"> • Charting using the Beauty Menu • Infection Prevention & Control • Step by Step Practice Product Presentations (Focus on Skin Analysis & Product Recommendation)
Thursday, March 21 9:00am – 5:00pm	<ul style="list-style-type: none"> • Product Knowledge: Cosmetics • Cosmetic Study Guide • Professional Makeup Application & Colour Theory • Tutorial: placement, corrective techniques, colour theory, false lash application with step-by-step instruction • Explain the 3 Makeup Application Service Offerings
Friday, March 22 9:00am – 5:00pm	<ul style="list-style-type: none"> • Makeup Applications – Practical Day

WEEK TWO	
Date & Hours	Topic of Study
Monday, March 25 9:00am – 5:00pm	<ul style="list-style-type: none"> • Intensive Brow/Lash Tinting Theory & Practical - Promotion & Sales Tips • Instructor Service Demonstration & Practical • Intensive Brow/Lash Tinting TEST • RefectoCil Brow/Lash Tinting Theory & Practical Promotion & Sales Tips • Instructor Service Demonstration & Practical • RefectoCil Brow/Lash Tinting TEST
Tuesday, March 26 9:00am – 5:00pm	<ul style="list-style-type: none"> • Corrective Brow Shaping Exercise • Waxing Theory – Promotion & Sales Tips • Instructor Service Demonstration & Practical • Importance of enhancing every brow design appointment with a target solutions demo • Waxing TEST
Wednesday, March 27 9:00am – 5:00pm	<ul style="list-style-type: none"> • Ear Piercing Demonstration, Practical & Ear Piercing TEST 9:00am-12:00pm • Makeup Applications 1:00pm-5:00pm
Thursday, March 28 9:00am – 5:00pm	<ul style="list-style-type: none"> • A Guide to a Positive Buying Experience • Successfully Greeting & Servicing Clients • Handling Objections • Review all skin care/makeup packages • Role Playing – Service vs. Servicing • Beauty Club Membership Promotion • Promoting to clients over the counter/walk-ins • Promoting & pre-booking multiple services • How to maximize with every client • Creating the Need & Closing the Sale
Friday, March 29 9:00am – 5:00pm	<ul style="list-style-type: none"> • Product Demonstration Review & Practical to include HD Brow & Sales Strategies <p>Note: Participants must grow in brows</p>

WEEK THREE	
Date & Hours	Topic of Study
Monday, April 1 9:00am – 5:00pm	<ul style="list-style-type: none"> • Full Demonstration Practice with emphasis on Offering a Positive Buying Experience • Deep Sea Purifying Facial Theory – Promotion, Practical & Sales Tips • Deep Sea Facial TEST • Hibiscus Facial Theory – Promotion, Practical & Sales Tips • Instructor Service Demonstration & Practical • Hibiscus Facial TEST
Tuesday, April 2 9:00am – 5:00pm	<ul style="list-style-type: none"> • Instructor Demonstration of Full Product Presentation • Full Demonstration Practice with emphasis on Offering a Positive Buying Experience • Professional Makeup Application
Wednesday, April 3 9:00am – 5:00pm	<ul style="list-style-type: none"> • Family & Friends Brow & Demo Day
Thursday, April 4	<ul style="list-style-type: none"> • CO-OP PROGRAM IN-SALON DEVELOPMENT DAY • Brow Design & Target Solution Presentations
Friday, April 5	<ul style="list-style-type: none"> • CO-OP PROGRAM IN-SALON DEVELOPMENT DAY • Brow Design & Target Solution Presentations

