through the looking GLASS

Professional Esthetics/Spa Therapy Diploma Programs
blanche macdonald centre
Esthetics training focused on the conventional – solid, concrete theoretical curricula with a limited emphasis on repetitive practical cosmetic massage movements and a limited array of beauty services. Not any more. In the last decade, Esthetics training and its related services have evolved, transitioned and morphed into every form, function and fashion imaginable.

Whether it’s Spa Fusion, Eco Culture or Global Sampling, clients can now cross the globe to an exotic multi-million dollar locale and indulge in the region’s indigenous treatments or pare things down to its simplest elements with the casual comfort and intimacy of the neighbourhood day spa. Familiarity can breed content.
Planes, trains, boats and automobiles – spa mobility has become in demand as on demand treatments service the need for instant access and immediate gratification. Catch mini express services at airport departure gates, VIP lounges or on transatlantic flights.

From the Italian Alps to the Rocky Mountains, deluxe beauty indulgences can be found on the Orient Express or the Canadian Spa Train. On virtually every cruise line, mini to maxi, full blown beauty regimes have become de rigeur. It’s just a phone call away. Dialing for digits, ring up a local mobile spa or do what the New Yorkers do, hail that cab and flag down a bright yellow Nail Taxi.

Moving onto to a whole new lexicon, the “High Spa IQ” consumer assimilates beauty terminology with science. With a new generation of skincare products that advocate DNA repair, improving the skin’s appearance from the outside in, to non-invasive breakthrough technology using various levels of light energy, the language of beauty has changed. Whether it’s our everyday vernacular, Webster’s Dictionary or Wikipedia, terminology such as micro-dermabrasion, photo rejuvenation, non-ablative resurfacing, or treatments of retox, detox to Botox, it’s all become so common place.

Interpretation, translation, and comprehension – what does this all mean? It means that as an Esthetics professional, you have choice: endless, infinite choice. It means that as you make this commitment to yourself, you become the heroine or hero of this journey and the author of your own story. It all begins with you and it all ends with us, with all of us who will support you along the way. Here, at Blanche Macdonald.

A NEW GENERATION OF ESTHETICS PROFESSIONALS

An approach that reaches far beyond the standard textbooks, chemical compounds, and basic massage movements, an approach that encompasses a study of a person’s mind, body, spirit and lifestyle. This shifting of paradigms has allowed the Esthetics industry to emerge from providing basic, traditional salon services to full-fledged growth. This new paradigm has progressive salons and spas embracing diversity and change.

In addition to the necessary theoretical and technical knowledge the Esthetician acquires during training, you must also develop a facility with the more personal and interactive side of the profession. It is the Esthetician’s goal to deliver not only a correct treatment, but also a total experience that leaves the client feeling pampered, healthy, glowing, relaxed and renewed.
they say it’s a revolution
A motivating need to service, to help people, the ability to create effective communication and positive emotional connections, and the expertise to create effective therapies and treatments are all essential.

The realization for the Esthetics professional is that the creation of “beauty” is more than skin deep. Estheticians must attend not only to the surface but also to the internal, to one’s overall sense of wellness and well being.

This degree of care and consideration extends beyond the person and the personal, to the care and keeping of the environment. From the “greening” of your spa, the selection of organic products and biodegradable packaging to creating a culture of sustainability, this is the practice of responsible beauty. It is the Estheticians’ responsibility to contribute to these environments utilizing their extensive training in an innately nurturing and professional manner.

The Esthetics program at the Blanche Macdonald Centre is designed to enhance your ability to reach people with confidence, warmth and respect. Moreover, the Esthetics program will assist you in developing your individual road map to success – to assist you in crafting your vision, to gain greater clarity and commitment to your personal and professional goals and to move you into a leadership role.

Choosing a career in Esthetics?

Karmic chameleon.

Locked down with aptitude tests and career prototypes? Time to toss out these well-worn personality profiles and any boundary based thinking. The beauty of the beauty professional is the ability to morph, shape, sculpt and transform into anything you want to be. Your professional Esthetics career can look and appear in many colours, shapes and sizes. Whether you want to colour inside the lines or out. It’s all a beautiful technicolour kaleidoscope.
CHOOSING BLANCHE MACDONALD

REPUTATION—Established since 1960, the reputation and success of the Blanche Macdonald Centre and our graduates have translated into high industry recognition and acceptance. We continue to significantly differentiate ourselves with our progressive and evolving curriculum, our depth and breadth of quality training, our unparalleled student support and mentoring, our caring and committed spirit, and the exponential success of our graduates.

GOVERNMENT ACCREDITATION—Receiving numerous commendations for our excellence in education, the Blanche Macdonald Centre is accredited and registered by the Private Career Training Institutions Agency (PCTIA) under the Ministry of Advanced Education for the province of British Columbia. This provincial governmental regulatory body encourages integrity and high standards of educational competence within the private post-secondary sector.

The Centre’s Esthetics Director, Debbie Nickel, has participated in numerous industry association committees as well as provincial and national government agencies. She has served as a judge, technical committee member and chairperson for provincial and national Skills Canada competitions, as well as inspector, program specialist and chairperson for provincial education audits.
PROVEN SUCCESS – the College has graduated thousands of Esthetics graduates who are now working successfully worldwide as Spa Therapists, Estheticians, Medical Estheticians, Laser Technicians, Salon / Spa Owners, Entrepreneurs, Product Knowledge Trainers, Technical Trainers, Nail Technicians, Cosmetic Managers, Makeup Artists and more. There is a tremendously positive and supportive culture here. Our students and staff work together to create a positive learning environment where we can each grow and foster. Our students and graduates refer their friends, families and colleagues to us time and time again.

