



SCHOOL CATALOG

2025 [01/01/2025 to 12/31/2025]

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ALLURE INSTITUTE OF MAKEUP ARTISTRY

(a DBA of PACIFIC STYLING COLLEGE, LLC)

Main Campus: 2727 N Bristol Street, Santa Ana, CA 92706

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MISSION STATEMENT

To inspire and train students by offering quality beauty education, exceptional level of support and by providing a culture of growth. Allure Institute of Makeup Artistry (Allure IMA) aims to better the lives of our current and graduate students. Allure IMA staff looks forward to helping them become proficient beauty artists while improving their overall quality of life and career.

OBJECTIVE

Our programs are designed to help enhance the student's skillset and prepare them to earn a Certificate of Completion in the course(s) they pursue. Artistry programs are designed to help the students build upon their portfolio and to gain insights into the area of study they choose. Allure IMA focuses on offering relevant and up to date content, and staying at par with the industry regulations and raising the bar as it pertains to Tech-in-Beauty. We hope to deliver upon our Mission in building the next generation of professional beauty artists.

CAMPUS LOCATIONS

Allure Institute of Makeup Artistry: Santa Ana, CA (Main Campus)

2727 N. Bristol Street
Santa Ana, CA 92706

Phone: 844.452.7654

Email: info@allureima.com

Web: <https://allureima.com>

Allure Institute of Makeup Artistry: South Gate, CA

4085 Tweedy Blvd
South Gate, CA 90280

Phone: 844.452.7654

Email: info@allureima.com

Web: <https://allureima.com>

Allure Institute of Makeup Artistry: ONLINE

Online Education & Training at Allure Institute of Makeup Artistry is provided through a combination of **LIVE** classes delivered via **cloud platforms including Zoom**. Additionally, Allure Institute of Makeup Artistry provides access to recorded lessons through its proprietary software solution (a web application) hosted at <https://allure.school>. The student is granted access to this web application for a period covering (1) the time Student is actively enrolled and attending classes at Allure Institute of Makeup Artistry, and (2) for a period of twelve (12) months post successful graduation from the enrolled program.

Phone: 844.452.7654

Email: info@allureima.com

Web: <https://allureima.com>

DISTANCE LEARNING

Allure Institute of Makeup Artistry aims to offer students all possible options in order to make learning easy and accessible, especially when it comes to mode of instruction. **Non-Licensure Programs:** Including Intro-MUA, Pro-MUA, Eyelash Extensions, Microblading, Microshading and Hairstyling, students have the option to enroll into either fully On-Campus **OR** fully Online instruction method for these programs. For Students enrolling into the Online option for one of these Non-Licensure Programs, 100% of that program will be taught via Live Zoom classes.

Licensure Programs: Including Cosmetology and Esthetician, students have the option to enroll into either fully On-Campus **OR** Hybrid instruction method for these programs. For Students enrolling into the Hybrid option for one of these Licensure Programs, only the Theoretical component of these programs (which is 25% of the hours) can be completed at distance, using Milady's CIMA platform. The remainder 75% of the program, which constitutes of Practical hours, shall be completed at the Campus of Enrollment as marked on Student's Enrollment Agreement.

The institution recognizes that it is crucial for an effective Distance learning education plan to incorporate constant and timely feedback to students. The Turn-around-times for any submissions by a student of distance learning, including lessons, projects, tasks, etc., shall be no longer than ten (10) calendar days from the date the receipt of said submission(s).

DISCLOSURES

Allure Institute of Makeup Artistry is a private institution that is currently operating as an Exempt Institution, under the CEC 94874(f).

Allure Institute of Makeup Artistry has applied to be approved to operate in California by the Bureau for Private Postsecondary Education (BPPE), of Consumer Affairs, P.O. Box 980818 West Sacramento, CA 95798. Approval to operate means the institution is complaint with state standards as set forth in the CEC 5, CCR. The Bureau's approval means that the institution and its operation comply with the minimum standards and does not imply any endorsement or recommendation by the Bureau.

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at:

Physical Address: 1747 N. Market Blvd. Ste 225 Sacramento, CA 95834

Mailing Address: P.O. Box 980818, West Sacramento, CA 95798-0818

Web: www.bppe.ca.gov

Telephone: (888) 370-7589 (toll free), (916) 574-8900

Fax: (916) 263-1897

As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement. A copy of this Catalog can be found on our website at www.allureima.com.

A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling (888) 370-7589 or by completing a complaint form, which can be obtained on the bureau's Internet Web site: www.bppe.ca.gov.

The Office of Student Assistance and Relief is available to support prospective students, current students, or past students of private postsecondary educational institutions in making informed decisions, understanding their rights, and navigating available services and relief options. The office may be reached by calling (toll-free telephone number) or by visiting (internet website address).

Allure Institute of Makeup Artistry does not currently have any petition of bankruptcy, not operating as a debtor in possession, has not filed a petition within the preceding five years, and does not have a petition in bankruptcy filed against the institution within the preceding five years that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code (11 U.S.C. Sec. 1101 et seq.). (CEC 94909(a)(12))

NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION

The transferability of credits you earn at Allure Institute of Makeup Artistry is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the certificate you earn in the educational program is also at the complete discretion of the institution to which you may seek to transfer. If the certificate that you earn at this institution are not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason, you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending Allure Institute of Makeup Artistry to determine if your certificate will transfer.

Note: The institution has NOT entered into an articulation or transfer agreement with any other college or university.

CREDIT FOR PRIOR EXPERIENTIAL LEARNING

This institution does not credit nor does accept any prior experiential learning for all courses being taught.

STUDENT TUITION RECOVERY FUND (STRF)

According to BPPE's website: The STRF is a fund administered by the Bureau for Private Postsecondary Education (Bureau) that relieves or mitigates economic loss suffered by a student while enrolled in a qualifying institution – generally, one that is approved or registered by the Bureau. At the time of his or her enrollment, the student must have been a California resident or enrolled in a California residency program, prepaid tuition, and suffered economic loss.

Effective **April 1, 2022**, the Student Tuition Recovery Fund (STRF) assessment rate changed from fifty cents (\$.50) per one thousand dollars (\$1,000) of institutional charges to two dollars and fifty cents (\$2.50) per one thousand dollars (\$1,000) of institutional charges. (5, CCR Section 76120)

Note: STRF is a NON-REFUNDABLE FEE.

The State of California established the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic loss suffered by a student in an educational program at a qualifying institution, who is or was a California resident while enrolled, or was enrolled in a residency

program, if the student enrolled in the institution, prepaid tuition, and suffered an economic loss. Unless relieved of the obligation to do so, you must pay the state-imposed assessment for the STRF, or it must be paid on your behalf, if you are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if you are not a California resident, or are not enrolled in a residency program."

(b) In addition to the statement required under subdivision (a) of this section, a qualifying institution shall include the following statement in its school catalog:

"It is important that you keep copies of your enrollment agreement, financial aid documents, receipts, or any other information that documents the amount paid to the school. Questions regarding the STRF may be directed to the Bureau for Private Postsecondary Education, 1747 North Market Blvd., Suite 225, Sacramento, California, 95834, (916) 574-8900 or (888) 370-7589.

To be eligible for STRF, you must be a California resident or enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered an economic loss as a result of any of the following:

- 1.The institution, a location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not choose to participate in a teach-out plan approved by the Bureau or did not complete a chosen teach-out plan approved by the Bureau.
- 2.You were enrolled at an institution or a location of the institution within the 120 day period before the closure of the institution or location of the institution, or were enrolled in an educational program within the 120 day period before the program was discontinued.
- 3.You were enrolled at an institution or a location of the institution more than 120 days before the closure of the institution or location of the institution, in an educational program offered by the institution as to which the Bureau determined there was a significant decline in the quality or value of the program more than 120 days before closure.
- 4.The institution has been ordered to pay a refund by the Bureau but has failed to do so.
- 5.The institution has failed to pay or reimburse loan proceeds under a federal student loan program as required by law, or has failed to pay or reimburse proceeds received by the institution in excess of tuition and other costs.
- 6.You have been awarded restitution, a refund, or other monetary award by an arbitrator or court, based on a violation of this chapter by an institution or representative of an institution, but have been unable to collect the award from the institution.
- 7.You sought legal counsel that resulted in the cancellation of one or more of your student loans and have an invoice for services rendered and evidence of the cancellation of the student loan or loans.

To qualify for STRF reimbursement, the application must be received within four (4) years from the date of the action or event that made the student eligible for recovery from STRF.

A student whose loan is revived by a loan holder or debt collector after a period of noncollection may, at any time, file a written application for recovery from STRF for the debt that would have otherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made the student eligible, the student must have filed a written

application for recovery within the original four (4) year period, unless the period has been extended by another act of law.

However, no claim can be paid to any student without a social security number or a taxpayer identification number.

PROGRAMS

Allure Institute of Makeup Artistry offers the following courses/programs:

- Intro to Makeup Artistry
- Professional Makeup Artistry
- Up-Do Hairstyling
- Microblading
- Microshading
- Esthetician
- Cosmetology

CURRICULUM

A) Intro to Makeup Artistry – On Campus

Educational Objectives:

The Intro to Makeup Artistry course provides 24 hours of technical instruction and practical operations, focusing on foundational practices in the art of makeup. The course is designed to equip students with the essential skills for makeup artistry, including skin care, safety judgments, proper work habits, and a professional attitude. Upon successful completion, students will be awarded a Certificate of Completion and be prepared for entry-level positions in makeup or related career fields. The curriculum emphasizes the importance of professional ethics, effective communication, and the development of basic techniques essential for a successful career in the makeup industry.

Program Length:

- 24 Hours

Instructional Methods:

- 100% Theory and Practical instruction provided **in-person at one of our campuses**.
Theory and Practical Demo by instructor, followed by student practical.

