PROFESSIONAL ESTHETICS/SPA THERAPIST PROGRAM
The business of bliss, the science of beauty
WE ARE ESTHETICIANS.

We are healers and helpers, therapists and intellectuals. Wellness warriors and curators of compounds. Cultivators of joy and purveyors of peace. Entrepreneurs, educators, business makers. We are technicians of touch, transforming skin, hands, feet, bodies: lives.

Empowerment is our enlightenment. Aspiration is our inspiration. Humanitarianism is our heroism.

We are the realizers of dreams. We move from mobile to medi, from nail bar to skin clinic, from cruiseship to luxury resort, from home business to world renowned spa. We morph into a multitude of roles: spa therapist, nail artist, skin specialist, wellness guru, body counsellor, service designer, business owner, manager, leader.

Our hands are our sacred tools. In their lines you can read the stories of all we have healed. We weave stories on skin, cure with care, massage away the stress of life, leave only serenity. Rejuvenation is our religion. Restoration, our ritual. Our paths trace a journey to wellbeing. Our footprints, soft. Our impact, profound.

We are everyday heroes. As multifaceted and multi-talented as a whole team of experts, all in a single being.

Our diverse skill set soothes and renews from head to toe. Our origins are rooted in a history of healing that stretches back millennia: the sacred practice of the laying of hands, handed down through generations of therapists and healers.

That legacy of care is what makes our careers so rewarding.

Esthetics is a humanitarian field, and caring for others resides at its heart.

Estheticians are making meaningful connections every day, bringing bliss and balance to the lives of our clients. We blend skills and solutions to heal and soothe, improving each life we touch. We communicate through the healing power of touch, and hold profound conversations with empathic hands and open, noble hearts.

Esthetics is more than a growing industry full of opportunity. Esthetics is a compassionate calling and a passionate, giving career.

It’s our way of life.
At Blanche Macdonald we have been teaching and advancing Esthetics education for over 40 years. Our industry-forward program and our focus on professionalism provide unparalleled training for the real world of Esthetics. To keep on top of the ever-changing industry, we continually develop and enhance our program’s curriculum to incorporate cutting-edge technologies, products, methodologies, and treatments. Our instructors are all professional Estheticians who will share their extensive knowledge and experience to support you on your path to your future career.

Our classrooms are “learning labs” where you will gain a thorough knowledge of current Spa Therapist techniques, treatments, products, and equipment, supported by an understanding of basic anatomy, chemistry, and physiology. You will be taught to uphold the highest standards of professional presentation, conduct, and hygiene.

Developing an extensive practical repertoire in skincare, body care, massage, nails, makeup, product expertise, cosmeceutical therapies, and much more, you will become a skilled technician, learning how to transform services and solutions into transcendent rituals and effective remedies. As an emerging Spa Therapist, you will learn to provide a total experience—fostered through effective communication and positive emotional connections—that leaves your client feeling relaxed, glowing, and renewed. And you will put your skills to practice on real clients in real time during our regular Client and Friends and Family Days.

This specialized training is complemented with coaching in effective communication and retailing fundamentals, entrepreneurial studies, managerial and leadership skills, and guidance in industry-specific career development. From entrepreneurial essentials to social media and brand development, you will learn how to market yourself as a professional Spa Therapist and build your own business or brand through effective strategizing, management, marketing, and social networking.

The creation of beauty is more than skin deep. Our contemporary approach to Esthetics goes far beyond standard techniques and traditional textbooks to encompass the study of a person’s body, mind, spirit, and lifestyle. Over the course of a life-changing year, Blanche Macdonald’s world-class Esthetics Program will transform you from a student into a skilled Spa Therapist, ready to step into the industry. Our incredible faculty of experts will guide you, mentor you, and train you in every aspect of this fascinating field.

Program overview
While you’re with us, you’ll be mentored by Esthetics experts, meet industry stars, participate in pro training sessions and attend exclusive guest lectures. Learn from masters of the business who will visit the classroom to share their advice and expertise.

**Our education extends beyond our walls, too. Our career directors work around the clock to help you find remarkable opportunities in the Esthetics community.**

Volunteer for events, find an amazing job opportunity, help those less fortunate, try out different roles, meet industry insiders and watch your network expand.

As a student here you will gain much more than an education. You will gain a family for life. In the embrace of our caring community, you will connect with mentors and forge friendships that will last a lifetime. The students you meet in the classroom today will be your colleagues and collaborators in the industry of tomorrow. They are the peers with whom you will shape the future of Esthetics: the first links in the professional network you’ll start to form even before you graduate.

This is world-class education that has no boundaries, and knows no bounds. The skills and knowledge you gain here will be your round-the-world-ticket, and your all-access pass to opportunities that cross careers and continents. Imagine moving from world class spa to luxury resort, from managing a beautiful space to opening your own home-based business, from providing mobile services to consulting on skincare trends, blogging on beauty around the world, or designing your very own wellness menu. You don’t have to stick to one role. Where you will fit in is up to you.

**The possibilities in this industry are limitless. And as a Blanche Macdonald graduate, a world of doors will be open to you.**

It’s all about finding your bliss and following it to heights you never dreamed you could reach. We’re here to help you plan and navigate that journey. Whichever path you choose, our Esthetics program will give you the map to your success.
All modules feature:

- Coaching & Mentoring
- Professional Practices: Sanitation & Hygiene
- Client Care & Ethics
- Family & Friends + Client Days
- Career + Industry Services

PLEASE NOTE:

The order of the Professional Esthetics/Spa Therapist Program modules that each student receives may vary due to instructor scheduling needs. Each student receives the exact same modules and total amount of training but the order of some modules may vary for certain groups. The college reserves the right to change course offerings, course content, kit contents, facilities, faculty, tuition fees, and course schedules without notice.

