



## Esthiology Curriculum Overview

An Aveda Institute Minneapolis education is rigorous and thorough. Throughout the Esthiology program, you'll cover the following topics in varying levels of depth and detail, giving you an exceptional foundation for your professional career.

### **Anatomy and Physiology**

- cells, tissue, and organs
- muscular system
- nervous system
- circulatory system
- endocrine system
- excretory system
- respiratory system
- digestive system
- lymphatic system

### **Makeup**

- color theory
- contoured and classic makeup applications
- dramatic and subtle look
- lash application

### **Plant Aromatology**

- history of plant aromatology
- psychology of aroma
- therapeutic effect
- custom testing and blending
- methods of application
- elemental nature

### **Facial Massage**

- aveda massage
- detoxification massage for lymphatic drainage
- basic touch
- facial massage
- pressure point massage

### **Personal/Career Development**

- resume writing
- interview process
- responsibilities of employment
- salary plans, benefits, and insurance
- client retention
- retail strategies
- incentives
- listening and communication
- personal development

### **Chemistry**

- bacteriology
- safety and sanitation procedures
- ingredient analysis
- skin disorders and diseases
- nutrition

### **Clinic Practice**

- clinic set-up
- sanitation
- time management
- daily goals

### **The Spa Experience**

- aveda product systems
- facial treatments
- brow and lash tinting
- full body waxing
- methods of hair removal
- aveda rituals

## **Career Opportunities**

Career opportunities in the Esthiology field include the following:

### *Salon/Spa Industry*

- esthetician
- makeup artist
- sales representative
- salon/spa manager
- salon/spa owner

### *Education and Other Fields*

- instructor
- state board member or inspector
- educational director for a product manufacturer
- consultant/trainer
- paramedical esthetician
- school owner
- freelance makeup artist
- makeup artist for film, theater, fashion, or print

## **Textbook Information**

- Aveda Education. *Connect Aveda* (2012), Aveda. No charge.
- Aveda Education. *Art and Science of Esthiology* (2010), Aveda. No charge.
- Aveda Education. *Face to Face* (2012), Aveda. No charge.
- Aveda Education. *Advanced Face to Face* (2011), Aveda. No charge.
- Pivot Point. *Salon Fundamentals – Esthetics (Coursebook, Study Guide)* (2004, 2006), Pivot Point Internal Inc. Retail Price: \$181.00 .