Sequence and Frequency of Lessons:

- In-person classes are held in 4-hour sessions, twice a week for three (3) weeks.
 - Each class session includes a mix of Theoretical instruction and Practical demos.
 - Class Meeting Day/Times: _____
-

Required Materials:

- Textbooks:
 - AIMA Intro Makeup Textbook – Edition 2024.1
- Supplemental Materials:
 - Notes from class lectures
 - Supplemental material handed out in class
 - Supplemental Videos – on AIMA Student app
 - Quizzes – on AIMA Student app
 - Lecture Recaps – on AIMA Student app

Course Outline:

- **Orientation and Basics**
 - Practical assessment on facial anatomy, lip shaping, and eye shapes with instructor feedback.
- **Color Theory and Contouring**
 - Practical assessment on color theory application and contouring techniques with instructor feedback.
- **Infection Control and Client Consultation**
 - Practical assessment on infection control procedures and client consultation techniques with instructor feedback.
- **Natural Makeup and Eyebrows**
 - Practical assessment on applying natural everyday makeup and shaping eyebrows with instructor feedback.
- **Special Event Makeup and Lashes**
 - Practical assessment on creating special event makeup looks and applying strip eyelashes with instructor feedback.
- **Full Face Makeup Application**
 - Final practical assessment on a complete full-face makeup application with instructor feedback.
- **Graduation!! (Photoshoot Optional)**
 - Final practical assessment and optional photoshoot with instructor feedback.

Learning Outcomes:

- Perform essential makeup techniques, including shaping eyebrows, contouring, and applying natural and special event looks.
- Apply infection control and sanitation procedures to ensure client safety.
- Conduct effective client consultations and meet individual client needs.
- Demonstrate professional ethics, communication skills, and grooming standards.
- Prepare and apply foundation according to skin type and tone.

Evaluation Methods:

- Practical assignments are evaluated as completed and counted towards course completion only when rated as satisfactory or better.
- Practical skills are evaluated according to textbook procedures, performance standards established by Allure IMA.
- Students shall make up failed or missed and incomplete assignments on the remedial day assigned by the institution.
- In-app Quizzes: Students will have one (1) quiz corresponding to each class session. These quizzes are accessed and submitted using the AIMA Student app. All quizzes are graded and returned to the student within 7 calendar days from the date of submission.
- Practical work will be graded according to the following scale:
 - Pass: Excellent
 - Needs Improvement: Almost complete or missed something
 - Fail: Unsatisfactory, or completely forgot the step

B) Intro to Makeup Artistry – Online**Educational Objectives:**

The Intro to Makeup Artistry course provides 24 hours of technical instruction and practical operations, focusing on foundational practices in the art of makeup. The course is designed to equip students with the essential skills for makeup artistry, including skin care, safety judgments, proper work habits, and a professional attitude. Upon successful completion, students will be awarded a Certificate of Completion and be prepared for entry-level positions in makeup or related career fields. The curriculum emphasizes the importance of professional ethics, effective communication, and the development of basic techniques essential for a successful career in the makeup industry.

Program Length:

- 24 Hours

Instructional Methods:

- 100% Theory and Practical instruction provided **online using Zoom synchronous meeting**. Theory and Practical Demo by instructor, followed by student practical.

Sequence and Frequency of Lessons:

- Online classes are held in 2-hour sessions, four times a week for three (3) weeks.
 - Each class session includes a mix of Theoretical instruction and Practical demos.
 - Class Meeting Day/Times: _____
-

Required Materials:

- Textbooks:
 - AIMA Intro Makeup Textbook – Edition 2024.1
- Supplemental Materials:
 - Notes from class lectures
 - Supplemental material handed out in class
 - Supplemental Videos – on AIMA Student app
 - Quizzes – on AIMA Student app
 - Lecture Recaps – on AIMA Student app

Course Outline:

- **Orientation and Basics**
 - Practical assessment on facial anatomy, lip shaping, and eye shapes with instructor feedback.
- **Color Theory and Contouring**
 - Practical assessment on color theory application and contouring techniques with instructor feedback.
- **Infection Control and Client Consultation**
 - Practical assessment on infection control procedures and client consultation techniques with instructor feedback.
- **Natural Makeup and Eyebrows**
 - Practical assessment on applying natural everyday makeup and shaping eyebrows with instructor feedback.
- **Special Event Makeup and Lashes**
 - Practical assessment on creating special event makeup looks and applying strip eyelashes with instructor feedback.
- **Full Face Makeup Application**

- Final practical assessment on a complete full-face makeup application with instructor feedback.
- **Graduation!! (Photoshoot Optional)**
 - Final practical assessment and optional photoshoot with instructor feedback.

Learning Outcomes:

- Perform essential makeup techniques, including shaping eyebrows, contouring, and applying natural and special event looks.
- Apply infection control and sanitation procedures to ensure client safety.
- Conduct effective client consultations and meet individual client needs.
- Demonstrate professional ethics, communication skills, and grooming standards.
- Prepare and apply foundation according to skin type and tone.

Evaluation Methods:

- Practical assignments are evaluated as completed and counted towards course completion only when rated as satisfactory or better.
- Practical skills are evaluated according to textbook procedures, performance standards established by Allure IMA.
- Students shall make up failed or missed and incomplete assignments on the remedial day assigned by the institution.
- In-app Quizzes: Students will have one (1) quiz corresponding to each class session. These quizzes are accessed and submitted using the AIMA Student app. All quizzes are graded and returned to the student within 7 calendar days from the date of submission.
- Practical work will be graded according to the following scale:
 - Pass: Excellent
 - Needs Improvement: Almost complete or missed something
 - Fail: Unsatisfactory, or completely forgot the step

C) Professional Makeup Artistry – On Campus

Educational Objectives:

- To train students in the fundamental and advanced skills necessary for professional makeup artistry, including techniques such as smokey eye, halo eye, cut crease, special event makeup, and HD makeup. The program aims to develop a comprehensive understanding of skin care, safety judgments, proper work habits, and desirable attitudes. Upon completion, students will be awarded a Certificate of Completion and

prepared for competency in entry-level positions in makeup artistry or related career fields. The curriculum also emphasizes the importance of professional ethics, effective communication, and portfolio development to ensure students are well-equipped for a successful career in the makeup industry.

Program Length:

- 56 Hours

Instructional Methods:

- 100% Theory and Practical instruction provided **in-person at one of our campuses**. Theory and Practical Demo by instructor, followed by student practical.

Sequence and Frequency of Lessons:

- In-person classes are held in 4-hour sessions, twice a week for seven (7) weeks.
 - Each class session includes a mix of Theoretical instruction and Practical demos.
 - Class Meeting Day/Times: _____
-

Required Materials:

- Textbooks:
 - AIMA Professional Makeup Textbook – Edition 2024.1
- Supplemental Materials:
 - Notes from class lectures
 - Supplemental material handed out in class
 - Supplemental Videos – on AIMA Student app
 - Quizzes – on AIMA Student app
 - Lecture Recaps – on AIMA Student app

Course Outline:

- **Smokey Eye**
 - Practical assessment on smokey eye technique with instructor feedback.
- **Halo Eye**
 - Practical assessment on halo eye technique with instructor feedback.
- **Cut Crease Eye Technique**
 - Practical assessment on cut crease technique with instructor feedback.
- **Latest Makeup Trend, HD Makeup**
 - Practical assessment on HD makeup application with instructor feedback.
- **Special Event Eye Technique**
 - Practical assessment on special event eye makeup with instructor feedback.

- **Midterm Full Face Smokey Eye**
 - Midterm practical assessment on full-face smokey eye application with feedback.
- **Midterm Full Face Halo Eye**
 - Midterm practical assessment on full-face halo eye application with feedback.
- **Midterm Full Face Cut Crease Eye Technique**
 - Midterm practical assessment on full-face cut crease application with feedback.
- **Halo plus Cut Crease; Fixing without Taking it Off**
 - Practical assessment on combining halo and cut crease techniques with feedback.
- **Makeup for Men**
 - Practical assessment on makeup application for men with instructor feedback.
- **Makeup for Mature Skin**
 - Practical assessment on makeup application for mature skin with feedback.
- **Airbrush Teaser**
 - Practical assessment on airbrush makeup application with feedback.
- **Special Effects Teaser**
 - Practical assessment on special effects makeup with instructor feedback.
- **Graduation!! (Photoshoot Optional)**
 - Final practical assessment and optional photoshoot with instructor feedback.

Learning Outcomes:

- Students will be able to perform professional skills such as adding eyeshadow color on eyebrows, eyes, and face, shaping facial features utilizing color corrections, basic understanding of special effects, airbrush makeup, and applying makeup for men.
- Students will understand freelancer-client relationships and the need to deliver worthy service for value received.
- Students will practice proper grooming, effective communication skills, visual poise, professional ethics, and salesmanship.
- Students will understand sterilization and sanitation procedures.

Evaluation Methods:

- Practical assignments are evaluated as completed and counted towards course completion only when rated as satisfactory or better.
- Practical skills are evaluated according to textbook procedures, performance standards established by Allure IMA.
- Students shall make up failed or missed and incomplete assignments on the remedial day assigned by the institution.

- In-app Quizzes: Students will have one (1) quiz corresponding to each class session. These quizzes are accessed and submitted using the AIMA Student app. All quizzes are graded and returned to the student within 7 calendar days from the date of submission.
- Practical work will be graded according to the following scale:
 - Pass: Excellent
 - Needs Improvement: Almost complete or missed something
 - Fail: Unsatisfactory, or completely forgot the step

D) Professional Makeup Artistry – Online

Educational Objectives:

The Intro to Makeup Artistry course provides 24 hours of technical instruction and practical operations, focusing on foundational practices in the art of makeup. The course is designed to equip students with the essential skills for makeup artistry, including skin care, safety judgments, proper work habits, and a professional attitude. Upon successful completion, students will be awarded a Certificate of Completion and be prepared for entry-level positions in makeup or related career fields. The curriculum emphasizes the importance of professional ethics, effective communication, and the development of basic techniques essential for a successful career in the makeup industry.

Program Length:

- 24 Hours

Instructional Methods:

- 100% Theory and Practical instruction provided **online using Zoom synchronous meeting**. Theory and Practical Demo by instructor, followed by student practical.