Program outline

**module one:**
SKINCARE & BODY CARE

Module Highlights:
- Skincare: Face Values
- Trending Treatments
- Body Care: Head to Toe Glow
- Massage Around the World
- Waxing
- Brows and Lashes
- Lash Extensions
- Wellness to Well-being
- Medi Spa

**module two:**
NAIL CARE

Module Highlights:
- Mani Pedi
- Spa Specials
- Nail Art

**module three:**
ART & TECH/E-SPA

Module Highlights:
- Art & Technology
- Spa Elements
- Eco Beauty
- Cosmetic Kitchen
- Business Essentials
- Social Media
- Retail Therapy

**module four:**
ESTHETICS MAKEUP ARTISTRY

Module Highlights:
- Mastering Makeup Fundamentals
- Colour Theory
- Makeup Product Knowledge
- Makeup Lab

module one: SKINCARE & BODY CARE
Module Highlights:
- Skincare: Face Values
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module two: NAIL CARE
Module Highlights:
- Mani Pedi
- Spa Specials
- Nail Art
Blending traditional with alternative and art with science, our integrated approach to skincare and body care celebrates the synergy between internal health and external beauty. In this intensive module, we’ll begin by developing a theoretical foundation of anatomy, physiology, sanitation, cosmetic ingredients and esthetics equipment.

Moving on to practical application, you’ll master facial and body treatments to soothe the skin, heal the body and uplift the soul. Guided by your instructors, you will rotate roles between Esthetician and client, learning how to overcome inhibitions and become comfortable providing and receiving services. This hands-on practical approach will help you cultivate the empathy and emotional awareness that are essential to your role as Spa Therapist.

**SKINCARE: FACE VALUES**

Take care of the body’s largest organ – the skin! Learn to perform a winning facial by developing skills in client consultation, draping, cleansing, toning and rinsing. Once you’ve mastered the basics, we’ll advance into skin analysis, exfoliation, steam therapy, extraction and disinfection, massage techniques, application of treatment concentrates and masques, and finishing with protective products.

Learn to create “manual” only treatments that do not require equipment – perfect for mobile services – and how to incorporate esthetic equipment into advanced facial treatments. Work with magnifying lamps for skin analysis, 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 extractions. We’ll train you in massaging the face and back using Swedish, digital pressure and stone techniques to complement your skincare services. Together we’ll delve into cosmetic chemistry and skincare products as we explore the latest skincare trends, technologies and techniques.

**TRENDING TREATMENTS: CONTEMPORARY SKINCARE**

Just like our skin, the Esthetics industry is constantly changing and transforming. As clients recognize that skincare is a key part of self-care and wellbeing, skincare regimes are now as important as going to the gym or eating well. Today’s clients also know more than ever, and many are now “skin intellectuals”, seeking out hyper-customized services, deep exfoliation and ultra hydration. At the same time, the language of skincare is becoming ever more scientific and complex.

At Blanche Macdonald, we are perpetually plugged into the industry, closely tracking trends and updating our program to meet the changing needs of today’s market. Learn to use the latest techniques and technologies to meet the specific needs of each individual. Become fluent in the latest skincare language so you can select and recommend products to build a personalized skincare regimen that considers allergens, sensitivities, preferences, skin type and condition, age, ethical choices and budget.
Wellness goes more than skin deep
BODY CARE: HEAD TO TOE GLOW

Body care means something different to each client. We’ll show you how to create that perfect comfort level through consultation, consideration and respect. Master the fundamentals of station set-up, sanitation, bacteriology, draping and exfoliation. Learn how to perform body scrubs to remove dead skin, improve circulation, and reinvigorate skin, and exfoliation treatments including gommage, dry brush with gloves and a variety of body polishes.

We’ll guide you in using body wraps to draw up toxins from the body and eliminate impurities with seaweed, algae, clay and mud. Discover how to create a natural looking and evenly applied tan for your client with body bronzing treatments. To complement your practical work, we’ll explore aromatherapy, ayurveda, and emerging body care trends, techniques and philosophies.

MASSAGE AROUND THE WORLD

Master the art of massage in this hands-on exploration of three key methods from across the globe.

Smooth flowing Swedish Massage promotes relaxation, improves circulation and relieves muscular tension using effleurage, tapotement and petrissage. Detoxifying Ayurvedic massage is customized to fit an individual’s “dosha” and uses “Marma”, or Indian pressure points, to apply massage techniques including tapping, kneading and squeezing for a regenerating and relieving treatment. Hot Stone Massage uses heated stones to maximize blood flow circulation, relax muscles, relieve stress and accelerate the healing process.

We’ll show you how to customize pressure and technique according to your client’s individual needs, and adopt the correct stance and ergonomic principles that will allow you to perform multiple massages during a busy spa day.

WAXING

Hair removal is a growing industry, and niche Wax Bars are now popping up everywhere. Master the art of gentle yet effective waxing and you’ll have return clients filing your books on the regular. We’ll teach you how to work proficiently with two types of wax: hard wax, also known as hot wax; and soft wax, also known as cold wax. Starting with the all-important art of client consultation, we’ll help you determine the safest and most effective treatment for your clients, including the type of wax to use. We’ll complement your practical work with vital pre- and post-service care, including preparing and testing the wax, cleaning and prepping the skin with powder and oil, sanitation – no double dipping! – applicator and disposable sheet use, and how to reduce redness. You’ll learn to wax all parts of the body, and practice your skills on clients and fellow students. An optional workshop on Brazilian waxing will be offered for those who are comfortable and wish to expand their waxing repertoire.

