

Esthetics Academy- About Us

We don't just teach skincare. We build careers.

Our curriculum delivers everything required for licensure—but where we go further is in what we call your second certification: the business of beauty.

You'll receive customized coaching, strategic branding tools, and direct support from a team that's helped hundreds of students & companies successfully grow their own brands.

Even if you plan to work in a spa or salon, you'll be operating as an independent entrepreneur. That means knowing how to manage your schedule, build a clientle price your services, and grow your revenue. We'll show you how.

This isn't just an esthetics school,

It's a launchpad for the serious, the driven, and the ready.

So if you're tired of mediocre programs and want to train with professionals who specialize in building powerhouse beauty brands—welcome to our team.



Elevate Your Career-Elevate Life

What You Should Know

The beauty industry is crowded with programs that teach you just enough to pass the exam—but not enough to thrive. At **Esthetics Academy**, we don't do average. Our training isn't built on outdated models or one-size-fits-all classrooms.

This is private, boutique, one-on-one instruction—reserved for a select number of students per quarter—where you'll not only become a licensed esthetician, but you'll also build a real, revenue-ready business from day one.

We've engineered our program with a core advantage: our Master Business & Branding Module. It's not an afterthought—it's embedded into your curriculum.

You'll walk away with a custom brand identity, an online booking site, and a 90-day marketing strategy to help you fill your books, retain clients, and grow with confidence. No guesswork. No fluff. Just real-world business mastery that gives you the upper hand in a competitive industry.

Here's the truth: getting certified is the baseline. Knowing how to attract clients, deliver value, and scale your income—that's where professionals are separated from hobbyists. At **Esthetics Academy**, we make sure you're on the right side of that line.

If you're tired of mediocre programs and want to learn from an academy team that's branded hundreds of businesses, you're in the right place.

This is your blueprint. This is your moment.

Let us help you become the esthetician clients trust—and the business owner who owns their freedom.



Elevate Your Career-Elevate Life

At **Esthetics Academy**, we recognize that many of our students balance school with employment, family responsibilities, or other life demands. That's why our programs are designed to be self-paced within structured timelines, offering flexibility without compromising educational quality. While we offer the freedom to work through your program in a way that fits your schedule, we do so within the framework of your chosen full-time or part-time track.

Because we accept only a limited number of students per quarter, each enrollment spot is reserved with intention. In return, students are expected to commit to a consistent schedule that honors the time and resources invested into their training.

Minimum weekly attendance requirements will be established upon enrollment, and students must submit their preferred weekly schedule, including any necessary days off, for instructor approval.

Flexibility is a privilege we proudly offer—but one that requires accountability. Approved schedules must be adhered to unless written requests are made in advance and approved by administration. This structure allows us to support each student's success while maintaining the integrity and efficiency of our boutique, one-on-one training model.



Esthetics Academy-600 Hour Program

Esthetics Academy is a state-approved private academy intentionally designed for students who want more than just a license — they want the skills, tools, and confidence to thrive in today's competitive esthetics industry.

We are not a high-volume school, and we don't believe in cookie-cutter training. Our boutique model accepts a limited number of students per quarter, allowing us to deliver a premium one-on-one experience that ensures every student receives focused attention, expert coaching, and the kind of hands-on mastery that's rare in traditional programs.

While our tuition is on the higher end, it reflects the exceptional value you receive: personalized mentorship, hybrid learning flexibility, real-world business training, and advanced preparation that makes you significantly more competitive in the workforce. Graduates of **Esthetics Academy** don't just earn a certificate — they step confidently into the job market with the skill set, branding, and client-ready readiness to start earning immediately.

In addition to the core program, through our sister academy, we also offer specialized advanced courses in Master Lash Artistry, Master Microblading, Master Business Courses, and other specialized workforce-ready modalities, designed to help you diversify, and grow your services, increase your earning potential, and stand out as a true professional.

If you're ready to take yourself seriously and step into an elite career path, contact us directly to speak with a career coach. We will personally guide you through your options, help you craft a plan that matches your ambitions, and set you on the path to a successful, income-generating future.



Esthetics Academy-Mission Statement

At **Esthetics Academy**, we believe beauty is more than skin deep—it's a calling, a craft, and a career path that deserves more than crowded classrooms and surface-level training. That's why we've created something different.

