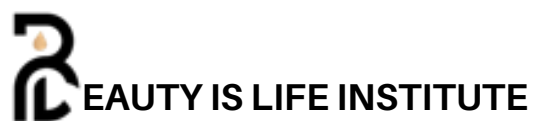


PROSPECTUS



# BEAUTY THERAPY & NEW VENTURE CREATION

---



## ■ About Us



Beauty is Life Institute™ is a premier beauty and aesthetics training center dedicated to shaping the next generation of industry professionals. With locations in Paarl and Johannesburg, we specialize in empowering individuals with cutting-edge skills, managerial expertise, and entrepreneurial insights to thrive in the dynamic beauty and wellness sector.

Our holistic approach combines the latest advancements in aesthetics with innovative business practices, ensuring our graduates are well-equipped for success.

At Beauty is Life Institute™, continuous learning and professional development are at the heart of everything we do, fostering excellence, innovation, and expertise in every student we train.

## ■ Our Philosophy

Beauty is Life Institute™ is dedicated to shaping the next generation of Health and Skincare professionals. Rooted in respect, integrity, and industry expertise, we combine eco-friendly principles with high-quality, results-driven training.

We mentor and inspire our students to excel in the dynamic beauty industry, offering lifelong support and a focus on excellence. At Beauty is Life Institute™, we don't just teach – we empower careers.



# ■ What does this course entail?

In today's competitive retail and service industries, exceptional customer care and business acumen are key to success. At Beauty is Life Institute, we equip our students with the skills to deliver outstanding service, build lasting client relationships, and thrive in the ever-evolving beauty and aesthetics field.

Our courses blend traditional beauty therapy with advanced medical aesthetics, offering a comprehensive approach to helping clients look and feel their best. Additionally, we include entrepreneurial studies to prepare students for running successful businesses, empowering them to turn their passion into a profitable career.

We believe that success in the beauty industry goes beyond mastering treatments—it's about understanding the business side as well. Our students gain practical knowledge in marketing, client retention, and financial management, ensuring they graduate with the confidence to start their own ventures or excel in top-tier positions.

With the growing demand for beauty and aesthetics treatments, our programs open doors to exciting opportunities. By mastering the latest techniques, technologies, and business strategies, our students are positioned to excel in this dynamic and rewarding industry—transforming lives and careers, one treatment at a time.



# Beauty and Aesthetic Therapy Course Outline:

- Anatomy & Physiology of the Skin
- Facial Therapy Techniques
- Advanced Skin Analysis
- Chemical and Medical Peels
- Massage and Body Therapy
- Hair Removal Techniques
- Lash and Brow Treatments
- Manicure & Pedicure Services
- Professional Makeup Training
- Reception and Client Care
- Micro Needling
- Micro Needling Combined with Chemical Peels
- Laser and Light Therapy Fundamentals
- Botox & Fillers Theory
- Professional Conduct in an Aesthetic Environment
- Understanding the Difference: Beauty vs. Medical Aesthetic Therapy
- Health and Safety in the Salon/Spa Environment



Where BEAUTY,  
AESTHETICS, and  
BUSINESS **unite** for  
your success.

# Business and Entrepreneurship Course Outline:

- New Venture; Financial management
- Spa/ Salon Design & Visual merchandising
- Business plan development
- Staff Performance management
- Leadership skills
- Inventory management
- Manage marketing and sales
- Business communication and salon ethics
- Business operations and procedures
- Customer Relations in retail
- Retail and E-Commerce
- Patient confidentiality and record keeping
- Follow ups and patient rebooking
- Managing complications and/or complaints
- Social media marketing



## ■ Course Details

Beauty is Life Institute offers nationally recognized training across various locations: Paarl and Johannesburg. Our students can study theory remotely through online classes, and practical sessions are conducted at their closest Beauty is Life Institute location. This blended learning approach allows students to start working on mandatory student hours while gaining valuable industry insights from the very beginning of their studies, ensuring they are well-prepared for a successful career in the beauty and aesthetics industry.

### Our Paarl Branch:

Spice Route Destination;  
Suid-Agter-Paarl Road  
Paarl; Western Cape

### Our Johannesburg Branch:

Honeydew Eco Village  
281 Honeydew Road  
Northriding AH,  
Johannesburg; Gauteng

## ■ Investment in Your Future

### **Cost of Course: R65 800**

Payments can be made in monthly installments of R5 600  
OR as a once-off payment of R65 800.

**Deposit of R6 580 is required to secure your place in the course.**

### **Registration Cost: R550**

Possible Financial Aid Available.

### **Course Duration: 12 Months**

#### **The cost of the course includes:**

- All necessary study materials
- Beauty is Life professional top
- Basic nail kit
- Makeup brush set
- Training with various professional brands.

At Beauty is Life Institute, we are committed to empowering the next generation of beauty professionals with the knowledge, skills, and experience needed to succeed. Our courses are designed to provide a comprehensive education, combining theory with hands-on practice, ensuring that our students are well-prepared to excel in the beauty and aesthetics industry. We look forward to welcoming you to our community and supporting you on your journey to success.

## Let's Get In Touch

### Contact Us

#### Paarl Enquiries:

info@beautyislifeinstitute.co.za

Elzette Calitz 082 726 6514

#### Johannesburg Enquiries:

Elisna van Wyk 082 974 9207

eli@healthyandwell.co.za

### Visit Our Website

[www.beautyislifeinstitute.co.za](http://www.beautyislifeinstitute.co.za)