PROFESSIONAL FACULTY – Students and faculty work closely together in setting and meeting educational, creative, and professional goals. The success of the college and our graduates is largely due to our exceptionally qualified instructors and Directors who provide a highly personalized approach to education and an unwavering commitment to excellence in learning.

FACILITIES – The newly expanded facility places the College as Canada’s largest Esthetics and Make-up training centre. Large, state of the art classrooms, nail studio, make-up labs, an Apple Macintosh Computer lab and easily accommodate our small student to teacher ratios. Situated in a beautifully appointed heritage building, the dramatic and breath-taking design elements create an inspiring learning environment.
PARTNERS IN EDUCATION – As a leader and innovator in Esthetics, the college has secured prominent and exclusive training partnerships with prestigious Skincare and Body care lines and cosmetic companies. These affiliations provide our students with singular knowledge and insight into emerging product developments, techniques and training. Our expansive curriculum includes numerous industry seminars on First Aid, fashion developments relating to Make-up, and supplementary information and demos from local, national, and international product lines.

INDUSTRY GUEST SPEAKERS – Whether it’s inspiring conversations with leading entrepreneurs, energetic class discussions with health professionals, or hard listening about resumé skills and employment opportunities, students and graduates are provided with excellent opportunities to forge many professional industry connections.

FINANCIAL AID – As an accredited private post-secondary college, provincial and federal student loan funding and grants are available for those students who meet the student loan criteria. Any student who is applying for any kind of financial payment options from the college (i.e. student loans, monthly payments, instalments etc.) must meet the college’s financial admissions criteria. The college has designated Financial Aid Officers to assist students with their financial budgets and student loan applications.

FLEXIBLE SCHEDULES – To accommodate the personal and professional commitments of our students, we have created multiple entry dates and a variety of scheduling options. Students can choose from full-time or part-time day schedules or part-time evening and weekend schedules.

PROVINCIAL LICENSING – The Esthetics training at the Blanche Macdonald Centre provides our students with “Global credentials”. The 900 and 1100 hour Esthetics/Spa Technology programs are recognized throughout the world. This has enabled our graduates to achieve licensing status in provinces, states and countries where licensing is required.

EMPLOYMENT PREPARATION – Guided by industry specific career development, students learn how to develop skill and confidence in their career search. This core process teaches you how to create industry appropriate resumés, handle job interviews, identify and research prospective employers, and cultivate industry connections.

PLACEMENT ASSISTANCE – Graduates are actively assisted in finding career employment suited to their professional goals and personal needs. Our graduates cover the globe. We have graduates who are working within walking distance of their homes in Vancouver or as far a field as Toronto, Hawaii, Texas, Mexico, England, Australia, Hong Kong, Japan, and Korea. They are working in every aspect of the Esthetics and Make-up industry, at spas, salons, distributors, manufacturers, cruise ships, resorts, hotels, cosmetic counters, fashion magazines, television studios, and film sets. The Esthetics instructors and Program Director field countless calls for our graduates from industry. The demands from the exploding wellness phenomenon have generated a proliferation of employment openings and an inadequate supply of available graduates.

OUR STATEMENT OF PURPOSE – Rigorously tested and examined by an external accreditation audit team comprised of educational and industry professionals, the statement of purpose is developed by a college as its over-riding mission. This statement must be tested and applied to every aspect of a college’s operation, from curriculum, faculty, policies, operations, and facilities, to future goals.

“To provide quality education that is industry relevant within a positive and creative learning environment.”

OUR EXPECTATIONS OF YOU – At the college, you will become immersed in a collaborative and motivating environment. The essence of Blanche Macdonald is our amazing spirit, our “esprit de corps”. To make the most of your educational experience, we can provide you with all the necessary knowledge, means, and connections, but the key ingredients to your success lie with you. If you can demonstrate a constant discipline to your studies, a respectful, open attitude and approach to your peers and instructors, and an absolute commitment to be your best, you will succeed. Learn to reach our expectations and to exceed your own.

THE BLANCHE MACDONALD DIPLOMA – After successfully completing the academic criteria and fulfilling your financial obligations and requisite hours of attendance, you will receive a Blanche Macdonald Diploma in Professional Esthetics. This Diploma is recognized worldwide as a first class standard of excellence in education and training.

THE NEXT STEP
Making the decision to pursue a career in Esthetics can be confusing and challenging. To ease the process and to assist you in researching your educational options, your first step is to arrange a personal tour of our campus and an interview with a Director. This is the time where we can give you individual attention and provide you with insight into the Esthetics industry, program content, financing details, career opportunities and any other questions or concerns that you may have. This is also an opportunity for you to assess whether this is the right time for you to commit to this field of study and whether this is truly the right career path for you.
ADMISSION REQUIREMENTS
Applicants to the college must be a high-school graduate or a minimum of 19 years of age or older. Personal interviews are arranged with College Directors, to assess the applicant’s aptitude and suitability in this field, their degree of commitment to their studies, financial capability and preparedness, and their experience or knowledge of the industry. It is essential that students who are applying to this program be comfortable with having and receiving Esthetics services. For those applicants who do not live in close proximity to the college, phone interviews can be arranged.

