



**BROWN
AVEDA INSTITUTE**

Course Catalog



Develop your
**Natural
talents**

Fashion

Passion

Beauty

Style

Art

Expression

Wellness

Fun

If you're looking for an opportunity to express your creativity and establish a solid professional career, look no further.

Come to Brown Aveda[™] Institute and let

**yourself
grow.**



Mentor Campus
8816 Mentor Avenue
Mentor, Ohio 44060
440.255.9494
www.brownaveda.com

Rocky River Campus
19336 Detroit Road
Beachcliff Market Square
Rocky River, Ohio 44116
440.255.9494

Respect

Trust

Growth

Teamwork

Understanding

Professionalism

The Institute mission

The Education Team's mission is to prepare students with a quality education for a career in Cosmetology, Esthetics and Nail Therapy.

We are dedicated to serving our clients in a professional manner with respect for the environment.

Welcome to Brown Aveda™ Institute



Mentor

Mentor Campus

Brown Aveda™ Institute is located on Mentor Avenue, between Interstate 90 and Route 2 in Mentor, Ohio. The city of Mentor is twenty-one miles east of Cleveland and only five miles from the shores of Lake Erie. The community provides a safe, yet fast-paced environment for your education.

Rocky River Campus

Brown Aveda Institute™ is located in Rocky River at Beachcliff Market Square right in the center of the city. Rocky River is 11 miles west of Cleveland and only a few miles from the shores of Lake Erie. This quiet suburb is part of a great community which offers a variety of shopping experiences and a public transportation system.



Rocky River

Our modern facilities incorporate areas for student clinics, classrooms, dispensary, and separate designated areas for the study of spa services, including skin care and nail care.

Students are trained in selling retail products as well as understanding the importance of providing the best customer service.

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Updated as of July 2011

Areas of Study

Cosmetology

Explore the latest styles and techniques in hair cutting and styling, skin care, nail care and makeup.

Esthetics

Learn specialized techniques to purify, balance and renew the skin, and study international trends in makeup.

Nail Therapy

Learn the structure of hands, arms, feet, and nails. Gain knowledge of nail cosmetics in both Manicuring and Pedicuring.

Possible Career Opportunities for our Students

Salon Industry

hair stylist
esthetician
makeup artist
manicurist
sales representative
permanent waving specialist
hair coloring specialist
salon manager
salon owner

Education and other Fields

educator
state board member or inspector
educational director for a product manufacturer
consultant/trainer
school owner
free-lance makeup artist
stylist or makeup artist for film, theater, fashion or print

Cosmetology

Express your creativity and talent in hair, skin, nail care, and makeup application. Our cosmetology course incorporates 1,500 hours of extensive hands-on learning to provide you a complete understanding of beauty and wellness. Upon completion, you will be prepared for a career as a hair stylist or technician, makeup artist, or as a salon owner.



Program Schedule

46 weeks

Tuesday through Saturday:
9:00 a.m. - 5:00 p.m.

Includes (4) staff
conference days TBD

The 1500-hour Cosmetology course incorporates the basic fundamentals and the related subjects of hair, skin, nail care and colour cosmetic application that are necessary for a well-rounded education.

The three primary aspects of training are:

- Theoretical knowledge, the foundation of all learning;
- Practical experience, the application of the acquired knowledge; and
- Professional business-building skills that are vital for success.

Introduction/Alpha Unit

You will start by learning the fundamentals of cutting, styling and chemical restructuring of hair; skin and nail care; makeup; and the related sciences. Lectures, demonstrations and workshops concentrate on developing skill and accuracy and reinforcing classroom knowledge. You will be introduced to retail merchandising, client servicing and personal development skills. This unit also covers state safety requirements.

Beta Unit

Unlock your creativity as you explore the latest trends and techniques in hair cutting, styling, coloring, permanent waving and chemical restructuring. Time in the clinic allows you to become increasingly confident in your professional abilities, and you begin to learn vital employment and career-advancing skills such as successful interviewing and resume writing.

Gamma Unit

Get ready to launch your career with in-depth training in client service, time management, self-promotion, goal-setting, merchandising and entrepreneurship. Your speed, accuracy and concentration are now ready for the salon. You can demonstrate competency in all tasks required for the skill certification examination, and possess the theoretical knowledge you need to pass the written examination required by Brown Aveda™ Institute and the State of Ohio for licensure. It's time to realize your dreams as a salon professional.



Optional Manager's Unit

These additional 300 hours will take place after completion of your Gamma Unit (see page 9/10 for details).

Salon Lifestyle

Your attendance record and stature at the end of your program will determine the hours in this unit.

Introduction Unit

Total Weeks:	12
Classroom:	404.00 hours**
Clinic:	16.00 hours
Total:	420.00 hours

Alpha Unit

Total Weeks:	12
Classroom:	70.00 hours**
Clinic:	315.00 hours
Total:	420.00 hours

Beta Unit

Total Weeks:	12
Classroom:	70.00 hours**
Clinic:	350.00 hours
Total:	420.00 hours

Gamma Unit

Total Weeks:	8
Classroom:	56.00 hours**
Clinic:	219.00 hours
Total:	275.00 hours

Cosmetology Curriculum Overview



Brown Aveda™ Institute education is rigorous and thorough. Throughout the 46 week Cosmetology program, you'll cover the following topics in varying levels of depth and detail, giving you an exceptional foundation for your professional career.

Plant Aromaology®

history of aromaology
psychology of aroma
therapeutic effects
custom testing and blending

Chemistry

scalp and hair analysis
bacteriology
infection control
sanitation/sterilization
ingredient analysis

Anatomy & Physiology

cells, tissue and organs
muscular system
nervous system
circulatory system
endocrine system
excretory system
respiratory system
digestive system
nutrition

Shampooing/Conditioning

product analysis
procedures/techniques
draping for wet and dry chemical services
selecting correct shampoo/conditioner

Hair Styling

wet styling
fingerwaving
pin curl techniques
roller curls
comb out techniques
artistry in hair styling
thermal styling
conventional thermal (marcel) irons
electronic thermal irons
blow-dry styling

Hair Cutting

implements and techniques
sectioning
scissors
clippers
razors
client consultation

Permanent Restructuring

history of permanent waving
chemistry of solutions
pre-perm analysis
rod selection
perming techniques
custom perm design and wrapping

Chemical Hair

relaxing/restructuring
product analysis
client hair analysis
application techniques
equipment, implements and materials

Hair Coloring

color theory
classifications of hair color
product analysis
corrective coloring
contemporary techniques
one dimensional
multi-dimensional
foils
bleach/tone

Skin Care

histology
disorders
facials
cleansing
massage
full body general relaxation massage
moisturizing

Makeup

tools
color theory
different looks
types of applications
corrective makeup

Nail Care

aromaology manicures/pedicures
nail design and artistry
nail extensions
massage techniques for hands, arms and feet

State Rules and Regulations

Ohio laws and rules
safety and sanitation requirements
personal/career

Development

Business of Being™
time management
goal setting
team building
communication
leadership
resume/cover letter writing
interview techniques
job requirements
employee benefits and wages
retail merchandising
salon entrepreneurship

Combined Cosmetology Managers



Program Schedule

55 weeks

Tuesday through Saturday:
9:00 a.m. - 5:00 p.m.