Sequence and Frequency of Lessons:

- Online classes are held in 2-hour sessions, four times a week for seven (3) weeks.
- Each class session includes a mix of Theoretical instruction and Practical demos.
- Class Meeting Day/Times: _____

Required Materials:

- Textbooks:
 - AIMA Professional Makeup Textbook – Edition 2024.1
- Supplemental Materials:

- Notes from class lectures
- Supplemental material handed out in class
- Supplemental Videos – on AIMA Student app
- Quizzes – on AIMA Student app
- Lecture Recaps – on AIMA Student app

Course Outline:

- **Smokey Eye**
 - Practical assessment on smokey eye technique with instructor feedback.
- **Halo Eye**
 - Practical assessment on halo eye technique with instructor feedback.
- **Cut Crease Eye Technique**
 - Practical assessment on cut crease technique with instructor feedback.
- **Latest Makeup Trend, HD Makeup**
 - Practical assessment on HD makeup application with instructor feedback.
- **Special Event Eye Technique**
 - Practical assessment on special event eye makeup with instructor feedback.
- **Midterm Full Face Smokey Eye**
 - Midterm practical assessment on full-face smokey eye application with feedback.
- **Midterm Full Face Halo Eye**
 - Midterm practical assessment on full-face halo eye application with feedback.
- **Midterm Full Face Cut Crease Eye Technique**
 - Midterm practical assessment on full-face cut crease application with feedback.
- **Halo plus Cut Crease; Fixing without Taking it Off**
 - Practical assessment on combining halo and cut crease techniques with feedback.
- **Makeup for Men**
 - Practical assessment on makeup application for men with instructor feedback.
- **Makeup for Mature Skin**
 - Practical assessment on makeup application for mature skin with feedback.
- **Airbrush Teaser**
 - Practical assessment on airbrush makeup application with feedback.
- **Special Effects Teaser**
 - Practical assessment on special effects makeup with instructor feedback.
- **Graduation!! (Photoshoot Optional)**
 - Final practical assessment and optional photoshoot with instructor feedback.

Learning Outcomes:

- Students will be able to perform professional skills such as adding eyeshadow color on eyebrows, eyes, and face, shaping facial features utilizing color corrections, basic understanding of special effects, airbrush makeup, and applying makeup for men.

- Students will understand freelancer-client relationships and the need to deliver worthy service for value received.
- Students will practice proper grooming, effective communication skills, visual poise, professional ethics, and salesmanship.
- Students will understand sterilization and sanitation procedures.

Evaluation Methods:

- Practical assignments are evaluated as completed and counted towards course completion only when rated as satisfactory or better.
- Practical skills are evaluated according to textbook procedures, performance standards established by Allure IMA.
- Students shall make up failed or missed and incomplete assignments on the remedial day assigned by the institution.
- In-app Quizzes: Students will have one (1) quiz corresponding to each class session. These quizzes are accessed and submitted using the AIMA Student app. All quizzes are graded and returned to the student within 7 calendar days from the date of submission.
- Practical work will be graded according to the following scale:
 - Pass: Excellent
 - Needs Improvement: Almost complete or missed something
 - Fail: Unsatisfactory, or completely forgot the step

E) Up-do Hairstyling – On Campus

Educational Objectives:

The Up-do Hairstyling course provides 24 hours of technical instruction and practical operations focused on mastering the art of hairstyling, including teasing, braiding, and layering hair. The course is designed to equip students with the essential skills needed for hairstyling, covering hair care, safety judgments, and professional habits. Upon successful completion, students will be awarded a Certificate of Completion and be prepared for entry-level positions in hairstyling or related career fields. The curriculum also emphasizes the importance of professional ethics, effective communication, and the development of techniques necessary for a successful career in the hairstyling industry.

Program Length:

- 24 Hours

Instructional Methods:

- 100% Theory and Practical instruction provided **in-person at one of our campuses**. Theory and Practical Demo by instructor, followed by student practical.

Sequence and Frequency of Lessons:

- In-person classes are held in 4-hour sessions, twice a week for three (3) weeks.
 - Each class session includes a mix of Theoretical instruction and Practical demos.
 - Class Meeting Day/Times: _____
-

Required Materials:

- Textbooks:
 - AIMA Hairstyling Textbook – Edition 2024.1
- Supplemental Materials:
 - Notes from class lectures
 - Supplemental material handed out in class
 - Supplemental Videos – on AIMA Student app
 - Quizzes – on AIMA Student app
 - Lecture Recaps – on AIMA Student app

Course Outline:

- **Hair Preparation and Product Knowledge**
 - Practical assessment on hair preparation, understanding various hair products, and tools with instructor feedback.
- **Basic Braiding and Up-dos**
 - Practical assessment on basic braiding techniques and performing simple up-dos with instructor feedback.
- **Advanced Bridal Up-dos**
 - Practical assessment on advanced bridal and special event up-dos with instructor feedback.
- **Up-dos with Hair Extensions**
 - Practical assessment on incorporating hair extensions into up-dos with instructor feedback.
- **Working with Live Models**
 - Practical assessment on styling live models, including working with different hair types, with instructor feedback.
- **Final Up-do and Fashion Show**
 - Final practical assessment on creating a complete up-do for a fashion show with instructor feedback.

- **Graduation!! (Photoshoot Optional)**
 - Final practical assessment and optional photoshoot with instructor feedback.

Learning Outcomes:

- Perform essential hairstyling techniques such as teasing, braiding, layering, and creating up-dos.
- Apply knowledge of hair care, product use, and safety procedures in hairstyling.
- Conduct effective client consultations and adapt hairstyling techniques to meet individual needs.
- Demonstrate professional ethics, communication skills, and grooming standards essential for success in hairstyling.
- Utilize hair extensions and other tools to enhance hairstyling results.

Evaluation Methods:

- Practical assignments are evaluated as completed and counted towards course completion only when rated as satisfactory or better.
- Practical skills are evaluated according to textbook procedures, performance standards established by Allure IMA.
- Students shall make up failed or missed and incomplete assignments on the remedial day assigned by the institution.
- In-app Quizzes: Students will have one (1) quiz corresponding to each class session. These quizzes are accessed and submitted using the AIMA Student app. All quizzes are graded and returned to the student within 7 calendar days from the date of submission.
- Practical work will be graded according to the following scale:
 - Pass: Excellent
 - Needs Improvement: Almost complete or missed something
 - Fail: Unsatisfactory, or completely forgot the step

F) Up-do Hairstyling – Online

Educational Objectives:

- The Up-do Hairstyling course provides 24 hours of technical instruction and practical operations focused on mastering the art of hairstyling, including teasing, braiding, and layering hair. The course is designed to equip students with the essential skills needed for hairstyling, covering hair care, safety judgments, and professional habits. Upon

successful completion, students will be awarded a Certificate of Completion and be prepared for entry-level positions in hairstyling or related career fields. The curriculum also emphasizes the importance of professional ethics, effective communication, and the development of techniques necessary for a successful career in the hairstyling industry.

Program Length:

- 24 Hours

Instructional Methods:

- 100% Theory and Practical instruction provided **online using Zoom synchronous meeting**. Theory and Practical Demo by instructor, followed by student practical.

Sequence and Frequency of Lessons:

- Online classes are held in 4-hour sessions, twice a week for three (3) weeks.
- Each class session includes a mix of Theoretical instruction and Practical demos.
- Class Meeting Day/Times: _____

Required Materials:

- Textbooks:
 - AIMA Hairstyling Textbook – Edition 2024.1
- Supplemental Materials:
 - Notes from class lectures
 - Supplemental material handed out in class
 - Supplemental Videos – on AIMA Student app
 - Quizzes – on AIMA Student app
 - Lecture Recaps – on AIMA Student app

Course Outline:

- **Hair Preparation and Product Knowledge**
 - Practical assessment on hair preparation, understanding various hair products, and tools with instructor feedback.
- **Basic Braiding and Up-dos**
 - Practical assessment on basic braiding techniques and performing simple up-dos with instructor feedback.
- **Advanced Bridal Up-dos**
 - Practical assessment on advanced bridal and special event up-dos with instructor feedback.

- **Up-dos with Hair Extensions**
 - Practical assessment on incorporating hair extensions into up-dos with instructor feedback.
- **Working with Live Models**
 - Practical assessment on styling live models, including working with different hair types, with instructor feedback.
- **Final Up-do and Fashion Show**
 - Final practical assessment on creating a complete up-do for a fashion show with instructor feedback.
- **Graduation!! (Photoshoot Optional)**
 - Final practical assessment and optional photoshoot with instructor feedback.

Learning Outcomes:

- Perform essential hairstyling techniques such as teasing, braiding, layering, and creating up-dos.
- Apply knowledge of hair care, product use, and safety procedures in hairstyling.
- Conduct effective client consultations and adapt hairstyling techniques to meet individual needs.
- Demonstrate professional ethics, communication skills, and grooming standards essential for success in hairstyling.
- Utilize hair extensions and other tools to enhance hairstyling results..

Evaluation Methods:

- Practical assignments are evaluated as completed and counted towards course completion only when rated as satisfactory or better.
- Practical skills are evaluated according to textbook procedures, performance standards established by Allure IMA.
- Students shall make up failed or missed and incomplete assignments on the remedial day assigned by the institution.
- In-app Quizzes: Students will have one (1) quiz corresponding to each class session. These quizzes are accessed and submitted using the AIMA Student app. All quizzes are graded and returned to the student within 7 calendar days from the date of submission.
- Practical work will be graded according to the following scale:
 - Pass: Excellent
 - Needs Improvement: Almost complete or missed something

Fail: Unsatisfactory, or completely forgot the step

G) Microblading Program – On Campus

Educational Objectives:

- The **Microblading Program** provides technical instruction and practical operations focused on mastering the art of microblading. The course is designed to equip students with essential skills, including creating natural-looking hairstrokes using manual u-blades, angled blades, or a machine with a 1R needle. The curriculum also covers workstation preparation, including cleaning and sanitizing procedures, as well as instilling proper work habits and a professional attitude. Upon successful completion, students will be awarded a Certificate of Completion and be prepared for entry-level positions in microblading or related career fields.

Program Length:

- 24 Hours

Instructional Methods:

- 100% Theory and Practical instruction provided **in-person at one of our campuses**. Theory and Practical Demo by instructor, followed by student practical.

Sequence and Frequency of Lessons:

- In-person classes are held in 4-hour sessions, twice a week for three (3) weeks.
 - Each class session includes a mix of Theoretical instruction and Practical demos.
 - Class Meeting Day/Times: _____
-

Required Materials:

- Textbooks:
 - AIMA Microblading Textbook – Edition 2024.1
- Supplemental Materials:
 - Notes from class lectures
 - Supplemental material handed out in class
 - Supplemental Videos – on AIMA Student app
 - Quizzes – on AIMA Student app
 - Lecture Recaps – on AIMA Student app

Course Outline:

- **Introduction to Permanent Makeup**

- Practical assessment on permanent makeup basics, including an overview of kit supplies, bloodborne pathogens, and the color theory of natural hair strokes with instructor feedback.
- **Color Wheel and Brow Shapes**
 - Practical assessment on understanding the color wheel, brow shapes, and client consultation techniques with instructor feedback.
- **Practice on Latex: Natural Hair Strokes**
 - Practical assessment on practicing natural hair strokes on latex, including mapping eyebrows on mannequins with instructor feedback.
- **Workstation Preparation and Sanitation**
 - Practical assessment on preparing and sanitizing the workstation before and after procedures with instructor feedback.
- **Live Model Application**
 - Final practical assessment on applying microblading techniques on a live model or mannequin with instructor feedback.
- **Graduation!! (Photoshoot Optional)**
 - Final practical assessment and optional photoshoot with instructor feedback.