BROWS AND LASHES

If eyes are the windows of the soul, then brows and lashes are the decorative frames that enhance and beautify the view. Brows and lashes are now an essential part of any spa menu, requiring careful preparation and knowledge of the depth and shape of the eyes, eyebrows and eyelashes. You’ll learn eyebrow shaping techniques such as waxing and tweezing, and master the basics of eyelash tinting.

EYELASH EXTENSIONS

Eyelash extensions are a booming business, with countless estheticians adding this vital skill to their service offerings, and even opening up specialized Lash studios. We’ll cover theory, eye health, sanitation, isolation, application and aftercare as you learn to apply extensions first on mannequins, and then on your fellow students.

WELLNESS TO WELL-BEING

Wellness is central to every service you provide as an Esthetician. It is therefore essential to be mindful of your own health and wellness to support your clients as they work toward theirs. Explore the application of Yoga and movement therapies to connect the Body and Mind and enhance relaxation and concentration. Learn to use meditation, breathing and mindfulness techniques to create a calm, centered state for you and your clients, providing greater focus, creativity and awareness.

Discover how to nurture the body, mind and soul through mindful nutrition, ritual and wellbeing. We’ll explore different philosophies and practices from east and west to cultivate an integrated and respectful approach to wellness.

At Blanche MacDonald, we learn by doing. As a student you will give services to your classmates and to friends, family members and the general public on our client days. You will also receive those services yourself. Learning to both give and receive services allows you to develop a holistic understanding of the esthetics experience. It creates empathy and trust. It breaks down barriers and makes you more comfortable with yourself and with others. It also brings you closer to your fellow students, transforming you from a class into a community based on the shared values of compassion and care.

This is the power of touch.
MEDI SPA

“Medical” or “cos-medic” esthetics is a rapidly growing industry, with Medical Estheticians and Laser Technicians working for leading Dermatologists, Plastic Surgeons, Laser Clinics and Rejuvenation Centres. Learn about the varying methods of chemical exfoliation, including glycolic (AHAs), salicylic (BHAs), blends (PHAs), trichloracetic acid (TCAs) and enzymes including papain, bromelain and yeasts. We’ll train you in the foundational theory for using light therapies including Lasers, IPL and LED for hair removal, skin rejuvenation and acne treatments, and how to deal with contraindications, possible complications and necessary pre- and post-treatment care. Specialists from the medical community will share their expertise and advice on working in this ever-growing part of the industry.

Learn about how Doctors and Registered Nurses administer injectables and fillers including Botox, Restylane and Juvederm. We’ll explore advances in dermatology and plastic surgery, and discuss the role of Estheticians in pre- and post-operative surgical care.

MICRODERMABRASION

In our state-of-the-art Esthetics classrooms you will have direct access to contemporary technology, hands-on training on the same equipment used by the Pros. On our Microdermabrasion machine you will learn to make your client’s skin firmer and more youthful by gently resurfacing and buffing with our professional wands and pens. We’ll provide you with the tools you need to be in-the-know – and in-the-now – whenever and wherever you practice.

EXPRESS MICRO TREATMENTS AND MENU ENGINEERING

As technology changes, so do our clients. That’s why we train you to identify and respond to the demands of a shifting market. Today’s personal care consumers are choosing targeted, express services, and they want to be Social Media polished at all times. With the demand for fast, focused and fun treatments, these new “re-engineered” menus place estheticians as artisans and technicians crafting bespoke services, customizing and creating unique treatments.

Think cosmetic micro-treatments that combine esthetic hydrating and smoothing treatments with medical injectables and lifts. Or pop in for a spa “cocktail”, 15 minute express treatments that can be as easy and affordable. Or how about skin treatments as personal training? Terms like skin gyms, facial smoothies and express skin workouts are now part and parcel of the industry. Together we explore these contemporary directions and help our students break traditional services down into express offerings.

Navigate the journey as generalists and next level specialists.

It’s elemental, but not elementary.
MODULE TWO

NAIL CARE

Module Two

Flex your Talon Talent and develop the diverse skill set to provide a range of professional nail care services to your clients. Starting with a study of the anatomical structure and composition of the hands and feet, you’ll learn about nail growth and nail shapes, and develop proper sanitation techniques. We’ll teach you how to evaluate nail irregularities, diseases and disorders to determine when it is and isn’t safe to provide a treatment. Master the art of mani and pedi, discover how to enhance your spa services with cutting edge treatments and techniques, and let your creativity run wild with nail art.

MANI PEDI

Learn the secrets of an outstanding manicure and pedicure, from cuticle care, shaping and polishing techniques to the perfect soak. Our expert instructors will guide you in enhancing your treatments by incorporating Swedish massage. Develop polish, file and nipper techniques, and master the iconic French design. Soothe away the stress of daily life and whisk your client off tired feet with a relieving pedicure treatment.

SPA SPECIALS

Progressing beyond basic manicures and pedicures, we’ll coach you in those special extra steps that will transform your spa service from ordinary to extraordinary. Explore a range of innovative treatments and techniques to add to your personalized menu options. Soothe your clients’ work-worn muscles with a paraffin treatment; nurture with nourishing hand exfoliants and masks; and learn the rituals of the “foot facial”. Enhance your spa concept with signature manis and pedis.

NAIL ART

Time to get creative! We’ll dip into our stock of top-of-the-line traditional and gel polishes to show you how to swirl, dot, stencil and speckle your way to fabulous free-hand design. Combine colours and techniques with nail accessories to create customized nail art designs. Mesmerize with water-marbling techniques, fade away with ombre transitions, and indulge your inner artist with acrylic paint miniatures. Develop the techniques to offer your nail services for special events including grads, parties and weddings.