The college reserves the right to refuse admission to any applicant who does not meet each of these admission requirements. At the Blanche Macdonald Centre, it is important to us that you are committed to your studies, well suited to this industry, and able to handle the academic, financial and personal demands of the program. We have high student morale and each student that we accept contributes to our positive learning environment.

ENGLISH PROFICIENCY
If English is not your native language or if you are applying as an International student from a non-English speaking country, please note that all instruction and evaluation is offered in English; therefore a working ability to communicate in English is essential for successful completion of the program.

INTERNATIONAL STUDENTS
All international students are required to meet the applicable admission requirements for the Esthetics program. Once the International student has met all admissions requirements and is accepted into the College, a letter of acceptance will be issued. It is the sole responsibility of the student to arrange for any necessary student visas or extensions. International students who successfully complete the Esthetics program will graduate with a Blanche Macdonald Diploma. International Student Tuition schedules are available from the college upon request.

ACCEPTANCE
Once you have been accepted into the program, it is essential that you process your registration as early as possible. To ensure small class sizes and a high student teacher ratio, it is necessary for the college to limit enrollment. For students who wish to have a preferred program starting date or for those students who are applying for Student Loan funding, advance registration is strongly advised.
OUR STORY

The Blanche Macdonald Centre has always been at the forefront of advanced education. Established since 1960, the College is a recognized leader in Esthetics / Spa Therapy training and has driven the agenda in professional training for the Esthetics / Spa industry on a local, national and global scale. Our goal is to provide comprehensive education and training that focuses on the latest developments of Esthetics relating to health, wellness, beauty, science, technology and personal growth.

As a student at Blanche Macdonald, you will be able to translate your “gift for touch” and your motivating desire to help others, into a rewarding profession. You will receive the essential hands-on experience of performing a range of treatments and services, from conventional, progressive, to alternative. You will adopt the necessary role of a “client” and learn how to receive treatments, thereby expanding your empathy and awareness.

As a Blanche Macdonald graduate, you will be privy to a worldwide network of graduates and resources. You will possess the confidence and expertise to treat and customize your clients’ skin regimens. You will have the knowledge, skills, and abilities to practice your new-found profession as an Esthetics professional in a variety of areas – from day spas, destination spas, hotels and resorts, cruise lines, medical laser and anti-aging clinics etc. and in a variety of ways – as estheticians, laser technicians, spa therapists, make-up artists, nail technicians, spa managers, cosmetic retailers, business entrepreneurs to wholesale and beauty pharmaceutical sales reps, distributors and technical trainers.

At the Blanche Macdonald Centre, we believe in a total commitment to education and to our students. We are here to facilitate and support the ongoing success and personal growth of each individual who entrusts us with their plans and hopes for their future. Everyone deserves the chance to receive the education and develop the skills that will lead to a productive and meaningful place in the world. Our staff are caring professionals dedicated to helping you find the means to discover and express your unique potential.
OUR COMMITMENT

We have an unparalleled reputation in the beauty industry and we are known for our excellent teachers, our progressive curriculum, and the high standards we expect of our students and of ourselves. The Centre attracts students from all over the world and from every educational, ethnic and social background, creating a truly diverse and enriched learning environment. We believe that each student’s education includes not just intellectual but personal growth. It is our hope and belief that you will discover friends and mentors within our walls and that these rich connections will endure a lifetime.

OUR APPROACH TO EDUCATION

Our emphasis has always been on blending the theory with the practical. With this focus on continuous interactive learning, you will acquire the knowledge and ability to analyze your client’s skin composition, discuss the anatomical details of the endocrine system or review a variety of effective detoxification treatments and methods. You will demonstrate the competence and confidence to provide acupressure or effleurage, water and steam therapies or salt glows for skin stimulation and circulation. From the physiology to the psychology, you will gain the ability to assess, to collaborate, to cultivate and to connect with people.

Our interactive classroom environments and educational approaches have a reality-based context. The Esthetics practical rooms are designed to simulate the salon and spa environment. With music therapy, aromatic scents, low-level lighting, and “cocooning” techniques, students learn in a calm and relaxed atmosphere. By working on one another and on numerous outside clients, students are able to establish smooth and successful transitions from school to the workplace.

Providing professional training for Esthetics, Make-up Artistry, Nail Technology, Hairstyling, Fashion Design and Fashion Merchandising and Graphic Design, the college fosters extensive collaboration amongst faculties and students. This diversity in learning has encouraged our students and graduates to gain a broader and more informed perspective of the beauty and fashion industries as a whole. The vibrant energy, global mix and innovative instruction have proved compelling. We have garnered acclaim from academics, industry and media worldwide.

At the Blanche Macdonald Centre, your educational experience will be academically demanding, technically challenging, personally uplifting, and infinitely rewarding. Our staff and instructors are dedicated to helping you in any way possible during your training, and we will continue to support you long after graduation.
OUR CAMPUSES

UPTOWN: CITY SQUARE CAMPUS

Situated in a park-like setting, the Blanche Macdonald Centre is the anchor tenant in an award-winning, architecturally spectacular mall. In a central urban area of Vancouver, across from Vancouver’s City Hall, the campus has easy access to all major transportation routes and ample patrolled parking. Our staff, faculty and students enjoy the convenience of a shopping galleria, a cosmopolitan food court, and a variety of service, health, and fitness amenities.