Learning Outcomes:

- Perform essential microblading techniques, including natural hairstrokes using manual blades or a machine.
- Apply knowledge of workstation preparation, sanitation, and safety procedures in microblading.
- Conduct effective client consultations and adapt microblading techniques to meet individual needs.
- Demonstrate professional ethics, communication skills, and grooming standards essential for success in microblading.

Evaluation Methods:

- Practical assignments are evaluated as completed and counted towards course completion only when rated as satisfactory or better.
- Practical skills are evaluated according to textbook procedures, performance standards established by Allure IMA.
- Students shall make up failed or missed and incomplete assignments on the remedial day assigned by the institution.
- In-app Quizzes: Students will have one (1) quiz corresponding to each class session. These quizzes are accessed and submitted using the AIMA Student app. All quizzes are graded and returned to the student within 7 calendar days from the date of submission.
- Practical work will be graded according to the following scale:
 - Pass: Excellent

- Needs Improvement: Almost complete or missed something
- Fail: Unsatisfactory, or completely forgot the step

H) Microblading Program – Hybrid

Educational Objectives:

- The **Microblading Program** provides technical instruction and practical operations focused on mastering the art of microblading. The course is designed to equip students with essential skills, including creating natural-looking hairstrokes using manual u-blades, angled blades, or a machine with a 1R needle. The curriculum also covers workstation preparation, including cleaning and sanitizing procedures, as well as instilling proper work habits and a professional attitude. Upon successful completion, students will be awarded a Certificate of Completion and be prepared for entry-level positions in microblading or related career fields.

Program Length:

- 24 Hours

Instructional Methods:

- **16 hours** (67%) of this program's Theory and Practical instruction is provided **online using Zoom synchronous meeting**. Theory and Practical Demo by instructor, followed by student practical
- **8 hours** (33%) of this program's Theory and Practical instruction is in-person at one of our campuses.
- **Student MUST complete one Live Model practical in-person to pass this Program.**

Sequence and Frequency of Lessons:

- Online classes are held in 4-hour sessions, twice a week for three (3) weeks.
- Each class session includes a mix of Theoretical instruction and Practical demos.
- Class Meeting Day/Times: _____

Required Materials:

- Textbooks:
 - AIMA Microblading Textbook – Edition 2024.1
- Supplemental Materials:

- Notes from class lectures
- Supplemental material handed out in class
- Supplemental Videos – on AIMA Student app
- Quizzes – on AIMA Student app
- Lecture Recaps – on AIMA Student app

Course Outline:

- **Introduction to Permanent Makeup**
 - Practical assessment on permanent makeup basics, including an overview of kit supplies, bloodborne pathogens, and the color theory of natural hair strokes with instructor feedback.
- **Color Wheel and Brow Shapes**
 - Practical assessment on understanding the color wheel, brow shapes, and client consultation techniques with instructor feedback.
- **Practice on Latex: Natural Hair Strokes**
 - Practical assessment on practicing natural hair strokes on latex, including mapping eyebrows on mannequins with instructor feedback.
- **Workstation Preparation and Sanitation**
 - Practical assessment on preparing and sanitizing the workstation before and after procedures with instructor feedback.
- **Live Model Application**
 - Final practical assessment on applying microblading techniques on a live model or mannequin with instructor feedback.
- **Graduation!! (Photoshoot Optional)**
 - Final practical assessment and optional photoshoot with instructor feedback.

Learning Outcomes:

- Perform essential microblading techniques, including natural hairstrokes using manual blades or a machine.
- Apply knowledge of workstation preparation, sanitation, and safety procedures in microblading.
- Conduct effective client consultations and adapt microblading techniques to meet individual needs.
- Demonstrate professional ethics, communication skills, and grooming standards essential for success in microblading.

Evaluation Methods:

- Practical assignments are evaluated as completed and counted towards course completion only when rated as satisfactory or better.

- Practical skills are evaluated according to textbook procedures, performance standards established by Allure IMA.
- Students shall make up failed or missed and incomplete assignments on the remedial day assigned by the institution.
- In-app Quizzes: Students will have one (1) quiz corresponding to each class session. These quizzes are accessed and submitted using the AIMA Student app. All quizzes are graded and returned to the student within 7 calendar days from the date of submission.
- Practical work will be graded according to the following scale:
 - Pass: Excellent
 - Needs Improvement: Almost complete or missed something
 - Fail: Unsatisfactory, or completely forgot the step

I) Microshading Program - On Campus

Educational Objectives:

- The **Microshading Program** provides technical instruction and practical operations focused on mastering the art of permanent makeup shading. The course is designed to equip students with essential skills, including techniques for shading, ombre, powder, full shade, and color correction. The curriculum also covers both manual and machine methods, workstation preparation, including cleaning and sanitizing procedures, and the development of professional habits. Upon successful completion, students will be awarded a Certificate of Completion and be prepared for entry-level positions in microshading or related career fields.

Program Length:

- 24 Hours

Instructional Methods:

- 100% Theory and Practical instruction provided **in-person at one of our campuses**. Theory and Practical Demo by instructor, followed by student practical.

Sequence and Frequency of Lessons:

- In-person classes are held in 4-hour sessions, twice a week for three (3) weeks.
- Each class session includes a mix of Theoretical instruction and Practical demos.
- Class Meeting Day/Times: _____

Required Materials:

- Textbooks:
 - AIMA Microshading Textbook – Edition 2024.1
- Supplemental Materials:
 - Notes from class lectures
 - Supplemental material handed out in class
 - Supplemental Videos – on AIMA Student app
 - Quizzes – on AIMA Student app
 - Lecture Recaps – on AIMA Student app

Course Outline:

- **Introduction to Permanent Makeup**
 - Practical assessment on permanent makeup basics, including an overview of kit supplies, bloodborne pathogens, and the theory of shading with instructor feedback.
- **Color Wheel, Theory, and Face Shapes**
 - Practical assessment on understanding the color wheel, face shapes, and client consultation techniques with instructor feedback.
- **Practice on Latex: Manual and Machine Shading**
 - Practical assessment on practicing shading techniques on latex using both manual and machine methods with instructor feedback.
- **Workstation Preparation and Sanitation**
 - Practical assessment on preparing and sanitizing the workstation before and after procedures with instructor feedback.
- **Live Model Application**
 - Final practical assessment on applying microshading techniques on a live model or mannequin with instructor feedback.
- **Graduation!! (Photoshoot Optional)**
 - Final practical assessment and optional photoshoot with instructor feedback.

Learning Outcomes:

- Perform essential microshading techniques, including ombre, powder, and full shading using both manual and machine methods.
- Apply knowledge of workstation preparation, sanitation, and safety procedures in microshading.
- Conduct effective client consultations and adapt microshading techniques to meet individual needs.

- Demonstrate professional ethics, communication skills, and grooming standards essential for success in microshading.

Evaluation Methods:

- Practical assignments are evaluated as completed and counted towards course completion only when rated as satisfactory or better.
- Practical skills are evaluated according to textbook procedures, performance standards established by Allure IMA.
- Students shall make up failed or missed and incomplete assignments on the remedial day assigned by the institution.
- In-app Quizzes: Students will have one (1) quiz corresponding to each class session. These quizzes are accessed and submitted using the AIMA Student app. All quizzes are graded and returned to the student within 7 calendar days from the date of submission.
- Practical work will be graded according to the following scale:
 - Pass: Excellent
 - Needs Improvement: Almost complete or missed something
 - Fail: Unsatisfactory, or completely forgot the step

J) Microshading Program – Hybrid

Educational Objectives:

- The **Microshading Program** provides technical instruction and practical operations focused on mastering the art of permanent makeup shading. The course is designed to equip students with essential skills, including techniques for shading, ombre, powder, full shade, and color correction. The curriculum also covers both manual and machine methods, workstation preparation, including cleaning and sanitizing procedures, and the development of professional habits. Upon successful completion, students will be awarded a Certificate of Completion and be prepared for entry-level positions in microshading or related career fields.

Program Length:

- 24 Hours

Instructional Methods:

- **16 hours** (67%) of this program's Theory and Practical instruction is provided **online using Zoom synchronous meeting**. Theory and Practical Demo by instructor, followed by student practical
- **8 hours** (33%) of this program's Theory and Practical instruction is in-person at one of our campuses.
- **Student MUST complete one Live Model practical in-person to pass this Program.**

Sequence and Frequency of Lessons:

- In-person classes are held in 4-hour sessions, twice a week for three (3) weeks.
 - Each class session includes a mix of Theoretical instruction and Practical demos.
 - Class Meeting Day/Times: _____
-

Required Materials:

- Textbooks:
 - AIMA Microshading Textbook – Edition 2024.1
- Supplemental Materials:
 - Notes from class lectures
 - Supplemental material handed out in class
 - Supplemental Videos – on AIMA Student app
 - Quizzes – on AIMA Student app
 - Lecture Recaps – on AIMA Student app

Course Outline:

- **Introduction to Permanent Makeup**
 - Practical assessment on permanent makeup basics, including an overview of kit supplies, bloodborne pathogens, and the theory of shading with instructor feedback.
- **Color Wheel, Theory, and Face Shapes**
 - Practical assessment on understanding the color wheel, face shapes, and client consultation techniques with instructor feedback.
- **Practice on Latex: Manual and Machine Shading**
 - Practical assessment on practicing shading techniques on latex using both manual and machine methods with instructor feedback.
- **Workstation Preparation and Sanitation**

- Practical assessment on preparing and sanitizing the workstation before and after procedures with instructor feedback.
- **Live Model Application**
 - Final practical assessment on applying microshading techniques on a live model or mannequin with instructor feedback.
- **Graduation!! (Photoshoot Optional)**
 - Final practical assessment and optional photoshoot with instructor feedback.

Learning Outcomes:

- Perform essential microshading techniques, including ombre, powder, and full shading using both manual and machine methods.
- Apply knowledge of workstation preparation, sanitation, and safety procedures in microshading.
- Conduct effective client consultations and adapt microshading techniques to meet individual needs.
- Demonstrate professional ethics, communication skills, and grooming standards essential for success in microshading.