We are a boutique, school built for the bold—the dreamers who want more than a license. Our mission is to empower a new generation of estheticians with personalized, one-on-one mentorship, real-world business training, and hands-on experience that mirrors the industry they're about to enter.

Here, you're not just another student. You're an emerging artist. A future entrepreneur. A force for confidence, healing, and self-expression. We meet you at your level, match your pace, and walk beside you every step of the way—so when you graduate, you don't just step into a job. You step into your purpose. We don't just prepare you to pass. We prepare you to lead, to earn, and to leave a mark.

This is more than education. This is transformation—one student, one career, one success story at a time.

Let's begin this journey together.



Esthetics Academy-School Information

School Identification

Certification Training Academy LLC
DBA: Esthetics Academy
2412 N Government Way
Coeur D Alene, Idaho 83814
Phone: 707-727-7710| Email: Info@estheticsacademy.us
https://estheticsacademy.us/

Regulatory Body

Idaho Division of Occupational and Professional Licenses (DOPL)
11341 W. Chinden Blvd. Bldg 4
Boise, ID 83714
208-334-3233
https://dopl.idaho.gov/

Idaho State Board of Cosmetology 11341 W. Chinden Blvd. Bldg 4 Boise, ID 83714 208-577-2619 http://dopl.idaho.gov/bcb/

Admissions Requirements

- Must be at least 18 years of age
- Must possess a high school diploma or GED
- Must complete a personal interview and submit an application
- Must pay the non-refundable registration fee

Non-Discrimination: We do not discriminate based on race, age, gender, religion, national origin, sexual orientation, or disability.

Program Overview

Program Title: Esthetics Certificate Program

- Total Hours: 600 Clock Hours
- Program Delivery: In- Person with optional hybrid enhancements
- Completion Timeline: 6 Months (full-time) or 12 months (Part-time)



Esthetics Academy-Tuition & Fees

Why Our Tuition Reflects More Value

Esthetics Academy is not your average training school. We are a boutique, academy offering elite, one-on-one instruction in a professional setting.

While our tuition investment may be higher than mass-enrollment programs, students receive personalized attention, real-world mentorship, and advanced professional coaching. This direct mentorship approach significantly increases confidence, competence, and career readiness—making our graduates some of the most workforce-prepared estheticians in the region.

When you enroll at Esthetics Academy, you're not just paying for hours—you're investing in your long-term earning potential.

NOTE: Kits and books are provided directly by Esthetics Academy and cannot be purchased from external vendors.

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TUITION AND FEES BREAKDOWN				
Item Amount (\$)				
Base Tuition	15,500			
Books	400			
Uniform	150			
Technology & Lab Fee	250			
Laundry Fee	50			
Total Tuition & Fees	17,550			



Esthetics Academy-Tuition & Fees

Miscellaneous Institutional Fees

• Duplicate Certificate/Transcript Requests: \$10.00 per document

Non-Institutional Fees (State-Regulated)

State Application Fee: \$25.00State Licensing Fee: \$25.00

State Theory Exam Fee: \$88.00State Practical Exam Fee: \$120.00

Payment Options

Esthetics Academy offers a variety of flexible payment options to make your education accessible:

- Cash
- Check
- Money Order
- Credit Card (subject to a 3.5% processing fee)
- Private grants and scholarships
- In-House Payment Plans
- Third-party financing

We are an approved WIOA & Idaho Launch Provider.

Contact a Career Coach for instructions on how to apply for state funding eligibility. https://lashgirlacademy.com/idaho-launch/
Phone 707.727.7710

Email. Info@estheticsacademy.us



Esthetics Academy-Tuition & Fees

Overage Charges

Students are allowed up to 620 hours of scheduled instruction to complete the 600-hour program. If a student exceeds this window, a charge of \$35.00 per instructional hour will apply.

Academic Policies

Grading Scale:

90-100%: Excellent

80-89%: Good

75–79%: Satisfactory

Below 75%: Unsatisfactory

- Attendance: 85% minimum required to remain in good standing.
- Make-Up Work: Must be completed within 30 days.
- Approved by instructors.
- Leave of Absence: Must be approved in writing.
- Dismissal: May occur due to non-compliance with academic or behavioral policies.