Your combined cosmetology manager’s training will encompass three types of learning:
Theoretical knowledge, the foundation of your education;
Practical experience, the application of your knowledge; and
Professional business-building skills, vital for your success.

The Combined Cosmetology Managers course is an 1800 hour program that will provide instruction in all aspects of managing a salon or moving forward in owning a salon or spa. This combines our 1500 hour basic course with an additional 300 hours of manager’s training. The manager’s course will also help you to further your education in becoming an instructor in Cosmetology. The curriculum is set up to teach advanced techniques in haircutting, styling, and coloring as well as other chemical services such as permanent waving, chemical hair relaxing and reformation curls. Having advanced skills in these areas will better prepare you for the salon environment. The course will also cover in-depth research along with an understanding of the Ohio Cosmetology Laws and Rules as well as Public Health and Safety Requirements. Our goal is to continue to raise the bar for the industry and help to prepare our graduates to be successful and knowledgeable staff members.

Cosmetology Manager’s Curriculum Overview

Cosmetology Laws and Rules

Ohio Revised Code Statutes, Ohio Administrative Rules, License and Permit Policy Procedures, Continuing Education Policies & Procedures, inspection and Enforcement Policy and Procedures.

Public Health and Safety

Sanitation Practices & Procedures, Sterilization Practices & Procedures, Dispensary Operations & Procedures, Bacteriology, Contagious and Communicable Disease Control, Salon Operations & Procedures, Consumer and Product Safety.

Advanced Techniques

Advanced Anatomy of Hair & Scalp, Advanced Haircutting & Styling, Advanced Chemical Services, Salon Supervision & Management, Specialized Equipment Use and Control, Product and Service Sales Training, Communication Skills.

<u>Weekly Clinic Focal Points</u>	
Week 1	Salon Marketing/Retailing
Week 2	Hairstyling
Week 3	Haircutting/Men
Week 4	Texture
Week 5	Color
Week 6	Spa
Week 7	Current Trend Releases
Week 8	State Board
Week 9	Evaluations

Classroom: 700.0 hours
 Clinic: 1100.0 hours
 Total: 1800.0 hours

Cosmetology Managers



Program Schedule

9 weeks

Tuesday through Saturday:
9:00 a.m. - 5:00 p.m.

Your cosmetology manager's training will encompass three types of learning: *Theoretical knowledge*, the foundation of your education; *Practical experience*, the application of your knowledge; and *Professional business-building skills*, vital for your success.

The 300-hour manager's course will help you to further your education in becoming an instructor in Cosmetology. The curriculum is set up to teach advanced techniques in hair-cutting, styling, and coloring as well as other chemical services such as permanent waving, chemical hair relaxing and reformation curls. Having advanced skills in these areas will better prepare you for the salon environment. The course will also cover in-depth research along with an understanding of the Ohio Cosmetology Laws and Rules as well as Public Health and Safety Requirements. Our goal is to continue to raise the bar for the industry and help to prepare our graduates to be successful and knowledgeable staff members.

All students must complete the 1500-hour Cosmetology Program. This program is only offered at the Mentor location.

Cosmetology Manager's Curriculum Overview

Cosmetology Laws and Rules

Ohio Revised Code Statutes, Ohio Administrative Rules, License and Permit Policy Procedures, Continuing Education Policies & Procedures, inspection and Enforcement Policy and Procedures.

Public Health and Safety

Sanitation Practices & Procedures, Sterilization Practices & Procedures, Dispensary Operations & Procedures, Bacteriology, Contagious and Communicable Disease Control, Salon Operations & Procedures, Consumer and Product Safety.

Advanced Techniques

Advanced Anatomy of Hair & Scalp, Advanced Haircutting & Styling, Advanced Chemical Services, Salon Supervision & Management, Specialized Equipment Use and Control, Product and Service Sales Training, Communication Skills.

<u>Weekly Clinic Focal Points</u>	
Week 1	Salon Marketing/Retailing
Week 2	Hairstyling
Week 3	Haircutting/Men
Week 4	Texture
Week 5	Color
Week 6	Spa
Week 7	Current Trend Releases
Week 8	State Board
Week 9	Evaluations

Classroom: 100.0 hours
 Clinic: 200.0 hours
 Total: 300.0 hours

Esthetics

Prepare for an exciting future in skin care and makeup with Brown Aveda™ Institute. Our Esthetics curriculum provides 600 hours of skin care training with an emphasis on using pure flower and plant essences in treatments. Upon completion, you'll be ready to succeed as a licensed esthetician or a makeup artist.



Program Schedule

25 weeks

Tuesday through Friday:

9:00 a.m. - 2:30 p.m.

Saturday:

8:15 a.m. - 1:45 p.m.

Your professional training encompasses three types of learning: *Theoretical knowledge*, the foundation of your education; *Practical experience*, the application of your knowledge; and *Professional business-building skills*, vital for your success. Each phase of your education will emphasize a different combination of these approaches.

Learn the fundamentals of dermanalysis, facial manipulations and equipment, plant aromaology and makeup, as you study the related sciences of anatomy and histology, along with state safety requirements. Combining theoretical knowledge and hands-on experience, this unit puts you on your way to a career in skin care.

Apply your knowledge through clinic experiences while you increase your understanding in the classroom. In this unit, you'll refine your skills and gain the expertise you need to meet Brown Aveda™ Institute's skin care and makeup service standards and state safety requirements.

You've got the skills. Now learn to put them to work with makeup, plant aromaology and the art of retailing and client servicing. As you learn, you develop the dexterity, timing and technical performance to work with confidence.

Learn real-world strategies to get the job of your dreams, from interviewing to resume writing and beyond. Fine-tune your accuracy, concentration and speed. At this point, you'll have the competency required for the skill certification examination, as well as the theoretical knowledge needed to pass the written examination required by Brown Aveda™ Institute and the State Board of Cosmetology for licensure. Now you're ready to start your career in skin care and makeup.



