

# Esthetics Program Objectives & Curriculum

## Objectives

**1. Master Advanced Skincare Techniques:**

Students will develop proficiency in a wide range of advanced esthetic treatments, including facials, chemical peels, microdermabrasion, dermaplaning, high frequency, and LED therapy, tailored to address various skin concerns and promote skin health.

**2. Understand Skin Science and Anatomy:**

Students will gain a strong foundation in the science of skin, including anatomy, physiology, and common skin conditions, enabling them to make informed treatment decisions and provide effective skincare solutions.

**3. Provide Personalized Client Care:**

Students will learn how to assess individual client needs, create customized skincare plans, and deliver treatments that promote healthy, rejuvenated skin while ensuring client comfort and satisfaction.

**4. Apply Holistic Wellness Practices:**

Students will integrate holistic wellness approaches into their skincare treatments, emphasizing the mind-body connection and overall wellness for long-term skin health.

**5. Adhere to Professional Ethics and Standards:**

Students will develop a clear understanding of the ethical responsibilities, professionalism, and confidentiality required in esthetics practice, ensuring a respectful and safe environment for clients.

**6. Maintain Safety and Hygiene Standards:**

Students will be trained in best practices for maintaining a clean and sanitary work environment, ensuring the safety of both the client and practitioner through proper sanitation and hygiene protocols.

**7. Prepare for Career Success in Esthetics:**

Students will be equipped with the skills and knowledge necessary to pursue a successful career in esthetics, including the ability to stay current with industry trends and continuously improve their expertise in skincare treatments.

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# Program

## Program Description

Our Esthetics program blends advanced skincare techniques with holistic wellness practices. Students will learn how to provide personalized treatments for various skin concerns, including facials, chemical peels, microdermabrasion, and advanced modalities like dermaplaning, high frequency, and LED therapy. The program also covers anatomy, skincare science, and client care, while emphasizing safety, hygiene, and professional ethics. Graduates will be equipped to offer therapeutic treatments that promote skin health and rejuvenation, preparing them for a successful career in the growing field of esthetics.

## Tuition & Fees

- Tuition: \$15,600
- Fees: \$93.50 (Application Fee \$25 non-refundable; Student License Fee \$25 non-refundable; Criminal Background Check Fee (Paid for by the applicant directly to Missouri Automated Criminal History Site (MACHS) \$43.50
- Textbooks & Student kits: \$1,600

## Length of Program

26 weeks

## Number of Credit/Clock hours Offered

750 Hours

## Certificate or Degree Awarded Upon Completion

Certificate of Completion

## Program Specific Graduation Requirements

- Achieve a passing score in all courses of the program
- Complete all clock hours (a clock hour is defined as 60 minutes of IN PERSON instruction) required in each course as follows:
  - Facials, cleansing, toning, massaging - 120 hours

- Makeup application, all phases - 100 hours
- Hair removal - 30 hours
- Body treatments, aromatherapy, wraps - 120 hours
- Reflexology - 35 hours
- Cosmetic sciences, structure, condition, disorder - 85 hours
- Cosmetic chemistry, products and ingredients - 75 hours
- Salon management and salesmanship - 55 hours
- Sanitation and sterilization, safety - 45 hours
- State law - 10 hours
- Curriculum to be defined by school - not less than 75 hours.
- Complete a final comprehensive written exam covering essential topics from each course

## Weekly schedule of courses/classes/clinic:

- Weeks 1-3: Monday through Thursday, 9 a.m. to 4 p.m.
- Weeks 4-26\*: Monday through Thursday, 9 a.m. to 4 p.m. and 8 hours on either Friday, Saturday or Sunday
- \*One week of the 26 week program will be a holiday/off week

## Esthetics Courses:

The successful completion of the curriculum outlined below, along with other administrative and financial requirements, will entitle the student to receive a Certificate of Completion in the Esthetics program at the Academy of Therapeutic Esthetics And Massage.

### **Facials, Cleansing, Toning, Massaging**

120 hours = 72 hours of instruction in classroom and 48 hours in clinic setting

**Instructional methods utilized:** Lecture based instruction, hands-on practical training, demonstrations and modeling, interactive learning and group discussions, project based learning, digital learning and multimedia resources, cultural competency & inclusivity.