MODULE HIGHLIGHTS:

Mani Pedi
Spa Specials
Nail Art

Nails: Paige Roy, Blanche Macdonald graduate.
module three
ART & TECH/E-SPA

ART & TECHNOLOGY
Our Art and Tech module will give you the power to market yourself in the ever-growing Esthetics industry. In our state-of-the-art Mac labs you’ll gain a working knowledge of Photoshop and Adobe applications to create layouts and design promotional materials including Spa menus, business cards, brochures and ads. Learn how to create an effective E-Marketing campaign, send out e-blasts and promotions, and design, maintain and optimize your own Spa website for maximum impact and exposure.

SPA ELEMENTS
The spa industry has its own language and culture. We’ll study the nature and design of spas, explore different spa categories, and examine the diversity of services to determine the ingredients for an optimal spa experience. You’ll develop an intimate understanding of the Spa business – and learn how to set yours apart from the rest.

ECO BEAUTY
Make your esthetics career good for you and the planet. We’ll explore how products and methods are being adapted to ecological and cruelty-free philosophies in the “greening” of the spa industry. From the definitions of ‘organic’, ‘pure’, ‘natural’ and ‘vegan’ to the use of eco-friendly, biodegradable packaging and carbon neutral processes, you’ll learn how to meet the demands of the ethical consumer. Develop responsible and sustainable practices that communicate ethical values and create a culture of trust with your brand.

COSMETIC KITCHEN
Welcome to D.I.Y. Beauty – Do It Yourself! What better way to understand the principles and formulations of skincare than to create your own? Work in teams to develop your own signature product, from concept and branding to design and marketing. Experiment with ingredients, aromatics, essential oil blends, seasonal produce and herbs. Then get creative as you develop a marketing strategy to promote your product and build your brand. In our very own version of Dragon’s Den, your team will pitch your product in a group presentation, judged by a panel of industry experts. This is your chance to show your creativity and imagination, while rubbing shoulders with leaders of the Spa world.

Whatever avenue of Esthetics you choose to follow, you’ll need to successfully market yourself to the world. Transfer your skills from High Touch to High Tech to promote your brand in the digital realm. Learn how to create effective online marketing and social media campaigns, and develop the design and SEO (search engine optimization) skills that will drive clients to your business. Master the marketing essentials and professional practices to transform your entrepreneurial spirit into a successful career.
BUSINESS ESSENTIALS
In this interactive business intensive we’ll show you how to build your esthetics brand from the ground up. Learn how to structure and register your business, apply for a license, build an effective team, hone your vision and develop a winning brand. Explore inventory systems, marketing strategies, staffing, service pricing and learn how to attract and retain clients. We’ll help you develop the professional strategy to make your personal career goals a reality.

SOCIAL MEDIA
The ever-expanding world of social media provides immense potential for growth. Learn how to create captivating online content and use social media platforms to glean insight into your market. Broaden the scope of your brand awareness, fortify existing client relationships, and forge new ones. Learn how to utilize social media accounts as effective and powerful marketing tools, connect and engage with your online community, and watch your business and personal brand flourish.

RETAIL THERAPY: PRODUCT KNOWLEDGE
Products are an essential part of the Esthetics experience. Retail spaces are popping up in spas, nail bars and skin clinics everywhere, and product expertise is now an integral part of your role as a Spa Therapist. Your clients will seek your advice and expertise on how to create and follow their own personalized skincare and body care regime at home. We’ll teach you how to recommend products to suit an individual’s unique needs, budget and lifestyle. Learn the language of the retail realm, including merchandising, cosmetic store standards, and marketing and trend cycles for skincare, body care and nail products. At CurliQue, our Pro Beauty Boutique, you will have exclusive access to a vast range of professional products, giving you the unique opportunity to experiment, play and test out all the hottest brands.
MASTERING MAKEUP FUNDAMENTALS
Starting with an analysis of facial shapes, skin composition and bone structure, you’ll learn how to contour, shade and highlight, and correct facial, lip and eye shapes. Building on this foundation, you will create basic day looks and then transform them into evening. We’ll introduce you to bridal and fashion makeup, and you’ll learn how to create a makeup face chart.

COLOUR THEORY
Explore the language of colour in makeup. Learn how different tones, shades and colour combinations create specific psychological reactions and make statements about an individual’s style and fashion. Learn the primary, secondary and tertiary colour wheels in conjunction with colour application techniques to create a unifying colour palette. Discover how to choose and adjust colour for tonality and harmony.

MAKEUP PRODUCT KNOWLEDGE
Learn how to identify the most effective products for specific clients and applications. Our expert instructors and the Pro Team at CurliQue will guide you as you gain the confidence and expertise to create looks with a variety of products, on a diversity of faces. We’ll explore the advances in treatment-oriented makeup formulations and mineral makeup, study the latest makeup trends and discover the hottest buzz brands.

MAKEUP LAB
The makeup lab is where you get to experiment with everything you have learned. Be expressive, be creative, and let your imagination run wild as you play with colour and paint faces! Our instructors and the CurliQue Pro Team will be there to mentor and guide you in improving your technique, application speed and confidence.
COACHING & MENTORING
A key part of our approach is providing you with continual coaching and mentoring to help boost your confidence and professionalism. We will help you understand each segment of the industry, explore the relevant career options, identify your strengths, define and set measurable goals, and create focused action plans. Learn how to build organizational strengths, time management techniques, problem solving skills and effective communication practices that will improve your success.