Classroom 122.0 hours
 Clinic 30.0 hours
 Total: 152.0 hours

Classroom: 60.0 hours*
 Clinic: 90.0 hours
 Total: 150.0 hours

Classroom: 60.0 hours*
 Clinic: 90.0 hours
 Total: 150.0 hours

Classroom: 58.0 hours*
 Clinic: 90.0 hours
 Total: 148.0 hours

(Clinic total includes 3 hours for skill certification).

*Subject to change to reflect the completion of 600 hours.

Esthetics Curriculum Overview



Brown Aveda[™] Institute education is rigorous and thorough. Throughout the 25 week Esthetics program, you'll cover the following topics in varying levels of depth and detail, giving you an exceptional foundation for your professional career.

Anatomy & Physiology

cells, tissue and organs
muscular system
nervous system
circulatory system
endocrine system
excretory system
respiratory system
digestive system

Chemistry

bacteriology
safety and sanitation procedures
ingredient analysis
skin disorders
AIDS and hepatitis
nutrition
physiognomy

Makeup

tools
color theory
natural and classic makeup applications
dramatic and subtle look
photography makeup
runway makeup
lash application

Plant Aromaology

history of plant aromaology
psychology of aroma
therapeutic effect
custom testing and blending
methods of application

Massage

relaxation through massage
detoxification massage for lymphatic drainage
reflexology
basic touch
pressure point massage
full body general relaxation massage

Clinic Practice

clinic set-up
sanitation
time management
daily goals

Treatments

Aveda product systems
facial treatments
full body waxing and sugaring
methods of hair removal
back treatments
spa treatments

Personal/Career Development

Business of Being™
resume writing
interview process
responsibilities of employment
salary plans, benefits and insurance
building a business
client retention
retail strategies
merchandising
incentives
listening and communication
personal development
daily self motivation
nutrition

Microdermabrasion System

Brown Aveda™ Institute is certified to teach Microdermabrasion in our Esthetics Program. This is a non-invasive, exfoliation of the skin with specialized equipment. Students will only be certified upon completing their 600 hours and passing the State Board Exam.

Combined Esthetics Managers



Program Schedule

31 weeks

Tuesday through Friday:
9:00 a.m. - 2:30 p.m.

Saturday:
8:15 a.m. - 1:45 p.m.

Your combined esthetics manager's training will encompass three types of learning:
Theoretical knowledge, the foundation of your education;
Practical experience, the application of your knowledge; and
Professional business-building skills, vital for your success.

This 750 hour course combines our 600 hour basic course with an additional 150 hours of Manager's Training. You will learn the fundamentals of dermanalysis, facial manipulations, full body relaxation massage, equipment and study the related sciences of anatomy and histology. During this course, you will be provided with advanced training in the above techniques. Upon completion, you will be ready to succeed as a licensed manager's esthetician or make-up artist. State guidelines will be followed in regard to safety requirements. In addition, we will provide all aspects of managing a spa whether it is your career position or owning your own salon or spa. We will also review information on career and employment to include professional ethics, effective communication and human relations, financial data, licensing requirements and regulations and fundamentals of business management. Our goal for you is to be able to raise the bar of your chosen profession for many years to come.

Esthetics Manager's Curriculum Overview

Cosmetology Laws and Rules

Ohio Revised Code Statutes, Ohio Administrative Rules, License and Permit Policy Procedures, Continuing Education Policies & Procedures, inspection and Enforcement Policy and Procedures.

Advanced Techniques

Advanced Anatomy of Skin, Advanced Treatment of Muscles and Nerves, Advanced Facial & Body Treatments, Salon Supervision & Management, Specialized Equipment Use and Control, Product and Service Sales Training, Communication Skills.

Public Health and Safety

Sanitation Practices & Procedures, Sterilization Practices & Procedures, Dispensary Operations & Procedures, Bacteriology, Contagious and Communicable Disease Control, Salon Operations & Procedures, Consumer and Product Safety.

Units of Instruction

The following is a detailed breakdown of the total unit contents on the subject matter in which the student will study both in Non-clinic and Clinic hours as applicable per our Ohio State Board of Cosmetology. Each subject is clearly stated and broken down as to what categories fall under that subject on the student weekly time sheet.

<u>Subject</u>	<u>Non-Clinic</u>	<u>Clinic</u>
Sanitation & Bacteriology:	30	45
Anatomy:	40	30
Electricity:	20	20
Massage:	35	35
Chemistry:	20	20
Facials:	40	40
Skin Types:	40	30
Make-up:	45	50
Shop:	20	20
COS laws and rules:	10	10

Manager's Portion

COS laws and rules:	17.5	22.5
Public Health & Safety	17.5	22.5
Advanced Techniques	<u>30.0</u>	<u>40.0</u>
TOTAL HOURS:	365 HOURS	385 HOURS

Classroom: 365.0 hours
 Clinic: 385.0 hours
 Total: 750.0 hours

Esthetics Managers



Program Schedule

6 weeks

Tuesday through Friday:
9:00 a.m. - 2:30 p.m.

Saturday:
8:15 a.m. - 1:45 p.m.

Your esthetics manager's training will encompass three types of learning: *Theoretical knowledge*, the foundation of your education; *Practical experience*, the application of your knowledge; and *Professional business-building skills*, vital for your success.

This **150-hour** course provides instruction in all aspects of managing a spa whether it is your career position or it's owning a spa or salon. You will be participating in advanced classes in body treatments, Stone Therapy, Waxing, and Relaxation Body Massage. These classes will better prepare you for the spa environment. You will also receive in-depth research along with an understanding of the Ohio Cosmetology Laws and Rules as well as Public Health and Safety requirements. Our goal for you is to be able to continue to raise the bar of your chosen profession for many years to come.

All students must complete the 600-hour Esthetics Program. This program is only offered at the Mentor location.

Esthetics Manager's Curriculum Overview

Cosmetology Laws and Rules

Ohio Revised Code Statutes, Ohio Administrative Rules, License and Permit Policy Procedures, Continuing Education Policies & Procedures, inspection and Enforcement Policy and Procedures.

Public Health and Safety

Sanitation Practices & Procedures, Sterilization Practices & Procedures, Dispensary Operations & Procedures, Bacteriology, Contagious and Communicable Disease Control, Salon Operations & Procedures, Consumer and Product Safety.

Advanced Techniques

Advanced Anatomy of Skin, Advanced Treatment of Muscles and Nerves, Advanced Facial & Body Treatments, Salon Supervision & Management, Specialized Equipment Use and Control, Product and Service Sales Training, Communication Skills.