### **Course Description:**

This course offers an in-depth exploration of essential skincare practices, focusing on the vital techniques of facials, cleansing, toning, and facial massage. Students will

learn how to analyze different skin types and conditions to select the appropriate treatments. Emphasis is placed on mastering the steps of a facial, including deep cleansing, exfoliating, and applying nourishing masks. Students will also gain expertise in using toners to balance the skin's pH and reduce excess oils, as well as performing therapeutic facial massage techniques to stimulate blood flow, promote relaxation, and improve overall skin health. Additionally, the course includes an overview of skincare products, tools, and their proper usage, allowing students to create customized routines for clients based on their unique skin needs. Special attention will be given to using facial devices.

The content covered in this course will be utilized in all practical hands-on courses and the Student Clinic Experience.

The textbook for this course is *Pivot Point Fundamentals Esthetics*.

### **Competencies / Learning Objectives:**

Upon successful completion of this course, students will be able to:

1. List the various types of facial treatment services offered in the salon/spa
2. Identify the benefits of facial treatment services
3. Identify the function of facial treatment products
4. Describe the function and infection control guidelines for tools and supplies used for facial treatments
5. Explain the function and infection control guidelines for equipment used for facial treatments
6. State how to drape a client for a facial treatment
7. Identify the procedures used to perform a facial treatment
8. Describe the guidelines for using facial treatment equipment
9. Identify the service essentials related to facial treatments
10. Describe preparation and setup for the facial treatment room
11. Explain facial treatment care and safety guidelines
12. Provide examples of guidelines to ensure client comfort and satisfaction when performing a facial treatment service
13. Summarize the three areas of a facial treatment service
14. Demonstrate the proper skills to drape a client, prepare towels and prepare the table for a facial treatment
15. Demonstrate the proper skills to perform a facial pre-cleanse
16. Demonstrate the proper skills to perform a facial skin analysis
17. Demonstrate the proper skills to perform a facial cleanse and tone
18. Demonstrate the proper skills to perform a mechanical exfoliation
19. Demonstrate the proper skills to perform comedone extractions

20. Demonstrate the proper skills to perform a facial massage
21. Demonstrate the proper skills to perform a facial mask and protection
22. Demonstrate proper procedures to perform a basic facial treatment
23. Adapt the basic facial treatment based on the skin analysis and individual client needs
24. Demonstrate proper procedures to perform a men's facial treatment
25. Adapt the facial treatment based on the skin analysis and the unique needs of the male client
26. Demonstrate proper procedures to perform an acne facial treatment
27. Adapt the facial treatment based on the skin analysis and the unique needs of clients with oily, problematic skin
28. Identify the benefits of different types of chemical exfoliation services and exfoliants
29. Explain the function and infection control guidelines for chemical exfoliation products, tools, supplies and equipment
30. Describe the skills related to chemical exfoliation
31. State the service essentials related to chemical exfoliation
32. Offer examples of chemical exfoliation care and safety guidelines
33. Summarize the three areas of a chemical exfoliation service
34. Demonstrate proper procedures to perform a chemical exfoliation treatment
35. Identify devices used with facial treatment services
36. List the benefits to skin health when including devices during a facial treatment
37. Identify the function of products used in facial treatments with devices
38. Describe the function and infection control guidelines for tools and supplies needed to perform facial treatments with devices
39. Explain the function and infection control guidelines for equipment used to perform facial treatments with devices
40. State how to drape a client for a facial treatment with devices
41. Describe the treatment procedures used to perform facials with devices
42. Explain the guidelines for using various devices to perform facial treatments
43. Identify the service essentials related to a facial treatment with devices
44. List key compliance factors related to facial treatments with devices
45. Describe the preparation, setup and device troubleshooting for the facial treatment room
46. Explain care and safety guidelines for facial treatments with devices
47. Provide examples of guidelines to ensure client comfort and satisfaction when performing a facial treatment service with devices
48. Summarize the three areas of a facial treatment service with devices