PROFESSIONAL PRACTICES: SANITATION, HYGIENE & SAFETY
Learn to create safe and healthy treatment environments by using the correct processes and materials, and follow industry standards for hygienic procedures and infection control. We’ll show you how to sanitize your tools, implements, and station to create a clean and legitimized space to ease your clients’ bodies and minds. Accurate analysis of skin types, conditions, and disorders will enable you to recommend the appropriate products and determine the safest service for each client.

CLIENT CARE & ETHICS
The relationship between an Esthetician and a client is sacred. We’ll coach you in creating intuitive, caring and sensitive client relations while respecting professional boundaries and client confidentiality. Learn how to consult your clients about their unique health concerns and lifestyle needs so you can customize a safe and comfortable service. Your personal presentation and workspace are extensions of that care. We’ll help you ensure your demeanor, posture and attire exude professionalism.

FAMILY & FRIENDS + CLIENT DAYS
Practice makes perfect! Throughout your Skincare, Body Care and Nail Care Modules you will practice your skills on friends, family and clients during our regularly scheduled Friends & Family and Client Days. This is your chance to test yourself within industry time standards, develop your skills in customer care and client consultation, and refine your services. Take in criticism and feedback and move forward with renewed insight. These real life experiences will help to boost your confidence and prepare you to enter the professional world.

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Here are just a few of our Product highlights.

Caronlab
They say necessity is the mother of invention. When Australian Spa Therapist Lilliane Caron became frustrated with the expensive, inferior, difficult-to-use waxes on the market, she decided to formulate her own range of hard and strip waxes. Caronlab was founded on an absolute dedication to client satisfaction, and a promise to make the lives of beauty therapists easier. Now the award-winning company has revolutionised the waxing industry in Australia and beyond with their products' gentle yet effective results, empowering Therapists to care for the health, comfort and well-being of their clients.

Dermalogica Skincare
You wouldn't wear your stilettos to the gym, and for Dermalogica, gorgeous skin is in shedding the frills of artificial additives and putting skin health first. Voted Salon Magazine's Readers' Choice for Best Skincare Brand and used by leading spas around the globe, Dermalogica's sprawling line has a product for every skin type, as deciphered by their unique Face Mapping® skin analysis. Founded by fierce entrepreneur and skin therapist Jane Wurwand, Dermalogica is free of lanolin, artificial colours and fragrances. It's the gold standard for skin fitness.

ElaSpa
After the fall of communism in Poland, Ela Drzazga had the freedom to follow her dreams, becoming the first Polish woman to earn a western MBA. She started a business importing beauty products, but was frustrated by the synthetic ingredients and lack of integrity that plagued the industry. So she created ElaSpa, a line of 100% natural, 98% organic skincare formulations free of parabens, paraffins, PEGs, GMOs, nanoparticles, radiated ingredients, materials derived from animals and synthetic colorants, oils and perfumes. All of ElaSpa’s products use “active synergy” – highly concentrated, active organic plant extracts sourced from sustainable ecosystems – to enhance their healing qualities and produce powerful results.

Institut Esthederm
Inspired by the sun and engineered to mimic our skin’s own cellular water, Institut Esthederm’s products use a high concentration of repairing active ingredients to protect skin from stressors such as the sun, ageing, lifestyle and the environment. Created by French pharmacist and biologist Jean-Noël Théorel, this collection harnesses dermal bio-ecology to protect skin’s original beauty, respect its integrity, and rebalance the skin’s ecosystem. Esthederm Institut is a pioneer of research into skin flora and its “microbiome”, optimizing our skin’s cellular metabolism and strengthening its ability to adapt and improve. In short, they allow our skin to renew itself day after day.

MAKE UP FOR EVER
When Makeup Visionary Dany Sanz set out to create cosmetics that could survive the fierce elements of show business, MAKE UP FOR EVER was born. Now her collection is ready to withstand it all – from HD lenses to international runways – and her brand is revered and respected by professional and amateur makeup artists the world over. We’ve carried MAKE UP FOR EVER in our student kits for years, and now Blanche Macdonald’s CurliQue is home to the first MAKE UP FOR EVER Pro Shop in Western Canada, making the entire line of over 1,000 chroma-packed products available here at CurliQue!

Sappho New Paradigm
When you do good, you look good. And, when it comes to your kit, you can’t do much better than Sappho New Paradigm’s eco-conscious organic makeup. Inspired by her casts’ cries for purity in their product, Emmy-nominated Makeup Veteran and Blanche Macdonald Grad JoAnn Fowler created this paraben-free, eco-fabulous favourite. Proudly clean, conscious and vegan, Sappho’s products are preserved entirely with essential oils, coloured with minerals, and packed with a lush punch of antioxidants to keep us both gorgeous and ‘green’.

The Ordinary
Meet the hottest skincare brand on the planet: DECIEM’s The Ordinary. Founded by Canadian skincare enthusiasts determined to bring ‘clinical skincare with integrity’ to the market, their line of oils and serums offer an evolving collection of advanced functional beauty. Each cruelty-free product is free of mineral oils, parabens and sulphates, containing only one or two active ingredients. These minimalistic bottles are taking the world by storm, winning major press attention and prestigious awards including the Sunday Times Style Award, CEW Beauty Hotlist Winner and the Grazia Beauty Award. Now the best part: Blanche Macdonald is the only Makeup/Esthetics college in North America offering The Ordinary in our kits and classrooms!
Esthetics Programs are held at Vancouver’s historic City Square Uptown Campus.
Success at Home

IT'S GLOW TIME: MEDICAL ESTHETICS MAVENS GWEN DE LA COSTA, JENNIFER BOWLES AND CHRISTINE PALLYLY DAZZLE AT PROJECT SKIN

Working side by side at Vancouver’s renowned Project Skin, Jennifer Bowles, Gwen De La Costa and Christine Pallyly are a Blanche Macdonald triple threat. The three grads each bring their unique talents, strengths and experience to their own distinct positions at the prestigious Vancouver clinic, which has garnered a fierce following of dedicated clients and extensive media coverage.