Evaluation Methods:

- Practical assignments are evaluated as completed and counted towards course completion only when rated as satisfactory or better.
- Practical skills are evaluated according to textbook procedures, performance standards established by Allure IMA.
- Students shall make up failed or missed and incomplete assignments on the remedial day assigned by the institution.
- In-app Quizzes: Students will have one (1) quiz corresponding to each class session. These quizzes are accessed and submitted using the AIMA Student app. All quizzes are graded and returned to the student within 7 calendar days from the date of submission.
- Practical work will be graded according to the following scale:
 - Pass: Excellent
 - Needs Improvement: Almost complete or missed something
 - Fail: Unsatisfactory, or completely forgot the step

K) Esthetician Program – On Campus

Educational Objectives:

- The **Esthetician Program** provides 600 hours of comprehensive technical instruction and practical operations focused on mastering the art and science of esthetics, pursuant to Section 7354 of the Cosmetology Act. The course is designed to equip students with essential skills in skin care, hair removal, lash and brow beautification, disinfection, and sanitation. Students will learn to analyze the skin, understand and apply proper techniques for facials (both manual and electrical), and execute makeup application for various occasions, including the application of individual and false strip eyelashes. The curriculum emphasizes the importance of sanitation, safety, and the knowledge of laws and regulations governing California Cosmetology establishments. Upon successful completion, students will be awarded a Certificate of Completion and be prepared for entry-level positions as estheticians or in related career fields.

Program Length:

- 600 Hours

Instructional Methods:

- **600 hours** (100%) of this program's instruction is **in-person at one of our campuses**.

Sequence and Frequency of Lessons:

- Classes are held in 4-hour sessions, 5 days a week, for 30-35 weeks.
- Each class session includes a mix of Theoretical instruction and Practical demos.
- Class Meeting Day/Times: _____

Required Materials:

- Textbooks:
 - Milady's Standard Esthetician Fundamentals, ISBN: 978-1-3370-9504-4
 - CIMA, ISBN: 9780357812761 (Optional)
- Supplemental Materials:
 - Notes from class lectures
 - Supplemental material handed out in class
 - Supplemental Videos – on AIMA Student app
 - Quizzes – on AIMA Student app
 - Lecture Recaps – on AIMA Student app

Course Outline:

Category	MINIMUM HOURS
<p>Health and Safety: Including instruction on hazardous substances, chemical safety, safety data sheets, protection from hazardous chemicals, preventing chemical injuries, health and safety laws and regulations, and preventing communicable diseases.</p> <p>Board Approved Health & Safety Course (B&P 7389(a)): Including instruction on hazardous substances, basic labor laws, and physical and sexual assault awareness.</p>	100
Disinfection and Sanitation: Including instruction on disinfection procedures to protect the health and safety of consumers as well as the technician and proper disinfection procedures for equipment used in establishments.	100
Skin Care: Including instruction on chemical and manual facials and massaging, stimulating, exfoliating, cleansing, or beautifying the face, scalp, neck, or body by the use of hands, esthetic devices, cosmetic products, antiseptics, lotions, tonics, or creams that do not result in the ablation or destruction of the live tissue.	350
Hair Removal and Lash and Brow Beautification: Including instruction on tinting and perming eyelashes and brows and applying eyelashes to any person, and includes removing superfluous hair from the body of any person by use of depilatories, tweezers, sugaring, nonprescription chemicals, or waxing, or by the use of devices and appliances of any kind or description, except by the use of lasers or light waves, which are commonly known as rays.	50

Learning Outcomes:

- Perform essential esthetic services, including facials, hair removal, and lash/brow beautification.
- Apply knowledge of skin analysis, sanitation, and safety procedures in all esthetic services.
- Demonstrate professional ethics, effective communication skills, and business management techniques relevant to the esthetics industry.
- Understand and comply with California Cosmetology laws and regulations

Evaluation Methods:

- Practical assignments are evaluated as completed and counted towards course completion only when rated as satisfactory or better.
- Practical skills are evaluated according to textbook procedures, performance standards established by Allure IMA and the CA Board of Cosmetology and Barbering.
- Students shall make up failed or missed and incomplete assignments on the remedial day assigned by the institution.
- In-app Quizzes: Students will have one (1) quiz corresponding to each class session. These quizzes are accessed and submitted using the AIMA Student app. All quizzes are graded and returned to the student within 7 calendar days from the date of submission.
- Practical work will be graded according to the following scale:
 - Pass: Excellent
 - Needs Improvement: Almost complete or missed something
 - Fail: Unsatisfactory, or completely forgot the step

L) Esthetician Program – Hybrid

Educational Objectives:

- The **Esthetician Program** provides 600 hours of comprehensive technical instruction and practical operations focused on mastering the art and science of esthetics, pursuant to Section 7354 of the Cosmetology Act. The course is designed to equip students with essential skills in skin care, hair removal, lash and brow beautification, disinfection, and sanitation. Students will learn to analyze the skin, understand and apply proper techniques for facials (both manual and electrical), and execute makeup application for various occasions, including the application of individual and false strip eyelashes. The curriculum emphasizes the importance of sanitation, safety, and the knowledge of laws and regulations governing California Cosmetology establishments. Upon successful completion, students will be awarded a Certificate of Completion and be prepared for entry-level positions as estheticians or in related career fields.

Program Length:

- 600 Hours

Instructional Methods:

- **300 hours** (50%) of this program's instruction is provided **online using Milady's CIMA Platform**.
- **300 hours** (50%) of this program's instruction is **in-person at one of our campuses**.

Sequence and Frequency of Lessons:

- Classes are held in 4-hour sessions, 5 days a week, for 30-35 weeks.
- Each class session includes a mix of Theoretical instruction and Practical demos.
- Class Meeting Day/Times: _____

Required Materials:

- Textbooks:
 - Milady's Standard Esthetician Fundamentals, ISBN: 978-1-3370-9504-4
 - CIMA, ISBN: 9780357812761
- Supplemental Materials:
 - Notes from class lectures
 - Supplemental material handed out in class
 - Supplemental Videos – on AIMA Student app
 - Quizzes – on AIMA Student app
 - Lecture Recaps – on AIMA Student app

Course Outline:

Category	MINIMUM HOURS
Health and Safety: Including instruction on hazardous substances, chemical safety, safety data sheets, protection from hazardous chemicals, preventing chemical injuries, health and safety laws and regulations, and preventing communicable diseases. Board Approved Health & Safety Course (B&P 7389(a)): Including instruction on hazardous substances, basic labor laws, and physical and sexual assault awareness.	100
Disinfection and Sanitation: Including instruction on disinfection procedures to protect the health and safety of consumers as well as the technician and proper disinfection procedures for equipment used in establishments.	100

Skin Care: Including instruction on chemical and manual facials and massaging, stimulating, exfoliating, cleansing, or beautifying the face, scalp, neck, or body by the use of hands, esthetic devices, cosmetic products, antiseptics, lotions, tonics, or creams that do not result in the ablation or destruction of the live tissue.	350
Hair Removal and Lash and Brow Beautification: Including instruction on tinting and perming eyelashes and brows and applying eyelashes to any person, and includes removing superfluous hair from the body of any person by use of depilatories, tweezers, sugaring, nonprescription chemicals, or waxing, or by the use of devices and appliances of any kind or description, except by the use of lasers or light waves, which are commonly known as rays.	50

Learning Outcomes:

- Perform essential esthetic services, including facials, hair removal, and lash/brow beautification.
- Apply knowledge of skin analysis, sanitation, and safety procedures in all esthetic services.
- Demonstrate professional ethics, effective communication skills, and business management techniques relevant to the esthetics industry.
- Understand and comply with California Cosmetology laws and regulations

Evaluation Methods:

- Practical assignments are evaluated as completed and counted towards course completion only when rated as satisfactory or better.
- Practical skills are evaluated according to textbook procedures, performance standards established by Allure IMA and the CA Board of Cosmetology and Barbering.
- Students shall make up failed or missed and incomplete assignments on the remedial day assigned by the institution.
- In-app Quizzes: Students will have one (1) quiz corresponding to each class session. These quizzes are accessed and submitted using the CIMA Platform. All quizzes are graded and returned to the student within 7 calendar days from the date of submission.
- Practical work will be graded according to the following scale:
 - Pass: Excellent
 - Needs Improvement: Almost complete or missed something

- Fail: Unsatisfactory, or completely forgot the step

M) Cosmetology Program – On Campus

Educational Objectives:

- The **Cosmetology Program** provides 1,000 hours of comprehensive technical instruction and practical operations focused on mastering the art of cosmetology, pursuant to Section 7362.5(a) of the Barbering and Cosmetology Act. The course is designed to equip students with essential skills in hairstyling, chemical hair services, skin care, hair removal, lash and brow beautification, manicuring, and pedicuring. The curriculum also covers health and safety, disinfection, and sanitation procedures critical to protecting both consumers and technicians. Students will gain a thorough understanding of California cosmetology laws and regulations, enabling them to practice confidently and effectively in the industry. Upon successful completion, students will be awarded a Certificate of Completion and be prepared for entry-level positions in cosmetology or related career fields.

Program Length:

- 1,000 Hours

Instructional Methods:

- **1,000 hours (100%)** of this program's instruction is **in-person at one of our campuses**.