Conduct Expectations

- Dress Code: Black & White professional attire, closed-toe shoes, apron or smock required.
- Cleanliness and sanitation are mandatory at all times.
- Phone use is not permitted during lecture or services.
- Students are expected to treat staff, clients, and peers with respect and professionalism.



Esthetics Academy-Methods

Instructional Methods

Instruction at **Esthetics Academy** follows a sequential, layered learning model. Students are introduced to each topic through clear demonstrations and theory lectures, followed by guided practice, written evaluation, and hands-on skill development on the student clinic floor. Lesson delivery includes:

- Instructor-led lectures and demonstrations
- Group participation and real-time feedback
- Practical assignments and written assessments
- Supervised salon-floor training and simulated service scenarios
- Visual and digital learning via curated video content

Learning Materials / Textbooks

Students are provided with all required textbooks and learning materials, including:

- Milady Standard Esthetics: Fundamentals, 12th Edition
- Milady Standard Esthetics: Workbook 12th Edition
- Milady Standard Esthetics: Standard Foundations, 12th Edition

Textbooks are included in the program cost and provided directly by the Academy.

Upon successful program completion, graduates of **Esthetics Academy** will be equipped to confidently perform entry-level services in a licensed esthetics setting. Students will demonstrate professional proficiency in:

- Customized Facials & Skin Treatments
- Microdermabrasion & Light Therapy Techniques
- Chemical Peels & Corrective Skin Services
- Client Communication & Service Protocols
- Professional Sanitation, Documentation, and Compliance



Esthetics Academy-Payment Plan Policy

Payment Plan Policy

Esthetics Academy is committed to providing accessible education to aspiring professionals. We understand that students may require flexible payment options to enroll in our program. Therefore, in-house payment plans are available by request and are subject to review and approval by our Financial Department.

A minimum down payment of \$2,500 is required to begin any program under a payment plan. This down payment must be made in full by the first scheduled day of class. Approval of a payment plan is contingent upon submission of required documentation and a signed promissory note.

In cases of documented financial hardship, students may submit a written request for special consideration regarding the down payment or payment schedule. Each request will be reviewed on a case-by-case basis. Submission of a financial exception request does not guarantee approval, and all final decisions rest solely with the administration of **Esthetics Academy**.

While we maintain firm financial policies to ensure operational integrity, we strive not to turn away committed students based solely on financial constraints. We encourage prospective students to contact our Financial Department early in the enrollment process to explore available options.



Esthetics Academy-Enrollment Policies

Esthetics Academy welcomes dedicated individuals ready to pursue a professional esthetics education through our exclusive, one-on-one training model. Our boutique academy only accepts a limited number of students to ensure personalized instruction, hands-on support, and career preparation tailored to each individual.

To be eligible for enrollment, applicants must:

- Provide a valid government-issued photo ID (such as a driver's license, state ID, or passport).
- Submit a Social Security Number or Tax Identification Number (TIN).
- Provide proof of education through one of the following:

High school diploma or GED
High school transcript showing completion
Proof of homeschooling completion (as defined by Idaho state law)
College transcript showing an associate degree or higher
International applicants must submit validation from an approved agency confirming equivalency to a U.S. high school diploma.

To Complete Enrollment, Students Must:

- Schedule and complete an in-person tour and interview
- Non-Discrimination & Sexual Harassment Policy Acknowledgment
- Pay the \$200 non-refundable application fee

Upon review and acceptance, students will receive a formal enrollment agreement to finalize their registration and secure their training schedule.

Transfer Policy

Esthetics Academy may accept transfer hours from previously attended, licensed esthetics schools. To be considered:

- Submit a certified transcript from the previous institution
- Transfer hours must have been earned within the past 10 years
- The hours will be reviewed for approval by both Esthetics Academy and the Idaho Division of Occupational and Professional Licenses



Esthetics Academy-Student Policies

1. Introduction

Welcome to Esthetics Academy. This handbook outlines the school policies and procedures to ensure a professional, respectful, and safe learning environment. All enrolled students are expected to review and follow the guidelines stated herein.

2. Code of Conduct

Treat all staff, students, and clients with respect and professionalism.