JENNIFER BOWLES is Project Skin’s Clinical Manager and Assistant to Medical Director Dr. William McGillivray, performing services including Botox, fillers, derdemological services and ENC. Taking care of people is a passion for Jennifer, who worked as a Paramedic right out of high school before switching to hospitality to oversee Food and Beverage for Fairmont. But when the medical field was calling to her again, Medical Esthetics was the natural next step, allowing her to combine her clinical expertise with her management and client care skills.

GWEN DE LA COSTA is Project Skin’s Medical Esthetician, performing chemical peels, microneedling, microdermabrasion and clear+brilliant treatments on her loyal clients. Prior to Project Skin, Gwen managed some of Vancouver’s top hotel spas and even owned her own private practice. She pairs her meticulous medical esthetics expertise with a warm and compassionate approach to client care that ensures her regulars return over and over.

“I’m so glad I went [to Blanche Macdonald]. The education and instructors were amazing and they got me to where I needed to be… Blanche grads have way more confidence. They’re just ready for the world.”

CHRISTINE PALLYLY’s role as Project Skin’s Laser Technician and Cosmetic Tattoo Artist was created especially for her, based on her 19 years’ experience in the industry. Before Project Skin, Christine worked for some of Vancouver’s foremost medical esthetics clinics and beauty brands, including Vancouver Laser & Skin Care Centre, Lougheed Laser Centre and MAC Cosmetics. She now performs a range of procedures including laser treatments, vascular and retexturing treatments, skin tightening treatments, IPL Photorejuvenation, vascular treatments, laser hair removal and cosmetic tattooing.

“Blanche grads are always professional, meticulous, and they know their stuff. It’s a real credit to Blanche Macdonald and the training they give… Other schools answered my questions and told me the cost of going there but I was looking for something extra. The people at Blanche Macdonald made me feel special… I ended up choosing it because it was affordable and I knew: I could learn a lot — and I did. I went right into the industry when I finished.”

FORCE OF NATURE: AMY BERRY LEADS AT CHI, THE SPA AT SHANGRI-LA

At the helm of CHI, The Spa at Vancouver’s Shangri-La Hotel – voted one of Canada’s Top 50 spas – Amy Berry personally ensures that every client experiences a level of service that matches her spa’s exquisite space. After her meteoric rise at Absolute Spa, where she managed branches in Richmond and Vancouver, Amy took the leap to CHI and now leads a team of 12 Estheticians. As Spa Manager she is CHI’s leader and standard setter, overseeing daily operations and scheduling, working on promotions, collaborating with the marketing department, engineering her incredible Spa menu, and creating new treatments. With such a vast array of duties, no two days are ever the same. And Amy wouldn’t have it any other way.

“I’d heard from many people that Blanche Macdonald was the best school with the best training… And it was amazing! Every instructor I had was really wonderful and I still have great friends from that course. It was so fun to go to school every day. Body treatments and facials are absolutely my favourite thing, but I loved the business part of the program too. Everyone comes out of the Program with the knowledge... I drew on my education all the time. It’s always in the back of my mind.”

MAN OF THE HOUR: DOUG JANCZYN BREAKS GROUND AT MANSCAPE

A caring nature, a passion for health sciences and a desire to work with his hands – all fueled by an entrepreneurial spirit – inspired Doug Janczyn to create Manscape, Western Canada’s first exclusively male spa. And he started it all just two months into the Blanche Macdonald Esthetics and Spa Therapist Program. Esthetics Director Simona Gozner gave Doug the initial “big push” to create not only the Manscape spa and brand, but also a new line of bespoke products. He has now built a solid community of followers and fans who return again and again for Manscape’s specialized services, talented therapists, effective products and welcoming, trans-friendly, eco-certified space.

“The Esthetics program gives students everything they need to go into the world... It’s unparalleled.”

HOME SWEET SPA: LEAH LAVANWAY CHANGES LIVES AT ESSENCE OF L MEDICAL ESTHETICS CLINIC

At Essence of L, winner of Surrey Now Awards for ‘Best Day Spa’ and ‘Best Laser Clinic’, Leah Lavanyway welcomes a fiercely loyal clientele into her tranquil home-based Medical Esthetics Studio. A long struggle with her own skin challenges inspired Leah to commit herself to the business of solving skincare concerns. After graduating she worked with Medi Spa Therapeutics before venturing out on her own and renting a room at a salon. Quickly outgrowing that space, she decided to create a home-based business. Now she provides life-changing skincare treatments ranging from Dermapen, Celluma LED Therapy, Cold Laser Therapy and Microdermabrasion to Clinical Peels and Clinical facials. This self-proclaimed “skincare nerd” loves learning about the latest technologies and products so she can create the best possible results for her clients.