Units of Instruction

The following is a detailed breakdown of the total unit contents on the subject matter in which the student will study both in Non-clinic and Clinic hours as applicable per our Ohio State Board of Cosmetology. Each subject is clearly stated and broken down as to what categories fall under that subject on the student weekly time sheet.

Subject

COS laws and rules:	17.5	22.5
Public Health & Safety	17.5	22.5
Advanced Techniques	<u>30.0</u>	<u>40.0</u>
TOTAL HOURS:	65 HOURS	85 HOURS

Classroom: 65.0 hours
 Clinic: 85.0 hours
 Total: 150.0 hours

Nail Therapy

Entrepreneur Magazine listed the nail business as being one of the fastest growing opportunities. The nail curriculum is focused on the complete understanding of all nail care services as well as foot and hand care. By using products that are pure and natural, you will learn how to beautify the natural nail.



Program Schedule

22 weeks

Wednesday & Thursday:
5:30 p.m. - 9:00 p.m.

Saturday:
9:00 a.m. - 5:00 p.m.

Your professional training will encompass three types of learning: *Theoretical knowledge*, the foundation of your education; *Practical experience*, the application of your knowledge; and *Professional business-building skills*, vital for your success. Each phase of your education will emphasize a different combination of these approaches.

Introduction/Alpha Unit

Learn the fundamentals of manicuring, pedicuring, use of equipment, plant essentials and how they relate to the spa end of the service. You will study related sciences of anatomy and histology along with safety studies and gain an understanding of nail disorders and sanitation.

You will learn to use the knowledge gained in theory by applying it to practical situations in the clinic. You will improve your skills and attain a level of performance consistent with the standards of Brown Aveda™ Institute.

Beta/Gamma Unit

Now that you know how to do it, take this opportunity to sharpen your skills. You will learn retailing skills, customer care and service skills.

Managers Unit

Learn the final strategies necessary for job placement and interviewing. Fine tune your concentration, skill and speed. You will be tested for skill certification and theoretical knowledge so that you will be able to pass the written and practical exam given by the State of Ohio Board of Cosmetology. In addition, you will also receive the necessary hours to take the manager's test. You are ready to start your career.



Part Time

Classroom: 150.0 hours*
Clinic: 150.0 hours
Total: 300.0 hours**

Upon graduation, you qualify for a managing nail technicians license.

*Subject to change to reflect the completion of 300 hours.

**These total hours may change in the future to stay in compliance with State Board regulations.

Nail Therapy Curriculum Overview



Brown Aveda™ Institute Curriculum is comprehensive and condenses a wealth of knowledge into the relatively few hours that the state requires for a basic education in nail therapy and a manager's license. In this course, you will cover the following areas in 12 weeks, after which you will be well on your way to an exciting career.

Anatomy & Physiology

cells, tissue and organs
muscles
nervous system
circulatory system

Chemistry

bacteriology
safety and sanitation
ingredient analysis
nail disease and disorders
AIDS and hepatitis

Sculptured Nails

tips
full sculpture
fabric wraps
nail art
airbrushing
gel nails

Spa Services in Manicures and Pedicures

manicures
pedicures
natural nail manicures
hand and arm massage
foot and leg massage
reflexology

Clinic Practice

clinic set-up
sanitation
time management
daily goals

Treatments

Aveda product systems
resin treatments
massage of hands and feet

**Personal/Career
Development**

Business of Being™
resume writing
interview process
responsibilities of employment
salary plans, benefits and insurance
client retention
retail strategies
merchandising
incentives
listening and communication
personal development
daily self motivation
nutrition
State and Federal tax

Admission Requirements

If you're excited about the prospect of training at Brown Aveda™ Institute, here's all you have to do to get started.

1. Have an informational interview with an Admissions Representative.
2. Take and pass a basic skills exam.
3. Submit a letter of intent describing your reasons and goals for enrolling in the program.
4. Submit a letter of recommendation.
5. Submit your high school transcripts showing graduation date or a copy of your General Education Diploma (GED). For those students who are home-schooled, we will review the

necessary documentation. Ohio State Board of Cosmetology requires all candidates to be at least 16 years old.

6. Submit a completed enrollment contract (to be provided by your Admissions Representative) with a \$50 non-refundable application fee and \$250.00 enrollment fee.

To schedule an informational interview, call the Admissions Department at 440.255.9494 (ext. 208 for Mentor and ext. 402 for Rocky River).

Transfer Admission

Brown Aveda™ Institute will consider transfer hours on a case by case basis.

Housing

Brown Aveda™ Institute does not own or operate student housing.

Career Placement

Career Placement is a service offered to the Brown Aveda Institute graduates. Our Institute is part of the Aveda School Program and supports a network of many salons and spas nationwide. We will be happy to help you begin your career, however, cannot guarantee placement. During the exit interview we will discuss what options are available for the student upon graduation. We'll help you gain the knowledge you need with career fairs, career days and resumé project instruction.

Brown Aveda™ Institute does not recruit ANY students from other schools or institutions.



WELCOME to Brown Aveda™ Institute Mentor

Brown Aveda™ Institute, in its admissions, instruction and graduation policies, practices no discrimination on the basis of race, religion, color, financial status, sex, ethnic origin, age, veteran status, physical challenges, or sexual orientation.

Academic Information

Student Evaluation

Your progress at Brown Aveda™ Institute will be evaluated on the basis of weekly written tests, daily clinic practical experiences, daily quota experiences, a final practical and written examination and projects. During your clinic time, you will also be graded on the services you perform on the client. This grade is comprised from the service wheel located on the client ticket.

Grading Scale

100-99%	A	(DEAN'S LIST)
98-96%	A-	(DEAN'S LIST)
95-93%	B+	
92-90%	B	
89-87%	B-	
86-84%	C+	
83-81%	C	
80%	C-	
79%	D	

Access to Cumulative Records

Students that are in regular attendance at Brown Aveda™ Institute, have the right to inspect and review educational, financial and attendance records to ensure they are accurate, factual and do not violate the student's privacy or other rights. Students may schedule an appointment with the student services coordinator to review these records. Please refer to the Family Education Rights and Privacy Act and the Student Information Release Policy as it relates to parental/guardian access to records.

Family Education Rights and Privacy Act (FERPA)

- The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education.
- FERPA gives parents certain rights with respect to their children's education records. These rights transfer to the student when he or she reaches the age of 18 or attends a school beyond the high school level. Students to whom the rights have transferred are "eligible students."
- For additional information or technical assistance, you may call (202) 260-3887

(voice). Individuals who use TDD may call the Federal Information Relay Service at 1-800-877-8339.