No use of foul language, bullying, harassment, or discrimination of any kind.

Phones must be silent and put away during instruction and services.

Follow instructions from educators and administrative staff at all times.

3. Attendance Policy

Students must attend a minimum of 85% of the scheduled hours to graduate. Tardiness over 15 minutes may be counted as an absence. Repeated tardiness or absenteeism may result in probation or dismissal.

4. Dress Code

Students must wear professional black attire, including closed-toe shoes and an apron or smock. Hair must be neat, and hygiene maintained daily. No offensive or distracting clothing is permitted.

5. Sanitation and Safety

All students are responsible for maintaining a clean and safe workstation. Sanitize tools and equipment after each use.

Follow bloodborne pathogen procedures as outlined in sanitation training. Report all injuries or accidents immediately to an instructor.

6. Academic Progress

Students must maintain a minimum grade of 75% in both theoretical and practical evaluations. Failure to meet this standard may result in academic probation.



7. Disciplinary Action

Violations of school policy may result in a written warning, probation, suspension, or expulsion depending on the severity. All disciplinary actions will be documented in the student's file.

8. Grievance Procedure

Students may file complaints with the Academy Director in writing. All complaints will be reviewed within five business days and resolved through a formal meeting if needed. Unresolved issues may be escalated to the Idaho Division of Occupational and Professional Licenses.

9. Facility Use and Breaks

Students may use common areas during scheduled breaks only.

No eating in classrooms or service areas.

Keep noise levels respectful in all shared spaces.

10. Technology Policy

Use of cell phones, tablets, or other electronic devices during class or clinic is strictly prohibited unless approved by an instructor for educational purposes.

Acknowledgement

By signing below, I acknowledge that I have read and understood the policies outlined in the Certification Training Academy LLC School Policies & Procedures Handbook. I agree to comply with all expectations and understand the consequences of non-compliance.

Student Nar	ne:		
Signature	;	Date:	



Certification Training Academy LLC Esthetics Program – 600 Clock Hours

Module	Hours
Module 1: Skin Theory & Anatomy	60 hrs
Module 2: Facials & Skincare Techniques	120 hrs
Module 3: Hair Removal	40 hrs
Module 4: Make Up Artistry	40 hrs
Module 5: Client Experience & Advanced Spa Protocols	36 hrs
Module 6: Sanitation & Infection Control	60 hrs
Module 7: Business Coaching & Professional Development	80 hrs
Module 8: Idaho State Board Preparation	24 hrs
Module 9: Practical Lab & Clinic Experience	140 hrs



Certification Training Academy LLC Esthetics Program – 600 Clock Hours

Module 1: Skin Theory & Anatomy (60 Hours)

Module Overview

Students will explore the structure, function, and health of the skin...

Learning Objectives

- Identify layers and functions of the skin
- Recognize common skin disorders and contraindications
- Use the Fitzpatrick Scale in treatment planning
- Conduct thorough client skin analysis and documentation
- Apply safety knowledge to prevent cross-contamination

Module 2: Facials & Skincare Techniques (120 Hours)

Module Overview

This hands-on module trains students in professional facial techniques...

Learning Objectives

- Perform complete basic and advanced facials
- Select proper skincare products and modalities based on skin analysis
- Demonstrate facial massage techniques
- Operate esthetic machines safely and effectively
- Develop customized treatment plans

Module 3: Hair Removal (40 Hours)

Module Overview

This module covers professional waxing and tweezing techniques...

- Identify hair growth cycles and patterns
- Perform brow shaping, facial waxing, and body waxing
- Demonstrate proper sanitation and infection control
- Provide pre- and post-care instructions to clients
- Recognize contraindications and safety protocols



Certification Training Academy LLC Esthetics Program – 600 Clock Hours

Module 4: Makeup Artistry (40 Hours)

Module Overview

In this module, students will explore the fundamentals of professional makeup artistry...

Learning Objectives

- Understand makeup hygiene and sanitation standards
- Apply foundational makeup including base, contour, and eye looks
- Demonstrate corrective techniques for face shapes and features
- Create bridal, evening, and photoshoot-ready styles
- Match foundation and products to different skin tones and types

Module 5: Client Experience & Advanced Spa Protocols (36 Hours)

Module Overview

Students learn how to create a professional, client-centered experience through consultations, service customization, and spa environment best practices—building strong skills in client care and retention.