“I started researching Esthetics schools and Blanche Macdonald was one of the first places that came up. It was love at first sight. Everyone I spoke to was open and honest… At the end of the program I did a project about opening up our own spa studio. That’s when I realized I could do this. I was starting to get my spa ready before I’d even graduated.”
Special events, sessions and workshops are held at the Atelier campus and CurliQue Beauty Boutique in downtown Vancouver.
SAGE WISDOM: INTERNATIONAL POWERHOUSE CARLA INTERNATIONAL POWERHOUSE CARLA SAGE BLAZES TRAILS AT SIX SENSES LUXURY RESORTS

Carla Sage’s journey to global Esthetics stardom has been anything but conventional. From humble beginnings on a chicken farm in Alberta, Carla studied and taught at Blanche Macdonald before becoming Dermalogica’s Canadian Director of Education, Manager of three Sandals Resort Spas and a private resort in the Virgin Islands, and Spa Director for the Mandarin Oriental Tokyo. She has worked as a Consultant in India, New Zealand and Australia, and lived in the United Arab Emirates and the Middle East. Now based in a fishing village near Lisbon, she is Director of Spa Training for Six Senses Luxury Resorts. Leading 29 spas across five continents, Carla spends her days training a global team, establishing corporate standards, creating treatment menus, implementing new ideas, spearheading wellness initiatives and developing projects. Somehow she also finds time to traverse the planet to open new locations every year, ensuring that each space lives up to her own impeccable standards.

“Studying at Blanche was amazing. I’ve talked about Blanche so much over my career. Anyone that I work with now would know that I love my roots. I want to do something very hands-on. It’s in my blood. It’s what I love most.”

PAMPERING IN PARADISE: ROXANNA SANCHEZ SPARKLES AT VILLINGILI RESORT AND SPA IN THE MALDIVES

To the soundtrack of the Indian Ocean’s crystalline waves lapping on white sand beaches, Roxana Sanchez recruits, guides and trains an international team of therapists and estheticians as Director of Spa and Recreations at Shangri-La’s spectacular Villingili Resort and Spa. Before settling in the Maldives, Roxana rose through the ranks at Fairmont, managing spas in Canada, Mexico’s Mayan Riviera, Nile City in Cairo and finally Beijing to become Spa Director with Fairmont Hotels & Resorts. Always focusing on the business side, Roxana had become an international powerhouse whose products she now carries at Jojo Studio. Moor Skincare is now forward three years, and she has laid the foundations of a botanical skincare empire ensuring that each space lives up to her own impeccable standards.

“I did my research and from the very beginning, so I knew Blanche Macdonald was the best school for what I wanted to accomplish. I didn’t think twice about going anywhere else. Deciding to go to Esthetics School wasn’t about taking a step back. It was all about increasing and enhancing the skills I already had. The approach I learned at Blanche Macdonald was what I’d experienced in the industry. It opened my eyes to new things too.”

SWISS SERENITY: JOJO MACUROY COMBINES CREATIVITY AND CARE AT JOJO ESTHETICS

Jojo Macuroy is living proof that a successful Esthetics career can be created anywhere in the world. Jojo is now flourishing at Jojo Esthetics, his studio in Basel, Switzerland. But his journey there wasn’t straightforward. When an injury ended Jojo’s dreams of a dance career, he was unsure what to do next—until he saw his friend’s cosmetics studio. Jojo instantly knew he wanted to do the same thing, and enrolled at Blanche Macdonald within hours of his first visit. At our college career days Jojo networked, landed a job at Absolute Spa, and met Michael Beresford of Moor Spa, whose products he now carries at Jojo Studio. After graduating Jojo joined his partner in Basel and opened his studio. Now he spends his days performing personalized spa services on his loyal clients, but with the freedom and flexibility to travel and work on weddings, shoots and creative projects.

“Studying at Blanche Macdonald was one of the best times of my life! I really wish the program lasted longer because I didn’t want it to end. I loved the teachers and all the girls in my class. I was the oldest and the only boy but I never felt weird for even a second… It really was the best time. I looked forward to every single day and I never missed a class. Everything I learned in the program I do in my studio now—facials, waxing, nails, and makeup.”

THE MOOR THE MERRIER: CECILIA VALDES BRINGS “THE BLANCHE WAY” TO MEXICO

Dauntless courage and a fierce entrepreneurial spirit first brought Cecilia Valdes to Vancouver and our Esthetics program. Having studied Business Administration in her hometown of Mexico City, Cecilia knew she wanted to start her own esthetics business. One fateful day in class she met the Owner of Moor Spa, a regular guest at the Blanche Macdonald podium. She fell in love instantly with their 100% natural products and went home to her husband with the idea of opening a Moor Spa in Mexico. They started on a business plan that same day, and just four months after graduating, Cecilia opened her first Moor Spa + Nails location in Mexico City. Fast forward three years, and she has laid the foundations of a botanical skincare empire with three buzzing locations, including one at Saks Fifth Avenue. Moor Skincare is now an established favourite in Mexico, and Cecilia is a local Spa authority, appearing in Glamour Magazine and on MTV.

“Blanche Macdonald really was a great experience… I was the oldest but I learned so much from the younger girls as it’s a different culture here. It was very different living in Canada but it gave me more confidence in myself. I have so many good memories. Nowadays we use the same skin care analysis and we perform the facials in the same way as I learned at Blanche in all our locations, and I teach my team as I was taught to always give home care advice to our guests. At Moor Salon, we do it the Blanche way!”
CAREER SERVICES:
With our proven reputation, Blanche Macdonald is the first stop for Spa Owners and Employers looking for Esthetics professionals. Our full-time Career Services Team will help connect you with opportunities so you can transform your passion into a fulfilling career. They will be your guides as you navigate the Esthetics industry and find your place in it. That guidance is good for life. It begins on your very first day and continues throughout the evolution of your career.

Our Career Directors have established powerful connections throughout the Esthetics industry, and it is their mission to help you find your perfect career fit. They will work around the clock to connect you with volunteer, internship and employment opportunities. They will assist you in building your network, boosting your confidence and, ultimately, crafting your own career.