Sequence and Frequency of Lessons:

- Classes are held in 4-hour sessions, 5 days a week, for 50-55 weeks.
- Each class session includes a mix of Theoretical instruction and Practical demos.
- Class Meeting Day/Times: _____

Required Materials:

- Textbooks:
 - Milady's Standard Cosmetology, ISBN: 9780357871492
 - CIMA, ISBN: 9780357812754 (Optional)
- Supplemental Materials:
 - Notes from class lectures
 - Supplemental material handed out in class

- Supplemental Videos – on AIMA Student app
- Quizzes – on AIMA Student app
- Lecture Recaps – on AIMA Student app

Course Outline:

Category	MINIMUM HOURS
Health and Safety: Including instruction on hazardous substances, chemical safety, safety data sheets, protection from hazardous chemicals, preventing chemical injuries, health and safety laws and regulations, and preventing communicable diseases. Board Approved Health & Safety Course (B&P 7389(a)): Including instruction on hazardous substances, basic labor laws, and physical and sexual assault awareness.	125
Disinfection and Sanitation: Including instruction on disinfection procedures to protect the health and safety of consumers as well as the technician and proper disinfection procedures for equipment used in establishments.	125
Chemical Hair Services: Including instruction on coloring, straightening, waving, bleaching, hair analysis, predisposition and strand tests, safety precautions, formula mixing, and the use of dye removers.	200
Hairstyling Services: Including instruction on arranging, blow drying, cleansing, curling, dressing, hair analysis, shampooing, waving, and nonchemical straightening, and hair cutting, including the use of shears, razors, electrical clippers and trimmers, and thinning shears, for wet and dry cutting.	200
Skin Care: Including instruction on chemical and manual facials and massaging, stimulating, exfoliating, cleansing, or beautifying the face, scalp, neck, or body by the use of hands, esthetic devices, cosmetic products, antiseptics, lotions, tonics, or creams that do not result in the ablation or destruction of the live tissue.	200
Hair Removal and Lash and Brow Beautification: Including instruction on tinting and perming eyelashes and brows and applying eyelashes to any person, and includes removing superfluous hair from the body of any person by use of depilatories, tweezers, sugaring, nonprescription chemicals, or waxing, or by the use of devices and appliances of any kind or description,	50

except by the use of lasers or light waves, which are commonly known as rays.	
Manicure and Pedicure: Including instruction on water and oil manicures, hand and arm massage, foot and ankle massage, nail analysis, and artificial nail services, including, but not limited to, acrylic, liquid and powder brush-ons, dip, tips, wraps, and repairs.	100

Learning Outcomes:

- Perform essential cosmetology services, including hairstyling, chemical hair treatments, skin care, hair removal, and nail services.
- Apply knowledge of health and safety, sanitation, and disinfection procedures in all cosmetology practices.
- Demonstrate professional ethics, effective communication skills, and business management techniques relevant to the cosmetology industry.
- Understand and comply with California cosmetology laws and regulations

Evaluation Methods:

- Practical assignments are evaluated as completed and counted towards course completion only when rated as satisfactory or better.
- Practical skills are evaluated according to textbook procedures, performance standards established by Allure IMA and the CA Board of Cosmetology and Barbering.
- Students shall make up failed or missed and incomplete assignments on the remedial day assigned by the institution.
- In-app Quizzes: Students will have one (1) quiz corresponding to each class session. These quizzes are accessed and submitted using the CIMA Platform and/or AIMA Student app. All quizzes are graded and returned to the student within 7 calendar days from the date of submission.
- Practical work will be graded according to the following scale:
 - Pass: Excellent
 - Needs Improvement: Almost complete or missed something
 - Fail: Unsatisfactory, or completely forgot the step

N) Cosmetology Program – Hybrid

Educational Objectives:

- The **Cosmetology Program** provides 1,000 hours of comprehensive technical instruction and practical operations focused on mastering the art of cosmetology, pursuant to Section 7362.5(a) of the Barbering and Cosmetology Act. The course is designed to equip students with essential skills in hairstyling, chemical hair services, skin care, hair removal, lash and brow beautification, manicuring, and pedicuring. The curriculum also covers health and safety, disinfection, and sanitation procedures critical to protecting both consumers and technicians. Students will gain a thorough understanding of California cosmetology laws and regulations, enabling them to practice confidently and effectively in the industry. Upon successful completion, students will be awarded a Certificate of Completion and be prepared for entry-level positions in cosmetology or related career fields.

Program Length:

- 1,000 Hours

Instructional Methods:

- **500 hours** (50%) of this program's instruction is provided **online using Milady's CIMA Platform**.
- **500 hours** (50%) of this program's instruction **is in-person at one of our campuses**.

Sequence and Frequency of Lessons:

- Classes are held in 4-hour sessions, 5 days a week, for 50-55 weeks.
- Each class session includes a mix of Theoretical instruction and Practical demos.
- Class Meeting Day/Times: _____

Required Materials:

- Textbooks:
 - Milady's Standard Cosmetology, ISBN: 9780357871492
 - CIMA, ISBN: 9780357812754
- Supplemental Materials:
 - Notes from class lectures
 - Supplemental material handed out in class
 - Supplemental Videos – on AIMA Student app
 - Quizzes – on AIMA Student app

- Lecture Recaps – on AIMA Student app

Course Outline:

Category	MINIMUM HOURS
Health and Safety: Including instruction on hazardous substances, chemical safety, safety data sheets, protection from hazardous chemicals, preventing chemical injuries, health and safety laws and regulations, and preventing communicable diseases. Board Approved Health & Safety Course (B&P 7389(a)): Including instruction on hazardous substances, basic labor laws, and physical and sexual assault awareness.	125
Disinfection and Sanitation: Including instruction on disinfection procedures to protect the health and safety of consumers as well as the technician and proper disinfection procedures for equipment used in establishments.	125
Chemical Hair Services: Including instruction on coloring, straightening, waving, bleaching, hair analysis, predisposition and strand tests, safety precautions, formula mixing, and the use of dye removers.	200
Hairstyling Services: Including instruction on arranging, blow drying, cleansing, curling, dressing, hair analysis, shampooing, waving, and nonchemical straightening, and hair cutting, including the use of shears, razors, electrical clippers and trimmers, and thinning shears, for wet and dry cutting.	200
Skin Care: Including instruction on chemical and manual facials and massaging, stimulating, exfoliating, cleansing, or beautifying the face, scalp, neck, or body by the use of hands, esthetic devices, cosmetic products, antiseptics, lotions, tonics, or creams that do not result in the ablation or destruction of the live tissue.	200
Hair Removal and Lash and Brow Beautification: Including instruction on tinting and perming eyelashes and brows and applying eyelashes to any person, and includes removing superfluous hair from the body of any person by use of depilatories, tweezers, sugaring, nonprescription chemicals, or waxing, or by the use of devices and appliances of any kind or description, except by the use of lasers or light waves, which are commonly known as rays.	50
Manicure and Pedicure: Including instruction on water and oil manicures, hand and arm massage, foot and ankle massage, nail analysis, and artificial	100

nail services, including, but not limited to, acrylic, liquid and powder brush-ons, dip, tips, wraps, and repairs.	
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Learning Outcomes:

- Perform essential cosmetology services, including hairstyling, chemical hair treatments, skin care, hair removal, and nail services.
- Apply knowledge of health and safety, sanitation, and disinfection procedures in all cosmetology practices.
- Demonstrate professional ethics, effective communication skills, and business management techniques relevant to the cosmetology industry.
- Understand and comply with California cosmetology laws and regulations

Evaluation Methods:

- Practical assignments are evaluated as completed and counted towards course completion only when rated as satisfactory or better.
- Practical skills are evaluated according to textbook procedures, performance standards established by Allure IMA and the CA Board of Cosmetology and Barbering.
- Students shall make up failed or missed and incomplete assignments on the remedial day assigned by the institution.
- In-app Quizzes: Students will have one (1) quiz corresponding to each class session. These quizzes are accessed and submitted using the CIMA Platform and/or AIMA Student app. All quizzes are graded and returned to the student within 7 calendar days from the date of submission.
- Practical work will be graded according to the following scale:
 - Pass: Excellent
 - Needs Improvement: Almost complete or missed something
 - Fail: Unsatisfactory, or completely forgot the step

JOB OPPORTUNITIES

This institution does NOT give any form of guarantee of employment. The education and training are designed to help develop your skills and practice to pursue a career in the beauty industry. Students are expected to focus on building their portfolio as they proceed with the

course work and continue to develop and practice on their skill set even after completion of the program.

LICENSING REQUIREMENTS

This institution offers two (2) Programs leading to a License – namely Esthetician and Cosmetology. Here are the licensing requirements for these licensure programs:

- **Cosmetology:** Applicant must be 17 years of age or older and have completed the 10th grade in the public schools of this state or its equivalent. A Cosmetology license will be granted by the State of California only after the student has successfully completed and graduated from the Cosmetology course as described above and passed the licensing exam with an overall average of 70% and as described on article 3, section 7321-7331 of State board rules and regulations.
- **Esthetician:** Applicant must be 17 years of age or older and have completed the 10th grade in the public schools of this state or its equivalent. An Esthetician license will be granted by the State of California only after the student has successfully completed and graduated from the Esthetician course as described above and passed the licensing exam with an overall average of 70% and as described on article 3, section 7321-7331 of State board rules and regulations.

CAREER OPPORTUNITIES

	SOC Code	Definition
Intro MUA	39-5091	Makeup Artists, Theatrical and Performance
Intro MUA - Online	39-5091	Makeup Artists, Theatrical and Performance
Professional MUA	39-5091	Makeup Artists, Theatrical and Performance
Professional MUA - Online	39-5091	Makeup Artists, Theatrical and Performance
Hairstyling	39-5012	Hairdressers, Hairstylists, and Cosmetologists
Hairstyling - Online	39-5012	Hairdressers, Hairstylists, and Cosmetologists
Microblading	39-5091	Makeup Artists, Theatrical and Performance
Microblading - Hybrid	39-5091	Makeup Artists, Theatrical and Performance
Microshading	39-5091	Makeup Artists, Theatrical and Performance
Microshading - Hybrid	39-5091	Makeup Artists, Theatrical and Performance
Cosmetology	39-5012	Hairdressers, Hairstylists, and Cosmetologists
Cosmetology - Hybrid	39-5012	Hairdressers, Hairstylists, and Cosmetologists
Esthetician	39-5094	Skincare Specialists
Esthetician - Hybrid	39-5095	Skincare Specialists

Program	Occupation/Job Title
<i>INTRO TO MAKEUP ARTISTRY</i>	Makeup Artist
	Intro Makeup Instructor
	Client Clerk at any major department store with makeup products
	Admin at a local salon or beauty brand office
	Beauty representative to sell products
	Makeup Studio owner
	Freelancer
<i>PROFESSIONAL MAKEUP ARTISTRY</i>	Makeup Artist
	Professional Makeup Instructor
	Client Clerk at any major department store with makeup products
	Beauty representative to sell products
	Freelancer
	Makeup Studio owner
	Admin at a local salon or beauty brand office
<i>PROFESSIONAL MICROSHADING ARTISTRY</i>	Professional Microshading Artist
	Beauty representative to sell products
	Admin at a local salon tattoo shop or beauty brand office
	Permanent Makeup Facility Owner
	Microshading Instructor
<i>PROFESSIONAL MICROBLADING ARTISTRY</i>	Professional Microblading Artist
	Beauty representative to sell products
	Admin at a local salon, tattoo shop or beauty brand office
	Microblading Instructor
	Permanent Makeup Facility Owner
<i>PROFESSIONAL UP-DO HAIRSTYLING ARTISTRY</i>	Professional hairstyling artist
	Freelancer
	Hairstyling representative to sell products
	Hairstyling instructor
	Admin at a local salon or beauty brand office

<i>ESTHETICIAN PROGRAM</i>	Licensed esthetician
	Skincare consultant
	Spa or salon esthetician
	Freelance esthetician
	Esthetician instructor
<i>COSMETOLOGY PROGRAM</i>	Licensed cosmetologist
	Beauty consultant
	Freelance makeup artist
	Cosmetology instructor
	Salon manager or owner

FINANCIAL AID

This institution does NOT offer any Federal or State programs for financial aid.