Or you may contact us at the following address:

Family Policy Compliance Office
U.S. Dept. of Education
400 Maryland Avenue, SW
Washington, D.C. 20202-5920

- Obtain a copy of the standard. A complete copy of the standard is available upon request from the administrative office.

Make-up Work Policy

Students not in attendance at testing time must:

- a) Contact educator immediately upon returning to school to schedule make-up examinations.
- b) Accept 80% passing score for make-up exams.



The spacious central atrium is ideal for larger gatherings and lectures at Brown Aveda™ Institute Mentor

Academic Information (continued)

- c) Make arrangements with their educator to take examinations or practical testing prior to absence (if absence is known ahead of time) to be eligible for full score value (applies **only** if student obtained an approved Leave of Absence or approved time away from school).
- d) Arrange with their educator to take missed examinations or practical testing immediately upon their return to receive full score value (applies **only** for students on medical leave).

Test Retake Policy

Upon taking the same test three (3) times and not achieving a passing score, the student would be placed on a one (1) day suspension. In addition, student must accept an 80% passing score for written exam.

Student Information Release Policy

Brown Aveda[™] Institute requires written authorization from a student/guardian or graduate in order to release academic, attendance, enrollment status, financial and/or any other information to agencies, prospective employers or any other party seeking information about the student. The student information cannot be released without written consent

from the student each and every time a request for information is made. The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's education records. These rights transfer to the student when he or she reaches the age of 18 or attends a school beyond the high school level. Students to whom the rights have transferred are "eligible students." Certain agencies would be exempt from these policies (NACCAS, U.S. Dept. of Education, Ohio State Board of Cosmetology, authorized staff and law enforcement agencies).

Graduation Requirements

To receive a diploma from Brown Aveda[™] Institute, you must:

1. Meet the minimum course requirements;
2. Complete 1500 hours for cosmetology, 1800 hours for combined cosmetology, 600 hours for esthetics, 300 hours for nail

therapy or 750 hours for combined esthetics managers;

3. Meet the satisfactory progress requirements as outlined in the student manual;
4. Complete tuition and fee obligations;

Additional Hours

If a student, after completing the required number of hours for the course, requests additional instruction, it may be provided at the discretion of the managing educator, at an hourly rate to be paid by the student in advance. The student will be charged \$15.00 per hour.

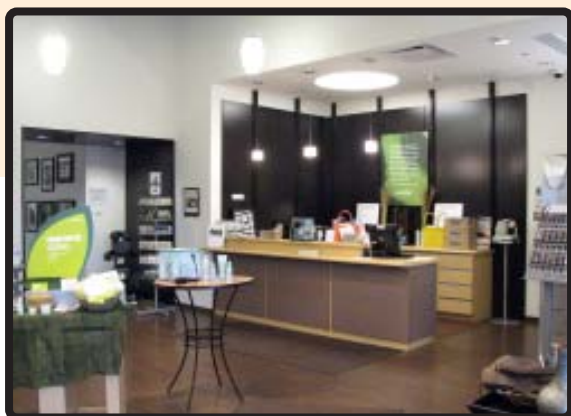
Licensing Requirements

To receive a license in the state of Ohio, a cosmetology, esthetics or nail therapy student is required to:

1. Complete the hours in the course of instruction;
2. Meet the service quota minimums;
3. Submit the following items to Administration at an exit interview: license application, license fee, skill certification examination scores, and Ohio registration form.

Brown Aveda[™] Institute Requirements/State Board

Student must have high school diploma or GED and must be at least 16 years of age (to comply with rules of the State Board of Cosme-



Retail area at Brown Aveda[™] Institute Rocky River

Tuition and Start Dates

See insert, or on website see
Enrollment - Tuition & Start Date tab



Brown Aveda™ Institute (Mentor) has a separate area for the study of spa services

Brown Aveda™ Institute Mentor has a roomy clinic area



The shampoo area at Brown Aveda™ Institute Mentor features modern, comfortable seating.

Policies and Standards

To help you achieve excellence in cosmetology and esthetics, we have established these guidelines to ensure fairness, understanding and positive work habits among our students.

tology). In order to be accepted into Brown Aveda™ Institute, the student must pass the admissions scholastic evaluation with a test score of 13 or more. Every student is given two opportunities to pass the exam.

Costs

The student understands that he/she may be required to incur additional costs for miscellaneous supplies, other than those included in the total cost, not to exceed \$500.

Standards

Students at Brown Aveda Institute must meet the following standards of professionalism in order to ensure successful practices in their future careers:

1. Maintaining a professional appearance is pertinent to the success of the student. The professional appearance of a student includes the following considerations:
 - a) One (1) uniform shirt and one (1) apron are supplied in the student's kit. ***If student is enrolled in a Manager's Program, they will receive (1) additional uniform shirt at the onset of this phase.*** They are to be clean, ironed, not torn, unstained, unaltered and worn during all classroom and clinic-floor hours. If it does not meet these standards, or if the student comes to school without it, he/she may rent one for a

cost of \$5.00 per day. If student needs to purchase an additional shirt, notify your educator immediately and the cost to replace will be \$75.00. Aprons must be removed when leaving the building.

- b) No other shirt, jacket or sweatshirt is to be worn over top of your uniform. Please note that any garment worn underneath must be BLACK.
- c) Identification badges are to be worn as issued during all clocked hours to identify students to staff and clients, and are to be removed when leaving the building. If you report your name badge lost, we will replace it once at no charge; the second time it is missing, you will be charged a fee of \$15.00 to replace it. A new badge will then be ordered and a temporary one will be made for student to wear in the interim. Break Passes must also be worn while student is on their break (See specific break standard). If lost, student must notify their educator to have it replaced at a cost of \$5.00.
- d) **Solid black dress pants are required to be worn by each student. These slacks should be clean, neat, pressed and free from tears**

or frays of any kind. Suspenders, revealing clothing, hats, headwraps, sunglasses and headphones are not permitted. Headbands are acceptable in any color.

- e) Solid, black, soft sole footwear, which must be professional in appearance, with solid black socks, nylons or tights that cover the ankles must be worn at all times. No tennis shoes, tennis shoe look-alikes or open toed shoes are permitted.
- f) Brown Aveda Institute reserves the right to maintain an esthetic standard for all students including professional personal hygiene and grooming and to the extent appropriate, application of colour cosmetics, appropriate facial hair and standard dress code adherence.
- g) Students, who in the reasonable opinion of Brown Aveda Institute staff are not dressed professionally, can be sent home to obtain appropriate clothing.
- h) Students may leave the property during lunch, but must clock in and out and remove apron and ID badge. Please be aware



The Cosmetology Clinic at Brown Aveda™ Institute Rocky River

Policies and Standards (continued)

that only students and staff are permitted in our lunch room during school hours.