Within a heritage brick building that is highlighted by a towering glass canopy, an open-air atrium, and antique wrought-iron gates, the Centre has transformed approximately 30,000 square feet into a world-class educational facility. The campus houses a state-of-the-art selection of Skincare and Body care practical rooms, theory classes, Nail studios, Make-up labs and a fully equipped Apple Macintosh Computer Lab. By practicing what we teach, we have incorporated the sensory aesthetics of a high-end spa with the form and function of a dynamic academic institution and have created an educational showcase.

DOWNTOWN: ROBSON CAMPUS

Our new multi-million dollar Downtown campus houses the Fashion Design, Fashion Merchandising, Hairstyling and future Graphic Design faculties as well as a new Apple Macintosh Computer Lab. Spanning approximately 18,000 square feet, this new Downtown campus is accented by a stunning atrium with a soaring flagstone feature wall and an onyx backdrop.

Often compared to a high-end boutique hotel, the college’s fashionable appearance fits right in with its stylish downtown Robson Street locale, in the heart of Vancouver’s elite retail row. Surrounded by such purveyors of luxury goods as Chanel, Louis Vuitton and Tiffany, prestigious hair salons to virtually every powerhouse fashion retail brand, students are provided with infinite opportunities in internships and career placement.
ABOUT THE PROGRAM

The Professional Esthetics program at the Blanche Macdonald Centre provides the students with an outstanding education. This is the highest calibre of Esthetics training that will prepare students for a full range of career choices, allowing you to easily move and morph from one specialized segment of the industry to the next.

The Esthetics Diploma program is a successful integration of high-touch with high-tech. The Blanche Macdonald Centre has been teaching and advancing Esthetics education for over forty years. The program content, structure and delivery is continually developed and enhanced to incorporate changing industry demands and needs, new technological development, product knowledge and dynamic new modalities and treatments.

There are multiple core levels in your professional Esthetics training. On completion of these requisite levels, you will have gained a substantial knowledge of current Esthetic techniques, treatments, products and equipment, supported by an understanding of basic anatomy, chemistry and physiology. You are taught to uphold high standards of professional presentation, conduct, and hygiene. You will develop an extensive practical repertoire in makeup, nails, body care, relaxation massage and more.

This specialized knowledge is rounded out with coaching in effective communication and retailing fundamentals, entrepreneurial studies, managerial and leadership skills with guidance in industry specific career development. The full-time program is enhanced with the application of Internet technology – learning how to market yourself as a professional Esthetician / Spa Therapist, your spa or your business through the Internet with website essentials, e-marketing and social networks.

I. FULL-TIME ESTHETICS/ SPA THERAPY PROGRAM

Total of 1100 hours
Full-time Day program, 2.5 days per week

Program Overview
Level 1 – Mastering Makeup: Fundamentals, Bridal and Fashion
Level 2 – Nail Files: Natural and Artificial
Level 3 – Face Values: Skincare services – Facial analysis, products and treatments
Level 4 – Body Glow: Body care services, products and treatments
Level 5 – Massage around the world: Reflexology, Swedish, Hot stone
Level 6 - Eco beauty: Organics, Cosmetic Kitchen and Sustainable Practices
Level 7 - Wellness to Well-being: Yoga, Meditation, Detoxification, and Simplicity
Level 8 - Medi Spa: Cosmetic Rejuvenation and Lasers
Level 9 - E – Spa: Spa Management and Entrepreneurship
Level 10 - Art and Technology: High Touch to High Tech
Level 11 - Life Coaching

Note: All requisite program levels are delivered but their sequence or order may change. At times, to enhance instructional effectiveness, specific program levels may be merged and combined. For example, the Massage Level (Massage around the world) is often taught within the Body Care Level. All levels, curriculum and requisite hours are covered and remain intact. The college reserves the right to change course offerings, course content, kit contents, facilities, faculty, tuition fees, and course schedules without notice.
EXPLORING THE ESTHETICS / SPA GLOSSARY

* = FULL-TIME PROGRAM ONLY

AROMA- THERAPEUTICS: ESSENTIAL OIL TREATMENTS
Essential oils are liquid substances that have been extracted from certain species of flowers, fruit, roots and trees. Used to improve blood circulation, to bring oxygen and vital nutrients to the tissues or to create beneficial calming and restorative effects, students will develop an understanding of these uses and how they are applied in various salon or spa treatments.

ANATOMY & PHYSIOLOGY
As the basis of skincare science and technology, anatomy and physiology is crucial to the professional practice of Esthetics. Students receive an extensive grounding in the overall structure and chemical composition of the skin and structures and functions of the human body. Learning how to analyze various skin types, conditions, and disorders, students are then able to recommend corrective skin care products with the appropriate treatment objective. A general understanding of medical terminology with relation to Esthetics is acquired.
ART AND TECHNOLOGY – HIGH TOUCH TO HIGH TECH *

To give our graduates the competitive edge and to help them successfully market themselves as Estheticians / Spa Therapists, Spa Managers or Entrepreneurs, the college has created a truly unique program with Art and Technology. In this module, students will learn how to transfer their skills from High Touch to High Tech, to market their services, products and businesses in the digital world.

Students will become familiar with the Macintosh computer by using the Mac operating system. They will gain a working knowledge of Photoshop and Adobe Illustrator. Projects will include creating layouts and designing computer generated promotional materials such as Spa menus, business cards, brochures, magazine and newspaper advertising.

