

# Beauty therapy training

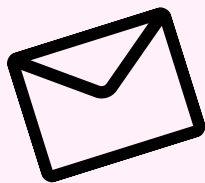


ACADEMY

# Client welcome pack

The online beauty therapy training provider for  
independent and commercial education





## SIGN UP FOR A FREE LESSON PREVIEW

[LINK HERE](#)



## WELCOME TO THE NW ACADEMY

Running a beauty business, or any business of that matter can be difficult and requires a lot of time and energy to remain relevant to customers and stay ahead of your competition.

Therefore, investing in your staff with on going industry training, will ensure your team are fully prepared to deliver new and trending treatments to your clients confidently.

Rest assured each course is **fully accredited** enabling you and your staff to gain insurance once qualified.

Each course includes comprehensive learning methods such as video tutorials, voice over instruction & quizzes.

They also include

- Health and Safety
- Industry legislation
- Anatomy and Physiology
- Treatment Manuals
- Business and client resources
- The option of receiving a **training kit**
- A diligent assessment process



# CONTENTS

1	MEET THE FOUNDER
2	SERVICES PROVIDED
3	WHAT TO EXPECT
4-10	COURSES
11	RESOURCES
12	4 STEP PROCESS
14	TESTIMONIALS
15	BILLING & FINANCE
16	FAQ
17	THANK YOU

## MEET THE FOUNDER

*Naomi Whyte*

Founder and senior training  
assessor

My journey began during my school years, working weekend jobs and work experience. The beauty industry was always a pleasure for me, simply because, self love and luxury are my two most favourite guilty pleasures.

I found the art of being able to combine the two to be an absolute dream and key to a healthy body and mind.

My beauty therapy education was held within a prestigious beauty college in Yorkshire, where standards and expectations were high and respected.

Having the opportunity to train in such an environment, ignited my passion for the profession even further and allowed me to develop my skill, technique and panache with executing treatments and training students.

### WHY DID I START?

I was tired of being dissapointed with spending good money on rubbish treatments. I believe that when investing in your health and wellbeing, service standards should be nothing less than exeptional.

### QUALIFICATIONS & EDUCATION

NVQ Levels 1,2,3 & 4 Beauty Therapy.  
PTTLS Teaching Qualification  
AQA A1 Assessor Award

### EXPERIENCE, TRAINING & SKILLSET

23 years of hair and beauty industry knowledge and experience. Laser hair removal and aesthetic background. Surgical and non surgical skills.

### BIGGEST STRENGTHS & SECRET WEAPON

Amongst many strengths, such as great attention to detail, creative thinking and multitasking, I would say the biggest secret weapon I have is my infectious aura.



# SERVICES PROVIDED



## Profession training

Our main service is beauty therapy training. This is all delivered via an online platform to educate and assess learners on beauty treatments.

## Recruitment agency intergration

If you are struggling to find staff, we may be able to help. We have connections with beauty recruitment agencies that source local and global employees.

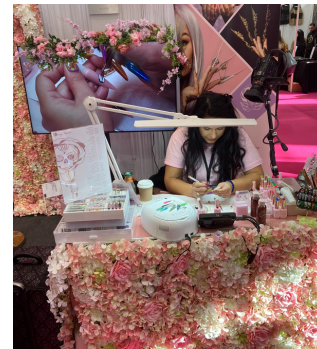


## Beauty business coach sessions

We have partnered with industry expert business growth coaches, that can provide a 1:1 in depth consultation of your business, and advise areas of potential growth and scalability

## Latest industry news updates

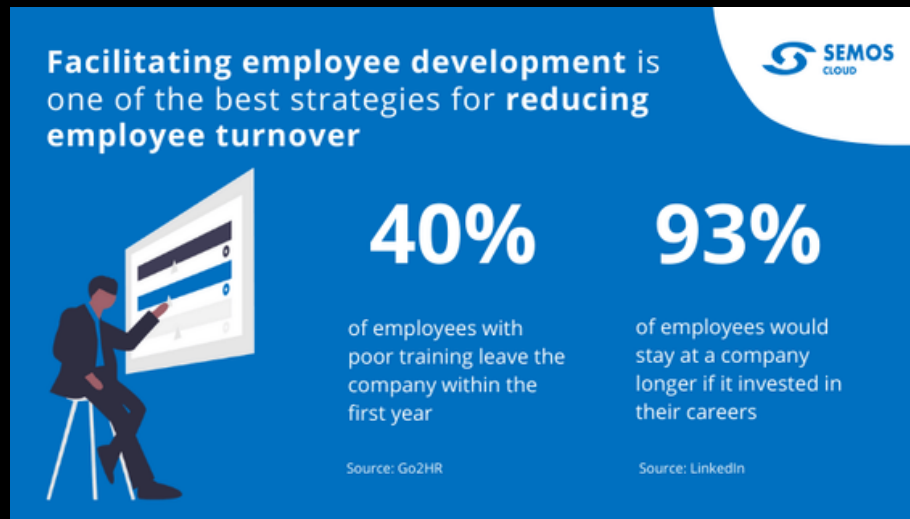
With regular trips to Professional Beauty Trade shows and countless hours of CPD, we are at the forefront of the latest and greatest industry updates. You will hear it here 1st!