- i) Students must remain on the property during their break. (State Board requirement)
 - j) Services may not be performed on fellow students unless it is for a class demonstration or fashion show and be supervised by an educator.
- 2) Students are expected to conduct themselves in a professional manner at all times and be mindful of the following:
- a) To maintain a learning environment for all students; anyone who is disruptive in the classroom or clinic floor (rudeness, foul language or other unprofessional behavior) may be dismissed for the day.
 - b) Food, candy, and beverages are allowed in the lunch room only during designated hours. Gum is not allowed in any area of the building.
 - c) Brown Aveda Institute is a smoke-free facility. Smoking on school property is strictly prohibited.
 - d) Students will only be permitted to receive and make emergency phone calls, so as not to interrupt the educational process during class time. You may use your cell phone on your

breaks in the locker room or outside if you need to make a call. Please see our specific cell phone standard that is handed out during orientation.

- e) Any visitors that the student might receive are required to enter through the front door and check in with the front desk. Student is only permitted to spend time with the visitor if they are on an approved break.
- 3) To ensure that each student receives consistent and comprehensive instruction in the classroom or clinical environment, they need to remain in their assigned areas or receive their educator's permission to be in unassigned areas.
- 4) To benefit from the training and technical experience Brown Aveda Institute offers, students need to be mentally alert and have a sober state of mind. Brown Aveda Institute strongly supports the National Drug Prevention Program that does not condone the use of controlled substances and intoxicants. Students using controlled substances and intoxicants will be terminated.
- 5) All services or work done by students must be assigned by, performed under the supervision of, and evaluated by an educator within the educational situation. Students who refuse an assigned service will

be dismissed for the remainder of the day. Student kits are to be used for assigned services only. Only authorized solicitation of products, merchandise or services will be considered professional.

- 6) Students are responsible for their own personal property and are provided a combination lock for a \$10.00 refundable fee for their lockers and/or lockable stations and are to secure their property in these locked areas. In order to perform professional services, student kits are to be complete at all times. If any kit items are missing or damaged, the student will be required to replace the item in 48 hours. Stealing, defacing or damaging student or school equipment or property can result in termination and require monetary restitution.

Student Disabilities (including pregnancy)

In accordance with Disability Laws, should a student be or become Disabled (including pregnant) during enrollment at Brown Aveda Institute and choose to communicate this to the Administrative Staff, appropriate measures (which may include various leave of absences) can be made to accommodate limitations. The student's attending physician must complete a "Fitness for Duty Certification". Please see your Student Service Representative for

Policies and Standards (continued)

this certification and additional information if necessary.

Minor Standard Violations

Minor violations include: assigned area violations, property misuses, client service violations, scanning a label through the time clock other than the one you were given, unprofessional behavior, cheating in the classroom, not being prepared for scheduled classroom or clinic activities, any disruptive behaviors determined by the educators or administrative staff as interrupting or preventing the regular operation of the school or the education of other students, and improper documentation of manual sign in times.

Failure to call in within one hour of regular start time when you will be late or absent.

Note: For above specific minor violation, three offenses in a 90-day period results in a one-day suspension.

Anytime during the student's program, the violation of a minor standard may result in lost hours, and repeated violations may result in suspension from the school or termination. After every 90 days, the period renews.

First Offense: will discuss and review the minor violation with student and document this in writing.

Second Offense: will issue a Confidential Advising Report to the student, which may result in suspension depending upon the circumstances of the violation.

Third Offense: student may be suspended for one to three days upon review with possible stipulations, such as outside counseling or report writing. Upon returning, they will meet with the Review Board.

Minor Standard Suspension

Students who are suspended have up to 30 days to provide the Board documentation that the stipulations have been met. Once the Review Board has agreed that the student is prepared to comply with the professional standards of the school, the student may return to school; however, a record of suspension will be recorded in the student's permanent file. While a student is suspended, no clock hours may be earned, and tuition charges are suspended.

If a student on suspension fails to respond in 30 days, the student is automatically terminated.

Major Standard Violations

Major standards include using controlled substances/alcohol, defacing or destroying property, stealing, falsifying documents, committing fraud, abusing and/or causing physical harm to others and violating local, state and federal laws.

Anytime during a student's program, the violation of a major standard will result in suspension pending review of this alleged violation. Depending on the outcome of this investigation, if a student is terminated from a program for this, they will not be considered for re-entry into the same program or any alternative program. In addition, student will not be permitted to enter the school campus for any reason, including to receive client services once they have been terminated.

Students and Employees

are prohibited from the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance or alcohol anywhere on property belonging to the school or salon including grounds, parking areas, anywhere within the building, or while participating in school-related activities. Students or employees who violate this standard will be subject to disciplinary action up to and including expulsion or termination of employment.

As a condition of enrollment or employment, students and employees must abide by the terms



The Esthetics Clinic at Brown AvedaTM Institute Rocky River

Policies and Standards (continued)

of the standard or we will take one or more of the following actions within 30 days with respect to any student or employee who violates this standard by:

- reporting the violation to law enforcement officials;
- taking appropriate disciplinary action against such student or employee, up to and including expulsion or termination of employment; and
- requiring such student or employee to participate in a substance abuse rehabilitation program approved for such purposes by a federal, state, local health, law enforcement or other appropriate agency.

In compliance with the law, this institution will make a good faith effort to maintain a drug and alcohol free program. We consider the content an integral part of our drug free school and work place standard.

Brown Aveda Institute also prohibits bringing guns, weapons, explosives or any other deadly or dangerous device on its premises. No student, employee, contractor or visitor of such is permitted at any time to enter the building with a handgun, firearm, explosive or other deadly or dangerous device. Violation of this policy by any student or employee will lead to immediate discipline, including termination from our school.

Local Sanctions

Additional sanctions may be applicable within the jurisdiction of the State of Ohio.

Attendance Policies

Absences: Brown Aveda™ Institute does not differentiate between “excused” and “unexcused” absences. It is mandatory that the student call in if they know they will not be in attendance on a particular day. If students encounter situations that mandate missed hours, such as emergencies and illnesses, each field of study has a predetermined “pool of hours” that can be used for class or clinic time missed. The pool of hours has been established as the maximum amount of time that students can be absent and still achieve the quality of skills that will be necessary in the workplace.

