

## The Cutting Edge in Beauty Culture/Esthetics Education

By Pam Snowdon  
*Advocate advertising feature*

Located at 4929 49 Street, the Academy of Professional Hair Design has been educating students in beauty culture for over 20 years. Owner Brenda Forgues says her strong interest in holistic health led her to her current venture. This is evident in the unique esthetics education offered at the Academy. Students gain a superior knowledge of the benefits of essential oils and herbs, as well as learning how to custom blend esthetic products such as eyepacks, lotions, skin scrubs and serums, and lip balms.

Apart from the amazing scents, research has shown that the concentrated essences of flowers, plants, herbs, and fruits have powerful medicinal properties. Unlike chemical additions, essential oils leave no toxins behind. Many herbs contain ingredients that, if used correctly, can help heal the body. Calendula, for example, is a natural skin soother, useful for skin disorders such as rashes, sunburn, and inflammations.

Wheat grass is another richly nutritional food containing a full spectrum of vitamins and minerals. The Academy is so committed to the benefits of wheat grass, it cultivates it on site, while staff and students regularly use it to "detox" their systems from exposure to the chemicals which are present in most salons.

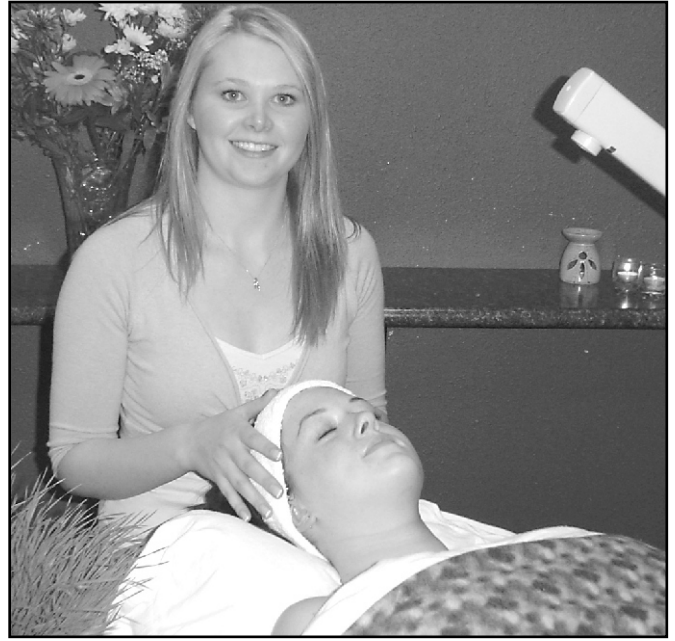
Students attending the esthetics

program devote two months to classroom theory, as well as gaining practical skills. The following five months are spent providing the entire range of salon services directly to clients.

The esthetics program features education and training to provide manicures, pedicures, facials, make-up artistry, lash perming, brow and lash dying, and waxing, while the "spa" training focuses on gaining knowledge and skills in hot stone massage, reflexology, essential oils, herbology, body wraps, body polishes, and "raindrop" massage. Graduates of the 1100 hours training are awarded with a certificate in Esthetics.

Small student to instructor ratios means students can benefit from the experience of their teachers, and lots of individual attention. Along with esthetics and hair instructors, the Academy students benefit from classes with specialists, with backgrounds in herbology, essential oils, and massage.

Recognizing that students need the "whole package" in order to be competitive and succeed in the marketplace, the Academy also stresses knowledge in professional ethics, self-health, and financial skills. As the baby boomer population ages, the demand for spa services that address stress relief and provide anti-aging solutions is burgeoning. A career in esthetics is a way of reaching out and encouraging people with their health, as well as their self esteem.



The esthetics program accepts a class of 10 people per 7 month session, but with four intake sessions per year, the waiting period to attend training is short. The hair styling has 34 students in varying stages in the program. For those who are undecided about a career in esthetics or hair design,

the Academy invites interested candidates to attend a day of "shadowing" students and instructors. It's a chance to see first hand what a typical day at the Academy is like, as well as an opportunity to ask questions.