Additionally, students will learn how to create an effective E-Marketing campaign and how to integrate E-Marketing into their business plan through the development and compilation of an Email database, Email blasts, E-spa promotions, contests and giveaways.

And where would we be without the World Wide Web. The Art and Technology module includes the “How-to’s” of learning how to create, post and maintain your own Spa website. Learn the essentials of an effective website, HTML and Flash, search engine positioning and more.

Become proficient in marketing via Social Networks from the North American dominated sites of Facebook and Myspace, to the popular network in the UK – Bebo, or Mixi in Asia. Learn how your social network profile can generate traffic to your website and to your business.
AYURVEDA
An ancient lifestyle practice originating from India, Ayurveda aims to create harmony within the body. Based on the belief that each individual has a unique mix of energies, called “doshas” that must be kept balanced and healthy. Ayurveda can be applied through a variety of techniques ranging from detoxification, diet, herbs, yoga, and meditation to massage therapy. These treatments and therapies are personalized and customized to the individual’s “dosha” for maximum effectiveness and optimal health.

BACTERIOLOGY
Identifying the types and classifications of bacteria, as well as bacterial growth and reproduction, is essential for respecting clients’ safety and reducing the possibility of transmitting diseases.

BODY CARE AIRBRUSH TANNING
Over exposure from UV rays from the sun or traditional tanning beds or booths, can be detrimental to your health and can create sun damage to your skin. A safer alternative to acquiring a healthy glow is Airbrush tanning. This is a form of spray tanning using an Airbrush and compressor. The process involves the use of a sunless tanning lotion that is atomized and converted into a fine spray that is sprayed evenly over your client’s skin. Students will learn how to use a professional Airbrush and compressor and practice applying Airbrush tans. Information on how to best prepare your client for the treatment, customizing the tan, product selection and availability and post care tips are reviewed.

BODY BRONZING
With the alarming damage of UV rays, salons and spas are meeting consumer demand with body bronzing treatments. After an exfoliation and moisturizing treatment, students carefully administer a self-tanning cream over the client’s full-body. The end result is a natural looking and evenly applied tan.
BODY CARE AND HYDROTHERAPY

Hydrotherapy is the use of hot and cold water, ice, and steam to facilitate the healing process. Water therapy, also called Aqua therapy or Hydrotherapy, is a premier spa treatment.

You will discover how water therapy treatments are used to cleanse, rejuvenate and detoxify. Learn the theory and practice of hydrotherapy techniques including exfoliations and wraps.

Discover how Balneotherapy (baths), Thallasotherapy (seawater) and Affusion therapies (Vichy showers) have evolved and are incorporated in today’s leading spa treatments. You will create companion treatments that incorporate water therapies with essential oils, muds and seaweeds.

BODY CARE TRENDS

The proliferation of emerging trends and techniques, from the use of Moor Mud, Ayurvedic massage, manual lymphatic drainage to Hot Stone therapy can create misinformation and confusion. It is the responsibility of the Esthetician to evaluate and assess which trends and treatments have merit and which ones are potentially harmful. Students will discuss and review a variety of these innovative developments.

BODY CARE TREATMENTS

The ability to integrate client comfort with recommending the appropriate body care treatment is fundamental. Specific treatments are designed to nourish, exfoliate, balance and/or detoxify the body. Full body care services require a highly sensitive approach. To create the right comfort level, you will receive extensive practice in approaching and handling your client with consideration and respect. The right skills will assist your client in overcoming a self-conscious or negative body image and lead to a positive spa experience.

Through client questionnaires and interviews, students will be able to make an informed assessment specific to the client’s needs. Recommendations based on optimal treatment objectives and beneficial products can then be made with accuracy and confidence.

BODY SCRUBS

Body scrubs remove the top layer of dead skin, leaving the skin soft and supple. Various methods are used to improve circulation, slough off dead skin cells and to create invigorating skin sensations. Students will acquire aptitude in performing exfoliation treatments such as gommage, dry brush with gloves, and a variety of body polishes.
BODY WRAPS
In a body wrap, chosen solutions are applied directly to the body and the body is then wrapped. This method results in the drawing out of accumulated toxins from the body and the elimination of impurities. The creation of heat in body wraps relaxes the muscles and revitalizes the skin. Students perform body wraps such as seaweed / algae, clay / mud, and thermal / paraffin. This latter technique involves coating the body with a liquid wax and as it solidifies, the warm vacuum created increases hydration and induces relaxation.

CLIENT PREPARATION AND CARE
An Esthetician learns to create a strong rapport with the client through the considerate care, detailed preparation, and quality of service provided. By gently guiding and informing your client of the selected salon or spa treatment, verifying medical information to guard against contraindications, preparing a soothing and tranquil environment, and providing beautifying and enhancing treatments, you will create an optimal client experience.

CPR – BASIC LIFESavers COURSE
Receive Certification in First Aid. In the Basic Lifesavers class you will learn the “ABC’s” of First Aid: A is for Airway. B is for Breathing and C is for Circulation.

This interactive and entertaining workshop introduces the different types of emergency situations and how to respond to them. You’ll learn how to assess a First Aid emergency and begin a “first response” action. You’ll also learn what NOT to do in order to keep yourself out of danger.