Cosmetology: Cosmetology students can be absent for a total of 74 hours, only 24 of which can be missed on Saturdays. After 74 hours and 15 minutes of absences, the student may be terminated without appeal or may continue, at the school’s discretion, for an hourly rate. After 24 hours and 15 minutes missed on Saturdays, the student will be terminated without appeal.

Combined Cosmetology Manager: Cosmetology Manager students can be absent for a total of 90 hours, only 32 of which can be missed on Saturdays. After 90 hours and 15 minutes of absences, the student may be terminated

without appeal or may continue, at the school’s discretion, for an hourly rate. After 32 hours and 15 minutes missed on Saturdays, the student will be terminated without appeal.

Esthetics: Esthetics students can be absent for a total of 32 hours, only 10 of which can be missed on Saturdays. After 32 hours and 15 minutes of absences, the student may be terminated without appeal or may continue, at the school’s discretion, for an hourly rate. After 10 hours and 15 minutes missed on Saturdays, the student will be terminated without appeal.

Combined Esthetics Manager: Combined Esthetics Manager students can be absent for a total of 37 hours, only 15 of which can be missed on Saturdays. After 37 hours and 15 minutes of absences, the student may be terminated without appeal or may continue, at the school’s discretion, for an hourly rate. After 15 hours and 15 minutes missed on Saturdays, the student will be terminated without appeal.

Nail Therapy: Nail Therapy students can be absent for a total of 16 hours, only 8 of which can be missed on Saturdays. After 16 hours and 15 minutes of absences, the student may be terminated without appeal or may continue, at the school’s discretion, for an hourly rate. After 8 hours and 15 minutes missed on Saturdays, the student will be terminated without appeal.

To help prepare you for the workplace, Brown Aveda™ Institute operates much like a professional salon environment. Late arrivals, absences and other interruptions in your training have a significant effect on your achievement—just as they would if you were an employee in a salon, day spa or other professional environment. By law, we must keep track of your training hours for licensure or certification.

Policies and Standards (continued)

Plan of Action/Attendance/Tardiness Infractions

Each late arrival, leave early, and/or failure to clock in or out will be handled through a progressive step process. This will ensure that each student will be monitored consistently. *Please be aware that you will be considered tardy even if you have submitted the Student Absenteeism/Notification of Attendance Infraction Form.*

- First, second and third occurrences – All tardies, leave earlies and failures to clock will be noted on student's Time Sheet in the Time Clock Infraction column and numbered consecutively. After every 90-days, the period renews.
- Third occurrence - student will either meet with Barb Bader or report to the office to be notified of their suspension

dates. Student will be suspended for two days not to include Saturdays. Upon return, the student will bring a letter reaffirming the student's commitment to the program. The student must present the letter along with an explanation to the review board (administrative personnel) before the student is reinstated. During this suspension, the student will not accumulate hours.

- Students who "cut class" for any reason will be considered absent, and these hours will go against their pool of hours.
- Because of the importance we place on being present on Saturdays, **your suspension will occur on the days between Wednesday through Friday.**

Late Arrival

All students arriving late must clock in and proceed to their assigned area to complete an "attendance tracking form."

Early Releases

Students leaving early must notify an educator and complete a form one week in advance of the request unless medical or family emergency (or immediately upon arrival), obtain an "attendance tracking form" to be signed by educator and administrative staff member and clock out for the day.

Notice of Expected Absence

Student planning to be absent must obtain and complete a "notice of expected absence" form at least 1 week in advance and have form signed by educator and administrative staff member.

Time Record Policies

It is a state requirement that the school provide an accurate system for recording all students' times, services and class hours. Students are ultimately responsible for tracking hours on a daily basis. Brown Aveda™ Institute will honor documented daily time attended, up to 10 hours.* This is in accordance with the state of Ohio, which allows us to issue no more than 10 hours per day.

Time Clock Procedures:

- You will be clocking in and out each day and at lunch time using your fingerprint or passcode.
- Please leave your name badge in the holder after



Esthetics Classroom at Brown Aveda™ Institute Rocky River

Holidays and Closures

Brown Aveda™ Institute recognizes the following days as legal holidays:

New Year's Day: January 1st
Martin Luther King Day
Memorial Day

*Independence Day: July 4th
Thanksgiving Day: 4th Thursday in November
December holidays (2 days)

School will be closed for (5) staff conference days during a calendar year.

If any holiday falls on a Monday, the Tuesday following will be recognized. Days off due to legal holidays are recorded as such and extend the enrollment contract.

* If this holiday does not fall on a scheduled school day, another day will be recognized.

Policies and Standards (continued)

clocking out for the evening.

- If you report your name badge lost, we will replace it once at no charge; the second time it is missing, you will be charged a fee of \$15.00 to replace it.
- Clock hours will be rounded to nearest 1/4 hour clocked in. For example, if you clock in from 9:00 - 9:07, you will be credited from 9:00. If you clock in anywhere from 9:08 - 9:15, you will be credited from 9:15. Please be aware that **you will still be considered tardy one minute after your required arrival time.** Suspensions will be in effect, per usual, after your third tardy. This standard also applies to the time you clock out at the end of your scheduled departure time.

Complaint Procedure

At Brown Aveda Institute we like to refer to the complaints brought forth by students as "Challenges and Solutions". Students are encouraged to share their own solutions to challenges that they observe in any area of the school that they feel could be improved or have a challenge with. We provide forms on your first day of class for you to document those concerns. You can also obtain copies of these forms from the black box located on the wall by the locker room. This is also the locked box where you would drop your completed forms in when you are done with them. Our Administrative Staff empties this box

twice weekly and reviews, evaluates and responds to the student. Therefore, please be sure to put your name on this form as we cannot respond without a name. The information you write on this form is kept confidential within certain members of the Administrative Staff that have to review them.

The next step in this process is that a response will be given in writing if applicable or a school representative will meet with you within 15 days of receipt of the written complaint. If at this time, the complaint cannot be resolved, this complaint shall go before the Complaint Committee. They will meet with you within (21) days of receipt of the complaint. If no additional information is needed, this committee will act on the allegations and a letter will be sent to the student within 15 days, stating what steps are being taken or information that shows that the allegations were not warranted or based on fact.

If the student has exhausted the methods above and is still not satisfied with the action taken, or feel that the school is in violation of *NACCAS requirements, they can pursue this matter by contacting our accreditation agency below. students may call this number to receive information about filing a formal complaint: **703 – 600-7600.**
*National Accrediting Commission of Career Arts and Sciences
4401 Ford Ave. - Suite 1300
Alexandria, VA 22302

Cancellation and Refund Policies

Enrollment can be terminated only by written notice of cancellation from one party to the other. Said notice shall be mailed, postage prepaid, either registered or certified, or return receipt requested, to the other party, or delivered to the other party in person.