- Spa Service Layering & Customization
- Designing client treatment plans based on skin goals.
- Service flow: creating a consistent, elevated client experience
- Upsell strategies and how to increase average service ticket
- Client Psychology & Consultation Mastery
- Building trust during the consultation
- Reading client non-verbal cues and managing expectations
- Intake forms and pre-treatment planning
- Turning first-time clients into loyal clients Professional Communication & Boundary Setting
- Handling sensitive topics professionally (e.g., acne, age, budget)
- Setting boundaries with difficult clients
- Legal and ethical scenarios in esthetics
- Avoiding burnout and managing mental/emotional load
- Written reflection: "How I Will Create a Signature Experience for My Client."



Certification Training Academy LLC Esthetics Program – 600 Clock Hours

Module 6: Sanitation & Infection Control (60 Hours)

Module Overview

This critical module teaches students to prevent infection...

Learning ObjectivesDefine levels of decontamination: sanitation, disinfection, sterilization

Learning Objectives

- Follow state board safety and infection control protocols
- Properly clean, disinfect, and store esthetic tools and machines
- Apply universal precautions including PPE and blood exposure protocols
- Recognize common pathogens and infection risks in esthetics

Module 7: Business Coaching & Professional Development (80 Hours)

Module Overview

This business-building module equips students with the entrepreneurial mindset...

- Define your niche and personal brand
- Create a service menu and pricing structure
- Branding Support
- Build a simple business plan
- Understand LLCs, taxes, licensing, and insurance
- Learn social media and local marketing strategies
- Practice client consultation, rebooking



Certification Training Academy LLC Esthetics Program – 600 Clock Hours

Module 8: Idaho State Board Preparation (24 Hours)

Module Overview

This module prepares students for successful completion of the Idaho Esthetics Licensure Exam...

Learning Objectives

- Understand Idaho State Board exam format and procedures
- Properly set up and manage a state board exam kit
- Demonstrate required practical procedures within time limits
- Apply sanitation and infection control under test conditions
- Build confidence and accuracy for written and practical exams

Module 9: Practical Lab & Clinic Experience (140 Hours)

Module Overview

This culminating module allows students to apply their esthetics skills in a live clinic setting...

- Deliver safe and effective esthetics services to live clients
- Maintain professional demeanor and sanitation standards in a spa setting
- Manage client files, consultation forms, and treatment notes
- Practice service timing, confidence, and customer communication
- Build a mini client portfolio and track progress



Certification Training Academy LLC Esthetics Program – 600 Clock Hours

School Information

Certification Training Academy LLC

DBA: Esthetics Academy

Address: 2412 N Government Way, Coeur D Alene, Id 83814 Phone: 707-727-7710 Email: info@etheticsacademy.us

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Student Full Name:	
Date of Birth:	Phone Number:
Email Address:	
Address:	

Program Description

The Esthetics Certificate Program is a 600-hour training course approved by the Idaho Division of Occupational and Professional Licenses. The program includes theoretical and practical instruction in facials, skin theory, hair removal, makeup, business, and Idaho state board preparation.

Payment Terms

Payment is due in full at the time of enrollment unless the student is approved for a payment plan or state funding. All payment plans must be agreed upon in writing before class begins. Payments must be made on time to avoid penalties or dismissal.

Refund Policy

Certification Training Academy LLC maintains a NO REFUND policy. Once enrolled, students acknowledge that tuition and fees are non-refundable regardless of withdrawal, dismissal, or program non-completion. Any exceptions will be at the sole discretion of the Academy Director in writing.

Attendance and Conduct

Students are expected to attend a minimum of 85% of scheduled hours and maintain satisfactory academic and professional conduct. Violations may result in probation or dismissal.



Certification Training Academy LLC Esthetics Program – 600 Clock Hours

Student Indemnity, Waiver & Liability Agreement

By enrolling in any program at **Esthetics Academy**, the undersigned student hereby agrees to the following terms, which are binding upon enrollment and throughout the duration of their program:

Waiver of Liability

The student voluntarily assumes all risks associated with participation in esthetics training and related activities conducted on or off-campus. This includes, but is not limited to, the use of tools, machines, products, chemicals, and participation in practical clinic services.