WEEK FOUR	
Date & Hours	Topic of Study
Monday, April 8 9:00am – 5:00pm	<ul style="list-style-type: none"> • Collagen Hydrating Facial: Theory, Promotion, Practical & Sales Tips • Instructor Service Demonstration, Practical & Sales • Collagen Hydrating Facial TEST
Tuesday, April 9 9:00am – 5:00pm	<ul style="list-style-type: none"> • Pure Oxygen Facial Treatment: Theory, Promotion, Practical & Sales Tips combined with Algae Green Anti-Stress Mask • Instructor Service Demonstration, Practical & Sales • Pure Oxygen Facial TEST
Wednesday, April 10 9:00am – 5:00pm	<ul style="list-style-type: none"> • Power C+ Facial Treatment: Theory, Promotion, Practical & Sales Tips • Instructor Service Demonstration, Practical & Sales • Power C+ Facial TEST
Thursday, April 11 9:00am – 5:00pm	<ul style="list-style-type: none"> • Power Hyaluronic Facial Treatment: Theory, Promotion, Practical & Sales Tips • Instructor Service Demonstration, Practical & Sales • Power Hyaluronic Facial TEST
Friday, April 12 9:00am – 5:00pm	<ul style="list-style-type: none"> • Power Retinol Facial Treatment: Theory, Promotion, Practical & Sales Tips • Instructor Service Demonstration, Practical & Sales • Power Retinol Facial TEST

WEEK FIVE	
Date & Hours	Topic of Study
Monday, April 15 9:00am – 5:00pm	<ul style="list-style-type: none"> • Natural Acid Peel Treatment: Theory, Promotion, Practical & Sales Tips • Instructor Service Demonstration, Practical & Sales • Natural Acid Peel TEST
Tuesday, April 16 9:00am – 5:00pm	<ul style="list-style-type: none"> • Force of Nature Facial Treatment: Theory, Promotion, Practical & Sales Tips • Instructor Service Demonstration, Practical & Sales • Force of Nature Facial TEST • Cosmetic Teeth Whitening Treatment: Theory, Promotion, Practical & Sales Tips • Instructor Service Demonstration, Practical & Sales • Cosmetics Teeth Whitening TEST
Wednesday, April 17 9:00am – 5:00pm	<ul style="list-style-type: none"> • HD Lash Lift with Intensive Tint Theory & Promotion, Practical & Sales Tips • Instructor Service Demonstration, Practical
Thursday, April 18 9:00am – 5:00pm	<ul style="list-style-type: none"> • HD Lash Lift with Intensive Tint Theory & Promotion, Practical & Sales Tips (Continued) • Instructor Service Demonstration, Practical • HD Lash Lift with Intensive Tint TEST
Friday, April 19	<ul style="list-style-type: none"> • GOOD FRIDAY HOLIDAY (SCHOOL CLOSED)

WEEK SIX	
Date & Hours	Topic of Study
Monday, April 22 9:00am – 5:00pm	<ul style="list-style-type: none"> The Signature Facial Treatment: Theory, Promotion, Practical & Sales Tips Instructor Service Demonstration, Practical & Sales The Signature Facial TEST
Tuesday, April 23 9:00am – 5:00pm	<ul style="list-style-type: none"> Microdermabrasion Treatment: Theory, Promotion & Product Knowledge Instructor Service Demonstration & Practical
Wednesday, April 24 9:00am – 5:00pm	<ul style="list-style-type: none"> Microdermabrasion Treatment (Continued): Theory, Promotion & Product Knowledge Instructor Service Demonstration, Practical & Sales Microdermabrasion TEST
Thursday, April 25 9:00am – 5:00pm	<ul style="list-style-type: none"> Practical Presentation Exam Practice 9:00am-12:00pm Lunch 12:00pm-1:00pm Theory Exam 1:00pm-5:00pm
Friday, April 26	<ul style="list-style-type: none"> PRACTICAL PRESENTATION EXAM Participating Franchisees in attendance <i>Maximum 90 mins allotted with each student</i>

WEEK SEVEN	
Date & Hours	Topic of Study
Monday, April 29	<ul style="list-style-type: none"> PRACTICAL PRESENTATION EXAM Participating Franchisees in attendance <i>Maximum 90 mins allotted with each student</i>