ECO BEAUTY - ORGANICS *
Learn how the Cosmetics and Skincare industries are adapting and developing product lines and production methods to a more holistic, ecological, environmental and cruelty free philosophy: from the definition of what is Organic, to the selection and analyses of pure natural ingredients, to the use of environmental friendly manufacturing processes and the development of Carbon Neutral or biodegradable packaging.

Discover how more and more product lines are opting out of synthetic preservatives, artificial fragrances and chemicals (e.g. Parabens, Glycerols, Titanium Dioxide). Learn about beauty products that are developed from certified organic sources such as plant oils and extracts, pure medicinal essential oils, butters and highly energized plant essences.

Ethical consumerism: learn how to best meet the needs and demands of the eco-ethical consumer, their habits and purchase decision practices, how to communicate your ethical values and create a culture of trust with your brand.

Review and experiment with a variety of organic Beauty products. Gain access to a growing network of natural, organic beauty product lines and suppliers.
ECO BEAUTY – COSMETIC KITCHEN *
Consider it as D.I.Y. Beauty – Do It Yourself! What better way to understand the principles and formulations of skincare than to create your own. By experimenting with everyday kitchen ingredients like coffee grounds, sea salt or sunflower oil, adding in the natural aromatics of essential oil blends of grapefruit, rose, or ylang ylang or the selection of simple herbs from your garden, you will learn how to create your own mud masks, body scrubs and anti-aging skincare treatments.

ECO BEAUTY - ECO SPAS, SUSTAINABLE SPA PRACTICES *
Today's esthetician is responsible for self-care and client care; caring for the environment is therefore a natural progression. Topics such as the “greening” of the spa industry and responsible spa practices for environmental sustainability are reviewed. Progressive clients want to maintain their commitment to wellness with products and treatments that support their ideologies.

E-SPA: SPA MANAGEMENT AND ENTREPRENEURSHIP
This is an introduction to Spa Management and Business Entrepreneurial practices with an emphasis on learning how to create a successful combination of creative, technical and financial opportunities, concepts and strategies. This course challenges students to balance technical expertise in promoting product sales and effective inventory controls with the creative marketing of retail and merchandising strategies and the financial constraints of budgets and operating costs.

Being an effective Spa Manager or Entrepreneur requires a multitude of skills and talents. These are extremely taxing and challenging career choices but infinitely rewarding ones, in many ways. From utilizing skills in time management, human resources, finance, to sales and marketing, you must be able to handle the day to day operations of spa or your business. While you are pulled in ten thousand directions, you have to keep your eye on the bottom line (cash flow, revenues, profits) and stay focused on building an effective team, a strong clientele, a positive working environment and a strong corporate vision.
ETHICS
While it is an integral part of the Esthetician’s role to create an emotional connection with the client, to be intuitive, caring and sensitive, it is essential that there remains a distinct professional boundary. Professional ethics, emotional, physical and confidential guidelines must be respected. You will learn how to work with respect and create trust.

EYEBROWS AND LASHES
A prevalent salon treatment, eyebrow services require careful preparation and knowledge of the depth and shape of the eyes and eyebrows. Eyebrow shaping techniques such as waxing and tweezing are completed. Eyebrow and eyelash tinting are performed with the completion of a patch test for allergic reactions prior to application of a vegetable based tint.

HYGIENE
For a professional Esthetician, genuine concern for a client’s health is imperative. Ensuring a salon or spa environment meets proper hygienic procedures and standards is essential. Rigorous attention must be paid to the thorough sanitation of tools and implements, the cleanliness of the Esthetics cabine, and to your own personal hygiene and grooming. The challenge to the professional Esthetician is to create spotless sanitation and care within an atmosphere of relaxation and beauty.

LIFE COACHING *
Life is a complicated business these days. We are all multi-tasking and juggling but how can we bring things down and pare things to its more simplistic and authentic elements? How can we refocus and reshape our lives and ourselves so that we can appreciate, enjoy and fulfill the life that we are given?

By creating a structured, driven and supportive process, the Life Coaching module allows students to discover, create awareness and to make considerate choices regarding their personal and professional paths.

How can you build your best life? Through individual assessment of your own values, we will help you set the right foundation: identify your power source, your core motivation and desires, define and set measurable goals, create positive change and manifest success.

Create concrete and focused action plans. Learn how to build sustainable organizational strengths, time management techniques, problem solving skills and effective communication practices that will improve your success as an individual and as a valuable team member.
MAKE-UP FUNDAMENTALS
Instruction begins with the analysis of facial shapes, skin composition and bone structure. Building on this foundation, students create basic day looks and then transform them into evening. Once the basics are honed, students expand into bridal make-up for a wedding party, designing a complimentary make-up “croquis” for a design collection, and designing fashion looks using magazine “tear sheets” as inspiration.

MAKE-UP COLOUR THEORY
You will learn the primary, secondary and tertiary colour wheels in conjunction with colour application techniques to create a unifying colour palette. Explore the language of colour and how it creates specific psychological reactions and fashion statements. Learn how to choose and adjust colour for tonality and harmony.

MAKE-UP LAB
Playing with colour and painting faces – the make-up lab is where students can be expressive, experimental and creative. Our comprehensive curriculum has been developed and updated by our award-winning Make-up Director, Todd McIntosh. A multiple Emmy award nominee and one-time Emmy award winner for Outstanding Make-up, Todd has designed a program that is progressive and industry responsive.