# WHAT TO EXPECT

## Did you know?

Nearly 59% of employees claim they had no workplace training and that most of their skills were self-taught. 74% of workers are willing to learn new skills or re-train in order to remain employable. 87% of millennials believe learning and development in the workplace is important.



Your staff and clients are the ***biggest*** asset to your business!  
Investing in them with the NW Academy will give you...

- Full treatment training and guidance.
- Confident and more engaged staff
- Ability to provide new and trending treatments.
- Employee referrals
- Upskill staff performance & ability to increase potential sales
- Stay ahead of your competition with CPD (Continuous Professional Development)
- Flexible training time scale
- Keep up to date with the latest treatment trends, skills, techniques, developments, products and technology.
- Increase overall quality, employer and staff retention
- Enhance your reputation as a business and employer
- Create more senior roles
- Ensure your employees feel valued
- Tackle workplace issues, for example, if your team is struggling with a particular skill task or treatment.
- Instant and unlimited access
- Full user tracking and reporting on staff progress
- Easy addition and removal of staff members
- A simple to use interface

# COURSES

## Most popular



### ACRYLIC NAIL ENHANCEMENTS

Acrylic nails are one of the most sought after treatments globally and have been for decades! The nail industry is a fast growing and developing sector, with new styles and products available.



### HYBRID CLASSIC EYELASH EXTENSIONS

Eyelash treatments have also advanced significantly over the past few years. With choices between Cluster, Classics, Hybrids, and Russians.



### FACIALS

Healthy skin is in! Skin care treatments have been on the rise for the past decade. Having the correct skincare knowledge is a great asset to enhancing upselling opportunities and skin care treatments .



# COURSES

## Eye treatments



### EYELASH LIFT

An eyelash lift is a perming solution that temporarily perms and curls the natural lashes to look longer and curlier.



### EYEBROW LAMINATION

Eyebrow lamination is a treatment that straightens the eyebrows which gives a thicker, fuller effect to the brows



### EYEBROW AND EYELASH TINT

An eyelash and eyebrow tint is a treatment that dyes the hair a darker colour, giving a fuller, thicker and longer effect.



### EYEBROW MAINTENANCE

Eyebrow maintenance will keep those strays away. This course focuses on how to safely plan and remove hair to achieve the best shape for your clients.

# COURSES

## Advanced Facials



### HYDRAFACIAL

A Hydrafacial has become a well sought after skin care and skin rejuvenation treatment that has a multitude of benefits!



### CHEMICAL PEEL

A chemical peel is a medical grade solution, that will remove the top layer of dead skin cells. Leaving your client with new fresh skin.



### DERMAPLANING

Dermaplaning uses a blade to remove the dead skin cells, and peach fuzzy hair on the face.



### LED LIGHT THERAPY

Light emitting diode therapy is a non invasive skin rejuvenation treatment, that enters the layers of the skin to regenerate cells and underlying tissue.



# COURSES

## Advanced Facials



### ULTRASONIC SKIN SCRUBBER

The Ultrasonic skin scrubber works through vibrations to lift and remove oils, dirt and blackheads out of trapped pores.



### RADIO FREQUENCY FACIAL

A radio frequency treatment is a non-invasive facial that used heat to promote collagen and elastin production.



### ULTRASOUND & GALVANIC FACIAL

Ultrasonic and Galvanic treatments promote cellular renewal, repair and tone muscle tissue.



### EMS FACIAL

Electrical muscle stimulation is used to strengthen and tone muscle tissue through an electrical current.



# COURSES

## Body treatments



### WAXING

Waxing is a hair removal treatment, that can be used for facial and body hair removal. Very cost effective and popular.



### SWEDISH MASSAGE

Swedish massage is the most traditional massage treatment, that focuses on superficial skin and muscle tissue.