49. Demonstrate proper skills to perform desincrustation using a galvanic current device
50. Demonstrate proper skills to perform iontophoresis using a galvanic current device
51. Demonstrate proper skills to use direct high frequency during a corrective facial treatment
52. Demonstrate proper skills to use indirect high frequency during a corrective facial treatment
53. Demonstrate proper skills to use the microcurrent device
54. Demonstrate the proper skills to use the LED device
55. Demonstrate proper procedures to perform a corrective spa facial treatment
56. Adapt the corrective spa facial treatment based on the skin analysis using electrotherapy devices to treat various skin conditions
57. Identify the types of microdermabrasion and their benefits to skin health
58. Explain the function and infection control guidelines for microdermabrasion products, tools, supplies and equipment
59. Describe the skills related to microdermabrasion
60. State the service essentials related to microdermabrasion
61. Offer examples of microdermabrasion care and safety guidelines
62. Summarize the three areas of a microdermabrasion service
63. Demonstrate proper procedures to perform a microdermabrasion treatment with crystals

**Students' progress will be assessed** through classroom room participation during lectures and classroom practice sessions, small group activities, homework assignments, and quizzes. Students must achieve a grade of 75% or above on all quizzes. Content from this course is included on the mid-term and final exams.

### **Makeup Application**

100 hours of classroom instruction and hands on practice

**Instructional methods utilized:** Lecture based instruction, hands-on practical training, demonstrations and modeling, interactive learning and group discussions, project based learning, digital learning and multimedia resources, cultural competency & inclusivity.

### **Course Description:**

In this hands-on course, students will develop the skills and techniques needed to perform professional makeup applications. The curriculum covers a range of topics, from understanding skin tones and choosing the right foundation shades to contouring,

highlighting, and creating various eye looks. Students will learn the key principles of makeup artistry, including the use of different tools, brushes, and products to achieve flawless results. The course also explores makeup application for various occasions, from everyday wear to special events and theatrical makeup. Emphasis is placed on hygiene, sanitation, and creating long-lasting makeup looks. Students will gain confidence in applying makeup for diverse clients and will have the opportunity to refine their skills in a practical setting, preparing them for a career in beauty.

The textbook for this course is *Pivot Point Fundamentals Esthetics*.

### **Competencies / Learning Objectives:**

Upon successful completion of this course, students will be able to:

1. List the makeup design services available in the salon/spa
2. Summarize the makeup design plan, including skin analysis, face shape and features, and color plan
3. Identify the function and infection control guidelines for products used in makeup services
4. Describe the function and infection control guidelines for tools and supplies needed to perform makeup services
5. Describe the function and infection control guidelines for eye enhancement products, tools and supplies
6. Explain the function and infection control guidelines for equipment used to perform makeup services
7. State draping guidelines for makeup design services
8. Identify the procedures used to perform makeup design services
9. Compare day, evening, bridal and corrective makeup designs
10. Explain the procedural steps for eye enhancement services
11. Identify the service essentials related to makeup design services
12. Describe the preparation and setup for makeup design services
13. Explain makeup design service care and safety guidelines
14. Provide examples of guidelines to ensure client comfort and satisfaction when performing a makeup design service
15. Summarize the three areas of a makeup design service
16. Demonstrate proper skills to drape a client for a makeup service
17. Demonstrate proper skills to pre-cleanse the skin as part of a makeup service
18. Demonstrate proper skills to perform a skin and facial analysis as part of a makeup service
19. Demonstrate proper skills to prepare the skin for optimal makeup design conditions
20. Demonstrate proper skills to cover and correct discoloration and blemishes

21. Demonstrate proper skills to apply and blend foundation
22. Demonstrate proper skills to apply and blend highlight and contour to balance facial features
23. Demonstrate proper skills to apply powder using a powder brush
24. Demonstrate proper skills to apply eyebrow product to enhance natural eyebrows
25. Demonstrate proper skills to apply eye shadow, enhancing the eyes
26. Demonstrate proper skills to apply eyeliner, creating a smooth, precise line
27. Demonstrate proper skills to curl the eyelashes without pinching the skin
28. Demonstrate proper skills to apply mascara, enhancing the eyelashes
29. Demonstrate proper skills to apply and blend cheek color, imparting a natural, healthy appearance
30. Demonstrate proper skills to apply lip color, achieving balance, symmetry and definition
31. Demonstrate proper procedures to safely apply strip lashes
32. Demonstrate proper procedures to safely apply cluster lashes
33. Demonstrate proper procedures to apply brow tint to darken natural eyebrows
34. Demonstrate proper procedures to apply lash tint to darken natural eyelashes
35. Demonstrate proper procedures to perform a daytime makeup service
36. Adapt the daytime makeup service based on the skin analysis, individual client features and needs
37. Demonstrate proper procedures to perform a bridal makeup service
38. Adapt the bridal makeup service based on the skin analysis, individual client features and needs
39. Demonstrate proper procedures to perform an evening makeup service
40. Adapt the evening makeup service based on the skin analysis, individual client features and needs