The student hereby releases and holds harmless **Esthetics Academy**, its owners, employees, instructors, agents, and affiliates from any and all claims, demands, damages, costs, or liabilities arising from injuries, accidents, illnesses, or losses, whether physical, financial, or emotional, incurred during training. Indemnification.

The student agrees to indemnify and defend **Esthetics Academy** and its representatives against any claims, liabilities, or legal actions resulting from the student's actions, negligence, or violation of school policy during the course of enrollment. This includes any third-party claims resulting from student-performed services on or off-site.

Tuition Obligation & Bankruptcy Disclaimer

Enrollment in **Esthetics Academy** constitutes a binding financial agreement. The student acknowledges that tuition and fee obligations are not dischargeable through bankruptcy and remain the responsibility of the student until paid in full, regardless of personal financial circumstances or legal filings. Failure to pay in accordance with the agreed payment schedule may result in late fees, collection actions, and legal recourse.



Certification Training Academy LLC Esthetics Program – 600 Clock Hours

Documentation must be submitted before enrollment begins. Hours not approved or submitted late will not be applied to the current program.

Re-Entry Policy

Students who previously withdrew or were dismissed and wish to re-enroll must:

- Wait a minimum of six (6) months from the last date of attendance
- Submit a new Application for Admission
- Provide a formal letter explaining the reason for their prior withdrawal and outlining why they're prepared to succeed now

The re-entry request will be reviewed by **Esthetics Academy's** administrative team. Students accepted for re-entry will resume their academic progress from the point of withdrawal, unless otherwise determined due to poor performance or attendance.

In cases where a full restart is required, prior hours, grades, and tuition payments will not carry over to the new enrollment period.

To successfully graduate from **Esthetics Academy** 600-hour the following requirements must be met:

- Student has clocked a minimum of 600 program hours.
- Student has passed both the Idaho Laws & Rules and Program Final exams with a passing grade of 75% or higher.
- Tuition and any overage charges are paid-in-full OR the student has a fully executed payment agreement with the school.
- Student has completed the requisite 600 hour program.



Certification Training Academy LLC Esthetics Program – 600 Clock Hours

Termination Policy

Esthetics Academy reserves the right to terminate a student's enrollment at any time for conduct or behavior that compromises the safety, integrity, or educational mission of the school. Termination may be immediate and without refund under the following circumstances, including but not limited to:

- Failure to pay for personal services received from the student clinic
- Theft or unauthorized removal of school products, tools, or property
- Refusal to follow instructor directives or consistent disruption of the learning environment
- Academic dishonesty, including cheating or falsifying documentation
- Attending school under the influence of alcohol, illegal substances, or the misuse of legal drugs
- Possession, use, or distribution of alcohol or drugs on school premises
- Engaging in sexual harassment, hate speech, or discriminatory behavior toward students, staff, or clients
- Acts or threats of physical violence directed at any member of the school community
- Possession or display of a weapon on school premises
- Accumulation of 14 consecutive calendar days of unexcused absence
- Failure to meet financial obligations, including nonpayment of tuition or outstanding balances

Termination decisions are made at the sole discretion of school administration and are final. All terminations are documented and may impact future eligibility to re-enroll or transfer to other institutions.



Certification Training Academy LLC Esthetics Program – 600 Clock Hours

By enrolling, the student confirms that they have received, reviewed, and understand all current Esthetics Academy policies and procedures, including but not limited to:

- Tuition policies and payment plans
- Attendance and academic requirements
- Conduct and safety guidelines
- Program structure and completion terms

The student agrees to abide by all current and future policies implemented by the school, and understands that failure to do so may result in disciplinary action, suspension, or termination from the program.

Acceptence/Acknowledgment & Signature

This agreement is enforceable under the law. A digital or physical signature confirms that the student enters this agreement knowingly, voluntarily, and without duress.

By signing this agreement, I confirm that I have read and understand the terms, tuition, program length, refund policy, and conduct expectations. I agree to abide by all policies of Certification Training Academy LLC and understand that this agreement is legally binding.

Student Signature:	Date:	
AcademyRepresentative:	Date:	