MAKE-UP PRODUCT KNOWLEDGE
Retail and professional lines have different ingredients and formulations that create different results. Learning how to distinguish and choose which product is the most effective for a specific make-up is an integral part of your training. Advances in treatment-oriented make-up formulations and mineral make-up are discussed. You will gain confidence and expertise by applying a variety of products on a diversity of faces to create a variety of looks.
MASSAGE AROUND THE WORLD – AYURVEDIC MASSAGE *

This module teaches students the foundational practice of Ayurvedic Massage as it applies to the Esthetician and the Spa environment. Incorporating the ancient Indian lifestyle practice of Ayurveda, the Ayurvedic massage uses essential oils to balance out the individual’s body and to create an overall sense of wellbeing. Each Ayurvedic massage is customized to fit an individual’s “dosha”. No two massages are alike. Students will learn how to focus on the client’s “marma” or Indian pressure points and apply various massage techniques of tapping, kneading and squeezing. These various massage strokes and techniques are designed to detoxify and cleanse and to improve the individuals’ overall immune system.

MASSAGE AROUND THE WORLD – HOT STONE MASSAGE

Hot Stone Massage has become a much requested service in Spas and Salons but practitioners need to be thoroughly trained in the effective application, safety precautions and correct sanitation practices required. Students learn the various placement options for the heated stones, how to provide additional massage strokes while holding heated stones in the palms of their hand, how to vary the pressure of the massage to suit their client’s needs and how to adapt the treatment to maximize blood flow circulation, muscle relaxation, stress relief and accelerate the healing process.

MASSAGE AROUND THE WORLD – SWEDISH RELAXATION MASSAGE

An uninterrupted, smooth flowing style or massage that promotes general relaxation, improves circulation and range of movement, relieves muscular tension and stress. This is a whole body hands on treatment that helps you relax, recharge and rejuvenate.

Relaxation massage principles are combined with application techniques such as effleurage, tapotement and petrissage to create customized massage treatments.

You will learn proper massage stance and ergonomic principles that will allow you to perform multiple massages during a typically busy spa day. You will learn how to create an optimal environment for your client to maximize comfort and discretion and how to provide a massage treatment that will enhance your client’s health and well-being.
There are many different methods of chemical exfoliation that can be used within a clinical setting: AHA’s (glycolic), BHA’s (salicylic), PHA’s (blends of glycolic and salicylic), TCA’s (trichloracetic acid), enzymes (papain, bromelain, yeasts etc.) to name a few. Students will gain an understanding regarding which method of exfoliation and percentage strength are best suited for varying skin types, skin conditions, patient’s sensitivity and reactivity. Potential contraindications, complications and essential protocols are also reviewed.

Note – Laser demonstration at a Physician’s office.
MEDICAL LASERS
Students learn the theoretical foundations of light therapies, such as Lasers, IPL and LED, how they are applied for hair removal, skin rejuvenation and acne treatments, contraindications, possible complications and the necessary care required pre and post treatment.

Exploring light therapies for hair removal begins with a “Laser 101” workshop delivered by a prominent specialist in the medical community. The session covers the physics of light, the types of laser technologies available, as well as pretreatment consultation for setting realistic outcomes and contraindications for laser hair removal treatments.

MEDI – SPA
Your next steps toward understanding Lasers take you to leading industry distributors. You will be introduced to a variety of laser platforms for medical and for spa environments. You will learn the questions to ask when considering which types of equipment to purchase, how to integrate each into your treatments and how to maximize on your investments as part of your business strategies.

Hands on workshops include Microdermabrasion and Microcurrent technologies with leading industry equipment distributors and educators. Mesotherapy and the use of injectables and fillers, such as Botox, Restylane, and Juvederm are reviewed. Please note that only Medical Doctors or Registered Nurses are allowed to administer injections. Administering injectables is not within the scope of practice for a Medical Esthetician.

Building on the foundational study of cosmetic chemistry, advances in cosmeceutical formulations and nanotechnology are explored. Lectures by medical professionals provide the opportunity for you to hear about the advances being made in the fields of dermatology and plastic surgery and how Esthetics is becoming an integral part of pre and post-operative surgical care.

NAIL ESSENTIALS
In preparation for the effective application of treatments and products, fundamentals such as the anatomical structure of the hands and feet and the practice of proper sanitation techniques are studied. Learn about the basic structure and composition of nails, nail growth and nail shapes. The evaluation of nail conditions offers many clues to an individual’s general health. By learning how to identify various nail irregularities, diseases and disorders, you will be able to determine when it is safe to provide a treatment and when it is not.

NAILS – MANICURE AND PEDICURE
Students develop fundamental skills in the care of hands and feet. In addition to proper cuticle care, shaping, and polish techniques, you will learn how to enhance these treatments by incorporating Swedish massage and reflexology movements.

NAILS – SPA TREATMENTS
Progressing beyond basic manicures and pedicures, you will discover innovative techniques and treatments. With the arrival of services such as spa ritual “foot facials” and spa paraffin treatments, nail care has evolved as an integral component of holistic service offerings. You will learn how to create signature manicures and pedicures for a variety of spa concepts.
NAIL ART AND GEL OVERLAYS
Combine polish colours and techniques with nail accessories to create customized nail art designs for your client's fingers and toes. You will learn how to apply gel overlays for nail repairs and for special events like grads and bridal service packages.