**Students' progress will be assessed** through classroom room participation during lectures and classroom practice sessions, small group activities, homework assignments, and quizzes. Students must achieve a grade of 75% or above on all quizzes. Content from this course is included on the mid-term and final exams.

### **Hair Removal**

80 hours = 48 hours of classroom instruction and hands on practice and 32 hours in clinic setting

**Instructional methods utilized:** Lecture based instruction, hands-on practical training, demonstrations and modeling, interactive learning and group discussions,



project based learning, digital learning and multimedia resources, cultural competency & inclusivity.

### **Course Description:**

This comprehensive course covers temporary hair removal methods, including waxing and tweezing, ensuring students have the skills and knowledge to perform each technique safely and effectively. Students will learn about the anatomy of hair growth, the best practices for preparing the skin for hair removal, and how to minimize discomfort and skin irritation during the process. The course focuses on facial, body, and Bikini/Brazilian hair removal, offering students a wide range of techniques to suit different client needs. Students will also explore post-hair removal care, learning how to advise clients on soothing treatments and the importance of aftercare to prevent irritation and ingrown hairs. With a strong emphasis on hygiene and safety, this course prepares students to confidently perform professional hair removal treatments in a spa setting.

The content covered in this course will be utilized in the Student Clinic Experience.

The textbook for this course is *Pivot Point Fundamentals Esthetics*.

### **Competencies / Learning Objectives:**

Upon successful completion of this course, students will be able to:

1. List the different categories of hair removal services
2. List and describe temporary hair removal services and benefits
3. Offer examples of benefits related to permanent hair reduction
4. Identify the function and infection control guidelines for products needed for temporary hair removal services
5. Describe the function and infection control guidelines for tools and supplies used in temporary hair removal services
6. Explain the function and infection control guidelines for equipment used for temporary hair removal services
7. State various draping guidelines for temporary hair removal service
8. Identify the guidelines to follow for an eyebrow tweezing service
9. Describe the procedures used to perform a soft (strip) waxing service
10. Describe the procedures used to perform a hard (non-strip) waxing service
11. Identify the service essentials related to temporary hair removal services
12. Describe the preparation and setup for the temporary hair removal treatment room
13. Explain temporary hair removal care and safety guidelines

14. Provide examples of guidelines to ensure client comfort and satisfaction when performing a temporary hair removal service
15. Summarize the three areas of a temporary hair removal service
16. Demonstrate proper skills to hold a tweezer, handle the area to be tweezed and identify the correct removal direction
17. Demonstrate proper skills to prepare the skin for a hair removal service
18. Demonstrate proper skills to test the temperature of wax
19. Demonstrate proper skills to apply and remove soft wax
20. Demonstrate proper skills to apply and remove hard wax
21. Demonstrate proper post-wax and cleaning skills
22. Demonstrate proper procedures to shape eyebrows using tweezers
23. Adapt an eyebrow-shaping service with tweezers based on client wants and needs
24. Demonstrate proper procedures to perform an eyebrow wax service
25. Adapt an eyebrow wax service based on client wants and needs
26. Demonstrate proper procedures to perform a face wax service
27. Adapt a face wax service based on client wants and needs
28. Demonstrate proper procedures to perform an underarm wax service
29. Adapt an underarm wax service based on client wants and needs
30. Demonstrate proper procedures to perform a bikini wax service
31. Adapt a bikini wax service based on client wants and needs
32. Demonstrate proper procedures to perform a leg wax service
33. Adapt a leg wax service based on client wants and needs
34. Demonstrate proper procedures to perform a chest wax service
35. Adapt a chest wax service based on client wants and needs

**Students' progress will be assessed** through classroom room participation during lectures and classroom practice sessions, small group activities, homework assignments, and quizzes. Students must achieve a grade of 75% or above on all quizzes. Content from this course is included on the mid-term and final exams.