Just as each client is different, so is each career. Our specialized training will enable you to work in a variety of environments including high end spas, day spas, destination spas, hotels and resorts, cruise lines, medispas, skin clinics, mall bars, salons and skincare companies. With the skills, knowledge and confidence you develop here you can occupy a vast array of roles including Esthetician, Spa Therapist, Laser Technician, Makeup Artist, Nail Technician, Spa Manager, Cosmetic Retailer, Business Entrepreneur, Sales Rep, Distributor, Instructor, Beauty Consultant, Writer/Blogger, Social Media Influencer, Technical Trainer, and many more.

INDUSTRY OVERVIEW:
The booming Esthetics industry is evolving everyday, transforming and morphing into every form, function and fashion imaginable. Whether it’s Spa Fusion, Eco Culture or Global Sampling, you can cross the planet to an exotic multi-million-dollar locale or pare things down to the simplest elements with the casual comfort and intimacy of a neighbourhood spa. It’s all about movement, mobility and choice.

Consumers are changing, too. More knowledgeable than ever, they are on top of trends and fluent in spa language, with instant access to endless information and a vast library of products and treatments at their fingertips. And they know what they want – whether it’s an all-day head-to-toe luxe pampering or a quick skin smoothie on a lunch break, clients will seek out businesses that can cater and customize to their unique needs.

This changing world makes a career in Esthetics more exciting than ever, giving you the freedom to map your own path. You don’t have to stay in one job, one city, or even one continent. You can move and flex, create your own side or second business, be based from your home or travel the world. You can experience different areas of the industry, learn new skills, connect with different people, try out different roles and custom-craft your own unique story. Mix and match techniques and apply different philosophies and therapies, personalizing each service to suit your client perfectly. Master the right balance, act with empathy and provide a service with genuine care, and watch your career take off. It’s a recipe for success that has worked for countless graduates – and we are confident it will work for you, too.

Provide soothing services and healing hands to grateful clients as a Professional Esthetician or Spa Therapist.
Realize your unique vision, and be your own boss! Open up a space of your very own as a Spa Owner.
Develop your own product line and mix essences, compounds and solutions as a Brand Creator.
Make your base and open up a personalized Home Spa as your primary or secondary career, or to complement your existing lifestyle.

Opportunities in the industry
Make everyday a Spa Day and lead a team of Estheticians and Therapists as a Spa Manager.
Use technology to improve lives and increase confidence as a Laser Technician.
Perform magnificent manis and perfect pedis as a Nail Technician, or blend nail skills with creativity to create wearable mini-masterpieces as a Nail Artist.
Combine creativity with customer care to celebrate colour, contour and shadow as a Makeup Artist.
Utilize your technical knowledge, client care know-how and business savvy to advise major Esthetics market players as an Industry Consultant.
Take your passion for product across the country as an Account Executive or Educator for prestigious Esthetics and beauty brands.

Connect with customers, curate product and demonstrate your technique as a Retail Beauty Specialist, Retail Manager or Freelance Demo Artist.
Travel the globe and offer your world-beating spa services at every port as a Cruise Ship or Resort Spa Therapist.
Focus in on one brand, sharing that story, vision and concept with fellow members of the Esthetics community, as a Technical Trainer or Pro Educator.
Curate product as an Esthetics Purchasing Coordinator, using your skills for inventory control, buying, purchasing and negotiating to ensure the best mix of product for your specific market.
Promote your passion, build a brand and influence the Esthetics world on your preferred platform as a Social Media Professional.
Share your insights and ideas as a Beauty Blogger or Vlogger, and build a subscriber base that will tune in to follow your Esthetics journey.

Join an established company or brand as a Social Media Influencer, combining your Esthetics expertise with an eye for design, a keen sense of trends and an ability to engage an audience.
Tell compelling stories as a Beauty Writer, captivating readers with spa news and reviews for newspapers, magazines and online publications.
Share your passion for Esthetics by passing on the tools and techniques of the trade to the next generation of Spa professionals as an Esthetics Educator or Instructor.
Delve into the business side of Esthetics as a Distributor, making sure beloved products hit the shelves.
Show your passion for compassion and help to reveal true beauty as a Medical Esthetician or Medispa Therapist.

Kick your independence into high gear as a Mobile or Freelance Esthetician for weddings, special events and home visits.
Mix people skills with product love as a Wholesale and Beauty Pharmaceutical Sales Rep.
INTERNATIONAL STUDENTS

- If English is your primary language, then you are not required to submit proof of your English proficiency.
- If English is not your primary language but you have successfully completed a minimum of two years of full-time English study, then you are not required to submit proof of your English proficiency.
- If you do not meet the above criteria, then you are required to submit proof of English proficiency. To ensure that you are able to handle your studies in English, the College accepts TOEFL and IELTS results. If students prefer, the College also has an internal English Proficiency test available on site.
- Once you have met all the admission and financial requirements and you are 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.
- For International students who are interested in our International Work / Study Programs, there are Co-op Programs available. The Professional Esthetics/Spa Therapist Co-op Program is two years long. You will attend one year of classroom study and one year of co-operative placement (work experience). You will then return to the College at the end of the two years for a final assessment.

The Blanche Macdonald Centre holds a designation certificate issued by the Private Training Institutions Branch (PTIB) of British Columbia, holds an Education Quality Assurance (EQA) designation and is a designated learning institution with Citizenship & Immigration Canada (CIC).

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 are here to help address any of your concerns and to help you and your family as best as we can with the admissions process.

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