Students receiving assistance from Federal Title IV programs may be subject to the following Federal Regulations as outlined below: If the student was scheduled to complete less than 60% of the clock hours in the payment period, unearned Title IV funds have to be returned to the Department of Education. This return of Title IV funds, along with the school's refund policy below, may result in charges owed to the school for which the student may be liable. The Institute is required to do a Return to Title IV funds calculation if a student completely withdraws or is terminated from the program for any reason. Federal Regulations require the return of Title IV funds in the following order, if applicable; Unsubsidized Loans, Subsidized Loans, Perkins Loans, Plus Loans, Pell Grants, SEOG or other Title IV.

The school's refund policy is as follows:

- A. If a student's application is rejected by the school or if he/she cancels enrollment within three business days of signing the enrollment contract, all money collected by the school

NON REFUNDABLE ITEMS INCLUDE APPLICATION FEE, ENROLLMENT FEE, STUDENT KIT, UNIFORM, BOOKS & SUPPLIES.

Policies and Standards (continued)

will be refunded (except for the non-refundable \$50.00 application fee), whether or not the student has begun the course of instruction. If student completes the enrollment and decides to change their start date, a re-application fee of \$50.00 will apply.

- B. If a student cancels his/her enrollment after three business days of signing the enrollment contract, but before the student begins course instruction, all money less the \$250 enrollment fee and the \$50 non-refundable application fee, will be refunded.
- C. If a course or program is cancelled by the school after a student's enrollment, the school will provide a full refund of all money paid.
- D. If, for any reason, the school is permanently closed and no longer offers instruction after a student has enrolled, the student is entitled to a pro-rata refund of tuition.
- E. If either party cancels the contract after the student begins class and after three business days of signing the enrollment contract, the school will keep the registration fee, the student kit fee (as the kit becomes the property of the student) and the applicable tuition amount.
- F. After student attends the first day of school, the following items are considered non-refundable: kit, books, supplies, and uniform.

The refund calculation for students whose date of withdrawal from the school is before the 50% point (in time) in the period of enrollment for which the student has been charged, is determined as follows:

1. Determine the total scheduled hours in the enrollment period for which the student has been charged.
2. Divide that number into the number of clock hours remaining to be completed by the student in that period as of the last day of physical attendance at the school. Round down to the nearest 10 percent of that period.
3. Subtract any unpaid charges owed by the student for the period of enrollment for which the student has been charged and a \$150.00 administrative fee.

The refund calculation does not apply to a student whose date of withdrawal is after the 50% point in time in the period of enrollment for which the student has been charged. At this point, the student will be charged 100% of all tuition and fees.

The school shall acknowledge in writing any valid notice of cancellation within 10 days after the receipt of such notice. Any money due to the applicant or student shall be refunded within 45 business days of the official withdrawal date or the date the school discovers that the student has unofficially withdrawn. If a student chooses to withdraw from our school for any reason and later wants to return

and is accepted by Brown Aveda™ Institute, a \$150.00 re-instatement fee will apply. We will consider a student unofficially withdrawn if that student does not report to school or call for 72 hours. The official withdrawal date is determined by the postmark date on written notification, or the date said written notice is delivered to the school director in person. All miscellaneous costs which have not yet become due will be void. In the case of a student not returning from a leave of absence, the school shall return any monies due the student or applicant within 45 days of the termination date, which will be the earlier of the documented date of the return or the date that the student notified the institution in writing that he/she will not be returning.

Tuition Adjustment Table (effective November 2008)

For students who enroll in and begin classes, the following schedule of tuition adjustment will be followed for refunds:

Percentage Completed	Percentage Owed To School
0.01% to 4.9%	20%
5% to 9.9%	30%
10% to 14.9%	40%
15% to 24.9%	45%
25% to 49.9%	70%
50% and over	100%

Brown Aveda™ Institute courses are approved for the Training of Veterans and with The Workforce Investment Act of 1998.

Brown Aveda™ Institute is licensed by:
Ohio State Board of Cosmetology
1929 Gateway Circle
Grove City, Ohio 43123
614.466.3834
614-644-6880 (fax)

Both campuses of Brown Aveda™ Institute have been granted accreditation through the National Accrediting Commission of Career Arts & Sciences (NACCAS).

NACCAS
4401 Ford Ave., Ste. 1300
Alexandria, Virginia 22302
703.600.7600

The Founders of Brown Aveda™ Institute

Brown Aveda™ Institute is proud to introduce you, the prospective student to a bright new exciting career in Cosmetology, Esthetics, or Nail Therapy.

The founders of both campuses at Brown Aveda™ Institute (Nancy Brown, Ed Brown, and Holly Brown) as well as their staff have taken many steps to provide you with an environment which will give you the most rewarding learning experience of your adult career.

All of your board members and staff have been involved in the hairdressing profession for many

years and want to share all of our lessons learned with you in the hope that you will receive all the rewards that a challenging yet fulfilling career offers.

We ask only for your commitment to excellence as we partner students and teachers to share knowledge. We encourage you to experience the techniques rather than just observe them.

Most importantly to begin your career knowing that there is much left to understand and that your learning begins when you pass the State exam!

Brown Aveda™ Institute will provide you a quality education in Cosmetology, Esthetics, Combined Cosmetology Management and Combined Esthetics Management while teaching the principles of self-mastery, motivational people skills and an appreciation for the arts from which hair, makeup and nail art is born. Always that wellness is the purest form of inner beauty.

Thank you for considering us in this journey into the world of Cosmetology, Esthetics and Nail Therapy. At Brown Aveda™ Institute we put your education and career first.



Nancy Brown



Ed Brown



Holly Brown

Integrating the elements. Awakenning the senses.

The Aveda Institute was founded to create some of the most successful entrepreneurs in hair, skin and nail esthetics, makeup and total body wellness. Our students are educated by accomplished professionals, using innovative curriculums that blend professional techniques with retail and business-building skills. The Institute emphasizes personal well-being as well as environmental responsibility. Using Aveda pure flower and plant essences and plant-based products, we affirm the relationship between personal beauty, wellness and the environment.



**BROWN
AVEDA INSTITUTE**

Mentor Campus
8816 Mentor Avenue
Mentor, Ohio 44060
440.255.9494
www.brownaveda.com

Rocky River Campus
19336 Detroit Road
Beachcliff Market Square
Rocky River, Ohio 44116
440.255.9494