### **Body Treatments/Aromatherapy/Wraps**

120 hours = 9 five-hour classes, 1 two-hour class, and 73 hours of hands on practice in Student Clinic Experience

**Instructional methods utilized:** Lecture based instruction, hands-on practical training, demonstrations and modeling, interactive learning and group discussions, cultural competency & inclusivity.

**Course Description:** This course explores a variety of standard body treatment, bodywork and body massage modalities that are additional tools in an esthetics practice. Classes include theory and hands-on practice of the following: body scrubs and wraps, Swedish massage, aromatherapy, Indian head massage, lymphatic drainage, cupping, hot stone, chair massage, and prenatal massage.

The content covered in this course will be utilized in the Student Clinic Experience and referenced in the final project for Business Practices & State Law / Spa Management & Salesmanship

The textbooks for this course are *Pivot Point Fundamentals Esthetics*, as well as proprietary handouts, and online instructional videos

**Competencies / Learning Objectives:**

Upon successful completion of this course, students will be able to:

1. Attain a basic understanding of various modalities along with their benefits & uses and the conditions that are contraindicated for each.
2. Acquire technical skills to integrate some or all of these modalities into a regular practice.
3. Determine whether they choose to specialize in any of the modalities presented and how to continue with additional training in that field.
4. Maintain, set up and clean equipment for safety, sanitation and longevity of the equipment.

**Students' progress will be assessed** through classroom participation during lectures and classroom practice sessions, through completion of homework reading assignments, and quizzes. Content from this course is included on the mid-course and final exams. Students must achieve a grade of 75% or above on quizzes and exams.

**Reflexology**

35 hours = 1 five-hour class, 2 six-hours classes and 18 hours of hands on practice in the Student Clinic Experience

**Instructional methods utilized:** Lecture based instruction, hands-on practical training, demonstrations and modeling, cultural competency & inclusivity.

**Course Description:** This course introduces students to the therapeutic practice of reflexology, focusing on the benefits and techniques that complement esthetic treatments. Students will study internal organs, muscle and bone structures, their

function and location in the body, as well as their location on the corresponding reflex charts. Students will explore how reflexology can improve overall well-being, enhance relaxation, and support skin health. Through hands-on training, students will learn to apply pressure to specific reflex points on the feet, hands, and ears to promote balance and healing. This course is designed to integrate reflexology into esthetic services, helping students offer a holistic approach to client care.

The textbook for this course will be *Pivot Point Fundamentals Esthetics*. We will also be using handouts, reference charts and study guides from various sources and other anatomy textbooks.

### **Competencies / Learning Objectives:**

Upon successful completion of this course, students will be able to:

1. Understand the principles and history of reflexology and its connection to esthetic treatments.
2. Learn the internal organs, body muscles and bones that correspond with reflex points on the feet, hands & ears.
3. Identify key reflex points on the feet, hands, and ears and their corresponding areas of the body.
4. Learn effective reflexology techniques for relaxation, stress relief, and skin health enhancement.
5. Integrate reflexology into facial, body, and massage treatments to promote client well-being.
6. Understand contraindications and safety protocols for reflexology in esthetic practices.
7. Develop the ability to customize reflexology treatments based on client needs and health conditions.

**Students' progress will be assessed** through classroom participation during lectures and in-class practical exchanges, a quiz, and documented hands-on practice sessions outside of the classroom. Course material will be covered on the mid-term and final exams. Students must achieve a grade of 75% or above on the quiz and written exams and must display competency during the hands-on practical exam.

### **Cosmetic Sciences, Structure, Conditions, Disorders**

85 hours = 53 hours of instruction in classroom and 32 hours in clinic setting

**Instructional methods utilized:** Lecture based instruction, hands-on practical training, demonstrations and modeling, interactive learning and group discussions, project based learning, digital learning and multimedia resources, cultural competency & inclusivity.

**Course Description:** This course provides a comprehensive foundation in the science of skin. Students will learn about the structure and function of the skin, along with common skin conditions and disorders that impact esthetic treatments. Topics include acne, aging, pigmentation issues, and various dermatological concerns, with an emphasis on understanding how these conditions influence cosmetic procedures. This course equips students with the knowledge needed to assess, treat, and recommend appropriate esthetic solutions while promoting overall skin health and wellness.