LANGUAGE(S) OF INSTRUCTION

This institution offers classes in English and Spanish languages. In classes where a bilingual instructor is not available, a Spanish translator is provided to ensure thorough translation of the curriculum and course material. Depending upon the location of the class, some classes are structured as a bi-lingual classroom with both English students and Spanish students.

Allure Institute of Makeup Artistry does not offer English as a Second Language (ESL) programs. The programs are taught in English and Spanish. You must demonstrate proficiency in speaking, comprehending, and communicating effectively in the language of your preference, between English and Spanish. This proficiency can be established by proving education obtained through 10th grade; for International students whose primary language is not English they must present documentation of proficiency, such as TOEFL (Score of 18 or above).

Additionally, the entire enrollment process including the Enrollment Agreements are captured in the same language that student chooses to seek training in. This further ensures that student can read and write their language of choice (either English or Spanish language), before they enter any Program.

FACULTY QUALIFICATIONS

Allure Institute of Makeup Artistry (AIMA) confirms its full compliance with 5 C.C.R. section 71720(b) regarding instructor qualifications for non-degree educational programs. Our instructors possess the required minimum of three years of experience, education, and training

in their respective subject areas, ensuring current and relevant instruction. Where necessary, AIMA has documented equivalent qualifications for instructors. Additionally, all instructors engage in continuous professional development to maintain and update their knowledge and teaching skills. We affirm our commitment to these standards in our faculty selection and retention policies.

Licensed Program Instructors: For all Instructors teaching a Licensed program (Esthetician or Cosmetology), they must meet all of the the above mentioned requirements, in addition to having a valid & current License in the field of their instruction, from California Board of Cosmetology and Barbering.

ADMISSION POLICIES

At Allure Institute of Makeup Artistry, we are dedicated to ensuring a transparent and comprehensive admissions process. Our policies are designed to provide clarity and guidance to prospective students:

- **Identification Requirements:**

All applicants must provide a valid copy of their social security card or tax identification number (TIN) for programs that necessitate state licensing examinations. For age verification purposes, applicants must present a state-issued driver's license or an equivalent form of identification. It's imperative to note that students must be a minimum of 17 years of age by their projected graduation date for programs that require state board examinations.

- **Admissions Interview:**

Every prospective student will undergo an admissions interview conducted by our dedicated admissions team. This session aims to acquaint the student with Allure Institute of Makeup Artistry's ethos, the intricacies of the chosen course, and potential career trajectories. Allure Institute of Makeup Artistry maintains a strict policy against recruiting students already enrolled or accepted in similar programs at other institutions.

- **Re-Enrollment:**

Students who previously enrolled but did not complete their program have the opportunity to apply for re-enrollment. Further details on credit applicability for previous training can be found in the subsequent sections.

- **Educational Prerequisites:**

Allure IMA admits students who have one of the following: 10th grade completion, or higher certificate, or a letter certifying such completion. Students who completed the 10th grade in another country a copy of their certificate or a certification letter will be required.

- **International Applicants:**

At this time, Allure Institute of Makeup Artistry does not offer admissions to international students. However, we are continually evaluating our policies to best serve a diverse student body.

- **Minimum age requirement differs with program selection:**

- Intro to Makeup Artistry: Minimum age 16 years
- Professional Makeup Artistry: Minimum age 16 years
- Up-Do Hairstyling: Minimum age 16 years
- Eyelash Extensions Program: Minimum age 16 years
- Microblading Program: Minimum age 18 years
- Microshading Program: Minimum age 18 years
- Esthetician Program: Minimum age 17 years
- Cosmetology Program: Minimum age 17 years

* For applicants under the age of 18, parent or guardian consent is required.

We encourage all prospective students to reach out to our admissions department for any queries or clarifications regarding the admissions process.

Note: The institution has NOT entered into an articulation or transfer agreement with any other college or university.

PROBATION AND DISMISSAL POLICY

The instructor may place a student on probation if the student is not making reasonable attempts to attend class, be present during coursework, and is not making satisfactory progress. We will make every effort to assist students who wish to improve; however, the responsibility lies with the student to request assistance.

A student may be dismissed from any of our programs for any of the following reasons:

- Excessive absences or tardiness
- Attending class under the influence of drugs or alcohol
- Arriving out of dress code and refusing to use corrective wear supplied

Blatant acts of discrimination, sexual misconduct, or violence towards any instructor, student, client, or staff of Allure Institute of Makeup Artistry This policy applies to all students who wish to study at our facility.

NON-DISCRIMINATION CLAUSE

No person shall be denied admission, graduation or any other rights and privileges of the college due to reasons including, but not limited to, race, creed, color, age, religion, sex or national origin.

STUDENT HOUSING

This institution does not offer any form of support with procurement of housing for the prospective or current students. Depending upon the location of classes, average Monthly rent of a two-bedroom apartment ranges from _\$770_ to _\$3,339_. *Source:* <https://www.rentdata.org/states/california/2020>

LEAVE OF ABSENCE

Students shall be granted a medical leave with a proper supporting documentation. Any student who misses two or more consecutive classes, without any documented medical reason, shall be de-enrolled from the program and can re-enroll by registering and paying the re-enrollment fee (as defined in Enrollment Agreement and Installment Contract)

TARDINESS/ABSENTEE POLICY

Students are expected to be at the campus (or logged in online) before the start of their class. Any student who is late for class by greater than 15 minutes (without a valid reason) shall be marked absent for that class for the day. It is the student's responsibility to have a late start approved prior to class by their instructor, if need be. Any time/day missed by the student will then become the student's responsibility to make up for that class at a future date when that class is offered again.

STUDENT CONDUCT POLICY

Students are expected to carry themselves in a professional manner, show respect and courtesy to their fellow students, and school staff & teachers. Lack of cooperation, insubordination,

drinking alcohol or use of drugs on the premises, or disorderly or immoral conduct, constitute unsatisfactory conduct and are grounds for withdrawal.

LIBRARY AND ELECTRONIC RESOURCES

At Allure Institute of Makeup Artistry, we are committed to providing our students with a comprehensive array of educational resources to support and enhance their academic journey. Our library boasts a curated collection of books, scholarly journals, and multimedia materials, ensuring that students have access to the latest industry insights and academic research.

- **Physical Resources:** Our extensive library collection includes a diverse range of books, periodicals, and articles, meticulously selected to cater to the diverse academic needs of our student body. These materials are readily available for students to check out and utilize for their coursework and research endeavors.
- **Digital Infrastructure:** In addition to our physical resources, Allure Institute of Makeup Artistry takes pride in its state-of-the-art digital infrastructure. We have equipped our campus with high-performance PCs, ensuring that students have seamless access to digital platforms and online databases. Furthermore, a select number of iPads are available for students, facilitating on-the-go learning and research.
- **Proprietary In-House Application:** Recognizing the evolving needs of modern education, Allure Institute of Makeup Artistry has developed a proprietary in-house application. This digital platform offers students access to a plethora of electronic resources and supplemental materials, further enriching their academic experience. The application serves as a gateway to a vast digital repository, ensuring that students have the tools they need to excel in their studies.

Students are encouraged to liaise with their Campus Director or designated faculty members for guidance on accessing and utilizing these resources to their fullest potential.

STUDENT SERVICES

At Allure Institute of Makeup Artistry (Allure IMA), our faculty and staff are dedicated to advising students on any issues that may impact their ability to successfully complete their courses. For problems beyond the expertise of our staff, referrals will be made to specialized agencies equipped to handle specific concerns.

The primary objective of Allure IMA is to develop competent professionals in their chosen fields and to support students in successfully completing their programs and transitioning into the job market. Student services are essential to achieving these goals, and the available services will be thoroughly explained during the orientation meeting.

DISCLOSURE OF RECORDS

Students can request access to their academic record(s) by making a written request with the administration department. Student's educational records are maintained for a period of five (5) years from the date of enrollment. In addition, student's contact information is stored in the business records for a minimum duration of 5 years. Written consent is required before any educational record may be disclosed to a third party, except of accrediting commissions or governmental agencies so authorized by law. All records of students who enroll shall be kept at this institution for a period no less than five (5) years, whether the student completes the educational service. All student transcripts shall be kept at this institution permanently for the purpose of follow-ups, references, and transfers.

TRANSFER OF CREDIT

This institution does NOT allow prospective student(s) to transfer **in** credits from an outside institution or school. Additionally, this institution does NOT guarantee that any credits/time completed in one of our programs can be transferred out to another institution or school.

NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION

"The transferability of credits you earn at Allure Institute of Makeup artistry is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the certificate you earn in (educational program(s) you enroll into) is also at the complete discretion of the institution to which you may seek to transfer. If the certificate that you earn at this institution are not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason, you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending Allure Institute of Makeup Artistry to determine if your certificate will transfer."

INTERNATIONAL STUDENTS

The institution does NOT participate in the Student and Exchange Visitor Program (SEVP) of the Department of Homeland Security (DHS). And the institution does NOT issue I-20 Student Visas. No foreign students are admitted into any program.

CAREER COUNSELLING

The institution has structured the program curriculum(s) to incorporate job-level activities, along with topics like best practices, hygiene, professional presentation, etc.

Additionally, we offer complimentary Business Meetings to all students, once every month. These meetings focus on various aspects of business/self-employed topics including Industry related trends, General Economic concepts, Tax/Licensing/Insurance, etc.

To further assist our graduates in pursuing their art, we offer free counseling, on request, with topics that span social media, webpages and advertising. To help the graduates better advertise their services and position themselves as professional artists, we offer all graduates a free Professional Webpage. The buildout cost of this webpage and the cost of hosting these webpages along with all the content and media is taken care of by the institution.

For the graduates of our Professional programs (Professional Makeup, Microblading and/or Microshading) we also offer a complimentary one-time design and print of professional business cards (set of 500).