SKIN CARE
A synergy exists between internal health and external beauty. The skin is our interface or boundary with the environment and other people. As our largest organ, composing 16% of our total body weight, it serves as an essential protective barrier, a purification system, and a modulator of our body temperature. Our comprehensive skincare curriculum is a unique blend of traditional with alternative and of art with science – all integrated into a holistic approach to treatments.

SKINCARE: FACIAL TREATMENTS
You will begin with the basic facial elements of client consultation and draping, cleansing, toning, rinsing techniques and masque application. Moving beyond these basics into treatment facials in the European tradition, your extensive hands on training will continue with skin analysis, exfoliation, steam therapy, extraction and disinfection techniques, massage, application of treatment concentrates and masques and finishing with protective products.

Guided by the instructor, students rotate their roles as Esthetician or client. This is a highly anticipated and significantly challenging experience, as students learn how to overcome their inhibitions about providing services and receiving them. This creates empathy and cultivates the emotional acuity and awareness that are integral elements of our holistic approach to Esthetics education.

SKINCARE: HIGH TOUCH
Creating a memorable facial experience requires caring hands. You will learn how to perform Swedish massage, digital-pressure massage and stone massage for the face and back. You will also learn how to create “manual” only treatments that do not require equipment - optimal for offering mobile facial services.
SKINCARE: HIGH TECH
Advances in technology have created an incredible variety of products and equipment used to produce optimal treatment efficacy. You will learn the theoretical basics of electrical currents and safety precautions in order to incorporate aesthetic equipment into advanced facial treatments. You will work with Magnifying Lamps to correctly analyze the skin, Vapozones for steam treatments, Lucas for misting the skin, High Frequency machines for disinfection, Galvanic machines for product penetration, and Spray/Vac machines for misting and facilitating blemish extraction.

SKINCARE: PRODUCT KNOWLEDGE AND SELECTION
You will learn how to choose and apply the products that are the most compatible and effective for your determined treatment objectives. Your selection criteria will include screening for allergens, matching skin type and factoring in skin conditions, ethical considerations, and financial budgets. You will explore and work with products that respect a variety of philosophies: organic, vegan, naturally derived, synthetically derived, biological, marine-based, and botanicals.

SPA DAYS AND CLIENT SERVICES
Spa Client Days – Designed as a continual interactive learning experience, students are challenged to apply and integrate their skills with Professional Client Days. The constant discipline of working within time constraints, providing consistent and quality client service and care and handling ongoing critiques from professional instructors, all serve to help our students polish their skills and gain professional confidence. There are numerous Client Days and Friends/Family Days scheduled throughout the program.

We ensure that Students are not placed with Clients until they are ready. Our goal at the College is to support your success. It is critical that students have ample classroom experience, instructor feedback and supervision, treatment knowledge and customer service training BEFORE they are placed in a work environment treating clients. We want you to develop the confidence and competency to succeed. Once you have received the requisite training and knowledge, you will be able to work on numerous clients and a diversity of services and treatments throughout your one-year program. By the time you graduate, you will feel fully prepared to handle the career demands of the Esthetics/Spa, Medi-Spa and Cosmetic industries. With your Blanche Macdonald Diploma, you will excel.
SPA ELEMENTS
The spa industry has its own language and culture. Through familiarization with the nature of spas, different spa categories, the diversity of spa services and the development of signature spa treatments, students will learn the essentials needed to create a positive spa experience. Whether it is the innovation of a signature treatment, learning how to distinguish the spa menu of a destination spa from a resort spa, or the assembly of a spa glossary, this section provides students with an excellent overview of a thriving industry.

WAXING
Trichology, which is the study of the hair, focuses on hair composition and the hair growth cycle. You will learn professional hair removal techniques for all parts of the body using hot and cold wax techniques. Client comfort, sanitation and contraindications to waxing are studied.
WELLNESS AND WELLBEING *
Spas aim to blend elements of mind, body and spirit for memorable experiences. As a member of a spa team, you will need to be mindful of your own health and wellness and support clients as they work toward theirs. Seminars and workshops on nutrition, meditation, balance and energy therapies are offered to encourage you on your wellness journey.

WELLNESS AND WELLBEING – MEDITATION *
Meditation involves turning your attention to a single point of reference. Learn to meditate for change through guided meditation and personal meditation techniques. Develop your natural intuitive abilities to create a calm, relaxed and centered state for yourself and for your clients. Adopt relaxation techniques, breathing exercises, and focused concentration to create greater focus, creativity and awareness.

YOGA *
Movement therapies are becoming more and more prevalent within the Esthetics and Spa Therapy field and are being integrated as treatment options on a variety of Spa Menus. Explore the application of Yoga as it applies to connection of Body, Mind and Energy.

Study how Yoga affects the physical components of the body - the alignment of various exercises and postures to stimulate the rejuvenation of cells, the circulation of the blood and lymphatic fluids and the detoxification of the body.

Learn the relaxation techniques that can balance energy flows by lowering the stress levels in the muscles, the nervous system and the mind. Develop the mental techniques (concentration and meditation) to create greater clarity of perception, tranquility, emotional stability and direction. Experience the real quantum benefits of Yoga, of putting things into “alignment” and creating harmony.

Note: The college reserves the right to change course offerings, course content, kit contents, facilities, faculty, tuition fees, and course schedules without notice.
change

No matter how far you have gone down the wrong road, turn back.
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