The content covered in this course will be utilized in all practical hands-on courses and the Student Clinic Experience.

The textbook for this course is *Pivot Point Fundamentals Esthetics*.

**Competencies / Learning Objectives:**

Upon successful completion of this course, students will be able to:

1. Identify the structure of cells
2. State the structure and function of four types of tissue
3. Explain the function of the primary organs of the human body
4. Express the names of common body systems and their relationships to cells, tissues and organs
5. Define the functions and structure of the integumentary system
6. List the appendages of the skin
7. List the main structures of the hair follicle
8. Identify the three stages of hair growth and the factors that affect it
9. Describe the process of how hair gets its color
10. Define the structure and function of the muscular system
11. Identify and describe the muscles of the:
  - Scalp and face
  - Neck and back
  - Shoulder, chest, arm and hand
  - Leg and foot
12. Define the structure and function of the skeletal system
13. Identify the name and description of the bones of the:
  - Skull
  - Neck, back, chest and shoulder
  - Arm, wrist and hand
  - Leg, ankle and foot
14. Define the structure and function of the cardiovascular system
15. Identify the name and description of the arteries and veins of the:
  - Face, head and neck

- Hand and arm
  - Leg and foot
16. Define the structure and function of the lymphatic system
  17. Identify the name and description of the lymph nodes located in the face and neck
  18. Define the structure and function of the nervous system
  19. Identify the name and description of:
    - Cranial nerves
    - Face, head and neck nerves
    - Arm and hand nerves
    - Lower leg and foot nerves
  20. List the additional body systems as they relate to esthetic
  21. Describe the six functions of the skin
  22. Give examples of medical factors that affect skin behavior
  23. Identify the skin health factors that influence skin aging
  24. Describe lifestyle factors that contribute to overall skin health
  25. Offer examples of the basic steps of a daily skin care regimen to maintain healthy skin
  26. Identify the characteristics of primary and secondary lesions
  27. Explain common skin disorders that can affect skin care services
  28. Describe skin infections that can affect skin care services
  29. Summarize the various types of skin cancer

**Students' progress will be assessed** through classroom room participation during lectures and small group activities, homework assignments, and quizzes. Students must achieve a grade of 75% or above on all quizzes. Content from this course is included on the mid-term and final exams.

### **Cosmetic Chemistry, Products & Ingredients**

75 hours = 45 hours of instruction in classroom and 30 hours in clinic setting

**Instructional methods utilized:** Lecture based instruction, hands-on practical training, demonstrations and modeling, interactive learning and group discussions, project based learning, digital learning and multimedia resources, cultural competency & inclusivity.

**Course Description:** This course in Cosmetic Chemistry, Products & Ingredients provides a comprehensive overview of the science behind skincare and cosmetic formulations. Students will explore the key ingredients in beauty products, their

functions, and how they interact with the skin. Topics include the chemistry of common cosmetic ingredients, safety and regulatory standards, product formulation, and how to select and recommend products based on skin types and concerns. Through this course, students will gain a foundational understanding of the products they will use and recommend in their future esthetics careers.

The content covered in this course will be utilized in all practical hands-on courses and the Student Clinic Experience.

The textbook for this course is *Pivot Point Fundamentals Esthetics*.

### **Competencies / Learning Objectives:**

Upon successful completion of this course, students will be able to:

1. Define major terms related to principles of electricity
2. Describe available forms, waveform patterns and problems associated with electric current
3. Explain safety measures related to electricity
4. Identify the various effects produced by electric energy
5. Describe the types of current used in esthetic electrotherapy
6. Explain the effects of light as it interacts with the skin
7. Compare the various cosmetic product categories
8. Offer examples of cosmetic product types
9. Describe cosmetic ingredients used in various skin care products
10. Explain how to analyze the product label
11. Offer examples of regulations governing cosmetics
12. Define matter and its forms
13. Compare physical changes with chemical changes of substances
14. Describe the basic units of matter, including elements, atoms, molecules and compounds
15. Explain the three major biochemical components of the body and skin
16. Explain the effects of acids and alkalis in water in relation to pH
17. Summarize the significance of the pH scale, including measuring, balancing and the effects of pH on the skin
18. Identify product ingredients that pose potential contraindications in our clinic
19. Describe the product ingredients and key benefits of all products used in the clinic

**Students' progress will be assessed** through classroom room participation during lectures and small group activities, homework assignments, and quizzes. Students

must achieve a grade of 75% or above on all quizzes. Content from this course is included on the mid-term and final exams.