REQUIREMENTS FOR PROGRAM COMPLETION

Requirement(s) for successful completion of the program and to earn a Certificate of Completion include, but not limited to:

- attending all the classes as laid out in the curriculum (with the exception of excused absence)
- completing course work on time, and satisfactorily, as required by the instructor.

INSTRUCTORS

This institution makes every effort to provide talented and experienced instructors who not only have a thorough understanding of the subject, but also possess the skill set and professionalism of a true educator and mentor.

The institution focuses on partnering with teachers who have shown a passion for the program while performing exceptional service.

PROGRAM COST(s)

The program cost breakdown is listed in the table below:

Course Name	Registration (non-refundable)	Tuition Cost	Kit Cost/Equipment	Total Program Cost
Intro to Makeup Artistry	\$200	\$1,098	\$200	\$1,498
Professional Makeup Artistry	\$200	\$1,929	\$350	\$2,479
Hair Styling Artistry	\$200	\$1,103	\$595	\$1,898
Microblading Artistry	\$200	\$1,774	\$596	\$2,570
Microshading Artistry	\$200	\$1,761	\$596	\$2,557
Esthetician Program	\$200	\$4,700	\$900	\$5,800
Esthetician Program – Hybrid	\$200	\$4,700	\$1,250	\$6,150
Cosmetology Program	\$200	\$12,000	\$1,500	\$13,700
Cosmetology Program – Hybrid	\$200	\$12,000	\$1,850	\$14,050

TUITION POLICY(s)

All tuition and other program related costs are expected to be paid in advance prior to the beginning of the class. Any missed payments will need to be made current before the student can be allowed to resume coursework. All fees and costs are required to be paid in full prior to the completion of program and granting of a Certificate of Completion. This institution reserves the right to change the tuition and other program costs without prior notice. This institution

also reserves the right to make any changes pertaining to the program details and kit contents without any prior notice.

EXTENDED TRAINING

Students requiring training beyond the hours and dates as set forth by their Enrollment Agreement and Installment Contract will be charged a \$20 per hour fee for all additional hours. This does not include any makeup day(s) for **approved** medical/emergency leave.

NOTE: Makeup Day(s) must be approved by the administration. Student **MUST** submit written request along with supporting evidence of the reason for missing class.

RIGHT TO CANCEL

The student has the right to cancel any program(s) they have enrolled into. The Notice of Cancellation has to be provided in writing to the school administrator. The institution shall refund any monies due to the student within 45 days of withdrawal. Note: Kit/Equipment is 100% Non-Refundable once issued to the student and can **NOT** be returned. This is necessary because of the sensitive nature of these products; the school cannot reuse any products that have been issued to the student. If the student does cancel prior to receiving any Kit/Equipment, in that scenario the student shall receive a full refund of any monies they have paid to date, towards their Kit/Equipment costs.

REFUND POLICY

The Refund policy applies to any contract terminations executed by either party, the student or the school.

In the event that the student terminates a contract prior to their course completion, and the student has paid their tuition in advance, the student will be owed pro rata refund for any monies received in excess of Education and Kit/Equipment already received by the student up till the date of withdrawal/cancellation.

The Notice of Cancellation has to be provided in writing to the school administrator. The institution shall refund any monies due to the student within 45 days of withdrawal. Note: Kit/Equipment is 100% Non-Refundable once issued to the student and can **NOT** be returned. This is necessary because of the sensitive nature of these products; the school cannot reuse any products that have been issued to the student. If the student does cancel prior to receiving any

Kit/Equipment, in that scenario the student shall receive a full refund of any monies they have paid to date, towards their Kit/Equipment costs.

NOTE: The Registration fee of \$200 is a Non-Refundable fee and cannot be refunded.

Example Scenario:

Student: Jane Doe

Program: Professional Makeup Artistry

Number of Classes: 14 (4 hours each)

Cost:

Course Name	Registration (non-refundable)	Tuition Cost	Kit Cost	Total Cost
<i>Professional Makeup Artistry</i>	\$200	\$1579	\$500	\$2279

<p>Tuition per class = \$</p> <p><i>[This is calculated by dividing the total Tuition Cost (\$1,579) with the number of classes (14)]</i></p>	<p>112.79</p>
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Assuming Jane Doe has paid upfront for the entire program (i.e., \$2,279).

Jane Doe decides to cancel their program **after attending 6 classes**. Jane's refund calculation would look like this:

Total Paid To-Date	\$ 2,279.00
- Registration Fee (Non-Refundable)	\$ 200.00
- Kit Cost (Non-Refundable once issued)	\$ 500.00
- Tuition for 6 days of Class (6 x \$112.79)	\$ 676.71
Refund Due to Student	\$ 902.29

If any portion of your tuition was paid from loan proceeds, the refund will be sent to the lender/agency. Any remaining refund amount will first be allocated to repay any student financial aid program, if any, from which the student received benefits, to the extent of benefits received. Any remaining amount will be paid to the student.

If the student defaults on a Federal or State government, both of the following may occur:

1. The Federal or State Government or a loan guarantee agency may take action against the student, including applying any income tax refund to which the person is entitled to reduce the balance owed on the loan.

2. The student may not be eligible for any federal student financial aid at another institution or other government financial assistance until the loan is repaid [CEC 94911(g)(1)(2)].

A student attending the school who is a client of a public or private agency or organization that pays all of the student's fees is not liable for the cost of tuition, equipment or supplies, fees or for any other cost associated with the educational services provided. If student withdraws or cancels, tuition fees and other charges shall be refunded to the sponsoring organization. No refund shall be made to the student.

If the student has received federal student financial aid funds, the student is entitled to a refund of monies not paid from federal student financial aid program funds. (CEC 94911(e)(2)).

If the student obtains a loan to pay for an educational program, the student will have the responsibility to repay the full amount of the loan plus interest, less the amount of any refund (CEC 94911(f))

WITHDRAWAL POLICY

The school holds the right to withdraw a student when they fail to meet the minimum standards as required by the school catalog. In the event of a withdrawal the school shall notify the student with a written Notice of Withdrawal. The school shall also refund any monies received in excess of the \$200 non-refundable Registration Fees, pro rata Tuition cost for the classes already completed by the student, and any Kit/Equipment cost.

COMPLAINT/GRIEVANCE POLICY

Our customers are our students and their happiness & success is our priority. If Allure IMA were to receive a complaint regarding the service we provide, we would set up a meeting by phone or in person. If a translator is required, Allure IMA would schedule a translator to be part of the entire meeting. Both student(s) and staff would have a conversation about the situation and discuss solutions that work for each party. In addition, we would ask the complainant to provide their complaint or concern to us in writing so that Allure IMA can keep the complaint on file. If the complaint cannot be resolved or a plan cannot be finalized during the meeting, students are allowed to cancel their course and receive a partial refund if the course has not been completed (as detailed under the Refund Policy)

DISCIPLINARY POLICY

At Allure Institute of Makeup Artistry, we believe in the community and respect for all. In order to promote an environment suitable for adequate growth, we take strong measures to ensure that the decorum is maintained inside our classrooms. Any violation or obstruction of general class rules and school rules shall result into a Disciplinary meeting which shall be held with the teacher, student and at least one Admin present. Depending on the severity of the issue, a student may get up to Two (2) Disciplinary meetings. If the issue(s) persists, the school reserves the right to end student's relationship with our organization.

HOLIDAY(S)

The school observes following holiday(s) and are closed for operation on these dates:

- New Year's Day (January 1st)
- Memorial Day (Last Monday in May)
- Fourth of July
- Labor Day (First Monday in September)
- Thanksgiving (Last Thursday of November)
- Christmas (December 25th)

FACILITIES & EQUIPMENT

Santa Ana - Students can utilize the stations equipped with LED lighting and outlets. This location is at about 4,200 square feet and can hold a minimum of 50 students, models, and staff at a time. Students have plenty of space to spread out their products and equipment such as brushes, palette/spatula, etc. Students are provided chairs to sit on, ring lights are placed around the room for additional lighting. Students are offered additional products to use during class from classroom supplies such as: (for MUA) eyeshadow palettes, eyeshadow primers, glitters, translucent powders, foundations, etc. Students are allowed to use the computer in the Student Media Center if they are interested in researching a particular look to practice or anything else school related. This campus is located right off the 5 freeway and 22 freeway,

perfectly nestled next to a busy plaza that offers various eateries, coffee shop, gym and other stores.

South Gate – Students can utilize the stations equipped with LED lighting. This location is at about 1200 square feet and can hold up to 20 students, models, and staff at a time. Students have plenty of space to spread out their products and equipment such as brushes, palette/spatula, etc. Students are provided chairs to sit on, ring lights are placed around the 42

room for additional lighting. Students are offered additional products to use during class from classroom supplies such as: (for Eyelash Extensions) bed to practice on live models, LED headsets for magnification, additional types of lash trays, eyelash wash, barbicide and other sanitation supplies etc. Students are allowed to use their phones with free school wifi if they are interested in researching a particular look to practice or anything else school related. The school is close to the 710 Freeway, on Tweedy Blvd, across the street from the 99Cents Store; major cross streets include Atlantic and Tweedy Blvd.

Note: The Institution strictly procures all equipment and materials from renowned Industry brands and vendors. All equipment, where applicable, are FDA approved. Additionally, the Institution does NOT use or provide to its students any equipment permitted only for use by licensed medical personnel.

LIBRARY AND LEARNING RESOURCES

At Allure Institute of Makeup Artistry (Allure IMA), we are committed to providing our students with comprehensive library and learning resources to support their educational programs. Our resources include:

1. **Santa Ana Campus - On-Site Library:** Our library offers a collection of reference books, periodicals, and media related to cosmetology, esthetics, makeup artistry, eyelash extensions, microblading, microshading and other beauty related topics. Students can access these materials for research, study, and project work.
2. **Digital Resources:** Allure IMA provides access to online databases and digital libraries, enabling students to retrieve information electronically. Our digital resources include e books, industry publications, and instructional videos. These resources are made available to our students through our proprietary SIS+LMS system.

ACCREDITATION

The Institution is currently NOT accredited by any accrediting agency recognized by USDOE.

STUDENT PERFORMANCE FACT SHEETS (SPFS)

The Institution shall collect data and maintain SPFS for each Program once the Approval from Bureau is received. Here is a link to the Blank SPFS Template for this Institution. [Click here.](#)

https://www.canva.com/design/DAGMmzifm5g/vtc3ss9CswyilNkjCNglgQ/view?utm_content=DAGMmzifm5g&utm_campaign=designshare&utm_medium=link&utm_source=editor