### **Salon/Spa Management & Salesmanship & State Law**

65 hours = 55 one-hour classes in Spa Management & Salesmanship, Professionalism & Ethics, and 10 one-hour classes in State Law

**Instructional methods utilized:** Lecture based instruction, interactive learning and group discussions, project based learning, digital learning and multimedia resources, cultural competency & inclusivity.

**Course Description:** This course contains topics such as business fundamentals, marketing strategies, client management, practice setup, legal and ethical considerations, state law and compliance with industry regulations, and adherence to professional codes of ethics from organizations like the National Interstate Council of State Boards of Cosmetology. This course is tailored to the specific needs of an esthetics practice, whether it be in an employment setting or an independent practice. Students will write an informal business plan as a guide for their first year in practice.

The content covered in this course will be utilized in practice hands-on sessions in the Student Clinic Experience.

The textbooks for this course are *Pivot Point Fundamentals of Esthetics* and *Business Mastery* by Ben E. Benjamin and Cherie M. Sohnen-Moe. The textbooks will be supplemented by printed state statutes and regulations.

### **Competencies / Learning Objectives:**

Upon successful completion of this course, students will be able to:

1. Create a strategy using common marketing methods for start-up clientele and repeat business.
2. Develop a strategy for a successful practice, business, or employment situation.
3. Differentiate between business structures (sole proprietorship, LLC, etc.)
4. Identify the process required for an esthetics license and what steps remain in that process after graduation.
5. Identify state and federal legal requirements for creating, maintaining and retaining client, financial and tax records.



6. Review State statutes governing estheticians and salon & spa businesses in the State of Missouri.
7. Maintain proper documentation practices to protect client privacy and personal information.
8. Manage client expectations regarding the benefits and limitations of skin therapy.
9. Recognize and navigate situations that are beyond the scope of practice for an esthetician.

**Students' progress will be assessed** through classroom room participation during lectures and small group activities, homework assignments, quizzes, and a final project encompassing class content throughout the course. Students must achieve a grade of 75% or above on quizzes and the final project. Content from this course is included on the mid-term and final exams.

### **Hygiene, Sanitation, Sterilization & Safety**

45 hours = 5 one hour classes covering topics below, plus 40 hours of hands-on practice and review in the Student Clinic Experience

**Instructional methods utilized:** Lecture based instruction, hands-on practical training, demonstrations and modeling, interactive learning and group discussions.

**Course Description:** This course provides essential knowledge and practical skills in maintaining hygiene and safety in esthetics practices. Students will learn about universal precautions, proper sanitation techniques, and effective infection control measures to prevent the transmission of infections. Topics include personal and environmental cleanliness, safe handling of equipment, and protocols to ensure a safe, healthy environment for both practitioners and clients. By the end of the course, students will be equipped with the tools to uphold the highest standards of hygiene and safety in their professional practice.

The content covered in this course will be utilized in all practical hands-on courses and the Student Clinic Experience.

The textbook for this course is *Pivot Point Fundamentals of Esthetics*.

### **Competencies / Learning Objectives:**

Upon successful completion of this course, students will be able to:

1. Define types of pathogens that could be found within a spa/esthetics practice environment.

2. Describe the ways infection is transmitted within a spa/esthetics practice environment.
3. Define the term "cleaning" as related to infection control.
4. Explain the disinfection method for tools and multi-use supplies.
5. Offer examples of various sterilization methods.
6. Identify infection control procedures used in a spa/esthetics practice.
7. Demonstrate appropriate levels of personal hygiene in the spa/school environment.

**Students' progress will be assessed** through classroom room participation during lectures and small group activities, quizzes, and documented sanitation checklists for all hands on services. Students must achieve a grade of 75% or above on all quizzes. Content from this course is included on the mid-term and final exams.

### **Student Clinic Experience**

273 hours = Students will perform 273 hours of hands on services - 15% of each hands on service (40 hours) is documented Hygiene, Sanitation, Sterilization & Safety procedures; 12% of each hands on service (32 hours) is Cosmetic Science, Structure, Condition & Disorders evaluation & documentation; 11% of each service (30 hours) is Cosmetic Chemistry, Products & Ingredients identification & documentation; the remaining hours (171 hours) will be performing the steps of services (73 hours of body treatments/aromatherapy/wrap services, 32 hours of hair removal services, 18 hours of reflexology services, 48 hours of facial services).

**Instructional methods utilized:** Hands-on practical training, demonstrations and modeling, cultural competency & inclusivity.

**Course Description:** The Student Clinic Experience is the practical component which allows students to apply esthetics and skin care services under the close supervision of instructors. This allows them to gain hands-on experience in a real world situation in a controlled environment.

This course includes an introduction to clinic experience, scheduling their clinic hours, the service documentation process including guest intakes and post-treatment notes, exploration of the clinic space, utilization and documentation of hygiene, sanitation, sterilization and safety procedures used in/before/after each service, documentation of guest consultations evaluating client skin structure, conditions and disorders, and documentation and discussion of the appropriate cosmetic and skin care products, their ingredients, any allergies or contraindications for each client in utilizing such products.

The textbook for this course is *Pivot Point Fundamentals Esthetics*

### **Competencies / Learning Objectives:**

Upon successful completion, students will be able to:

1. Refine technical skills and appropriate documentation within a spa environment.
2. Conduct thorough intake consultations to identify product allergies, contraindications, skin conditions & disorders, areas of concern and tailor treatment accordingly.
3. Perform necessary hygiene, sanitation and sterilization practices prior to, during, and after each service.
4. Integrate feedback from instructors and clients on technique, pressure, body mechanics and client communication to ready themselves for future career opportunities.
5. Demonstrate clinical reasoning when developing treatment plans.
6. Establish an effective closing consultation based on clients' individual needs that encourages an at-home treatment plan and follow-up care.
7. Complete hands-on sessions in a professional manner and environment, including 273 hours of hands on practice on clinic customers, staff, or other students.

**Students' progress will be assessed** through instructor observations of the sessions, client survey forms, students' self surveys and completion of service notes forms that clearly demonstrate clinical reasoning. The Student Clinic Experience occurs in a workplace environment, therefore the students' performance with timeliness and adhering to clinic policies is also considered a factor.

### **CPR & First Aid**

5 hours = 1 five-hour class

**Instructional methods used:** Lecture based instruction, hands-on practical training, demonstrations and modeling.

**Course Description:** Taught by the American Red Cross, this course includes peer-to-peer interactive scenarios to build the skills and confidence to provide this life saving procedure.

### **Competencies / Learning Objectives:**

Students will receive CPR and First Aid certification so students can provide assistance to someone who is having a cardiac or breathing emergency.

**Students' progress will be monitored and assessed** by a representative of the American Red Cross through small group activities and individual practice.

The representative will observe practice for a demonstration of competency. A written test will be administered. Upon completion with a passing score of 80% or above, the student will receive a certificate stating they are CPR and First Aid Certified.

### **Student Dynamics**

20 hours = 1 six-hour class and 14 one-hour classes

**Instructional methods utilized:** Lecture based instruction, interactive learning and group discussions, project based learning, digital learning and multimedia resources.

**Course Description:** Student Dynamics refers to topics beyond academic content, including student and teacher behaviors, emotions, and interactions. This course outlines the expectations for the students' behavior and academic success as well as what students can expect from the faculty and administration. Through exploring the seven major learning styles, students will discover how they learn best individually in order to develop active learning and studying strategies.

The content covered in this course will be utilized in all other courses.

There is no textbook for this course. Material from the Student Handbook and Program Guidelines will be presented and reviewed, along with other supplemental handouts.

### **Competencies / Learning Objectives:**

Upon successful completion of this course, students will be able to:

1. Explain the policies, rules and regulations required of attendees of the Academy of Therapeutic Esthetics and Massage (ATEAM).
2. Identify the roles of the ATEAM administration and who holds these positions.
3. Build effective classroom behaviors and study habits based on seven major learning styles.
4. Utilize available resources in the event of academic or personal struggle.

**Students' progress will be assessed** through classroom participation during lectures and small group activities. The determining factor of the effectiveness of this course is how the students implement the material covered throughout the program. Written

assignments may be required should students not display competency in recollecting policies, procedures or regulations of the program.