### HOT STONE MASSAGE THERAPY

Hot stone massage therapy is a holistic treatments that involves heated stones to penetrate muscle tissue during massage techniques



### INDIAN HEAD MASSAGE

Indian head massage therapy is a form of acupressure that unblocks higher chakras and energy channels.

# COURSES



## LYMPHATIC DRAINAGE MASSAGE

Lymphatic drainage is a form of removing toxic waste from the bodies joints and pressure points. Combining this in a facial and body massage treatment, will promote a stronger inner health for your clients.



## BEGINNER MAKE-UP

Make-up is a fantastic treatment to serve clients for special occasions, a night out or just to general pamper day.



## ADVANCED MAKEUP

Turn the level up with an advanced make-up skill set and be in the running to provide that extra beautification in the make-up world.



## LEVEL 3 ANATOMY AND PHYSIOLOGY

This course is predominantly required in aesthetic and clinical industry knowledge. However, it is always a benefit to learn more about the human body and how the treatments you offer can effect and benefit.

# COURSES



## MANICURE

A basic manicure is always at the top of the list of most salons and spa's. This course would be a great beginner for new apprentices and new recruits wanting to join the workforce.



## PEDICURE

Similar to the manicure, a pedicure is also a staple treatment that is highly requested in salons.



## GEL NAILS

Gel polish is a great product to invest into for nail treatments in your business.. Most people nowadays only want gel polish on their nails, as it is fast drying, longer wearing and a better glossier finish. For the nail technician, it is so much easier to apply than a nail lacquer.



# RESOURCES

After the online training material has been completed, additional resources will be available to download, edit, print and use for your business. Examples of a few are listed below.

**FACIAL & SKINCARE**  
CLIENT CONSULTATION FORM

Please fill out this form on your first appointment. Your answers will better help us fulfill your needs and ensure that you have a happy and satisfying experience.

Appointment Day & Time  
DAY MONTH YEAR HOURS

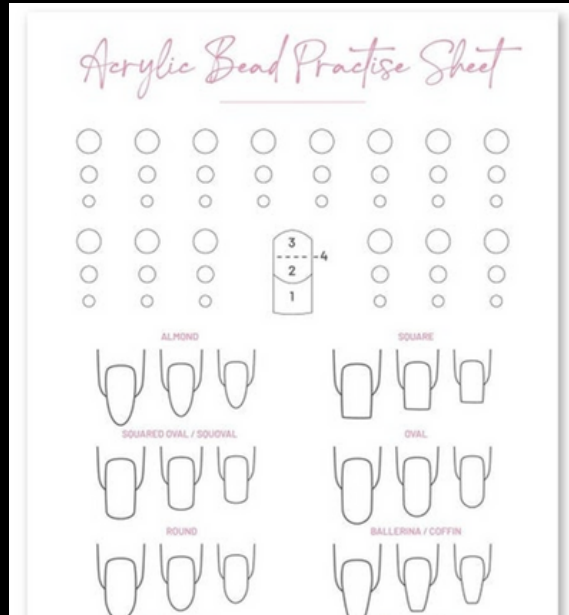
Full Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City / Postal Code: \_\_\_\_\_ State / Province: \_\_\_\_\_  
City: \_\_\_\_\_ State of Birth: \_\_\_\_\_  
Phone: \_\_\_\_\_ Emergency Contact Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Please check current skin care products you use:  
 Facial Scrub  
 Cleansing Cream  
 Skin Toner/Astringent  
 Soap  
 Eye Make-Up Remover  
 Day Cream  
 Exfoliants  
 Eye Cream  
 Night Cream  
 Mask  
 Body Lotion/Cream  
 Body Scrub  
 Other: \_\_\_\_\_

How do you feel your skin?  
 Normal  
 Dry  
 Oily  
 Combination  
 Sensitive/ breakout  
 Acne  
 Very sensitive/Reactive  
 Mature

What are your main concerns?  
 Acne  
 Fine wrinkling  
 Aging  
 Sun damage  
 Dark  
 Eczema/psoriasis  
 Hyperpigmentation  
 Uncolored  
 Wounded/bruised  
 Deep wrinkles  
 Skin expansion  
 Sun damage  
 Age spots  
 Open skin sore  
 Melasma/Postinflammation  
 Rosacea

What would you like to achieve from your treatment today?  
\_\_\_\_\_



CONSULTATION FORM

BEAD PRACTICE

**FACIAL & SKINCARE**  
CLIENT TREATMENT RECORD

FOR PROFESSIONAL USE ONLY

Client Full Name: \_\_\_\_\_ Date and Time: DAY MONTH YEAR HOURS  
Client Last Name Initial: \_\_\_\_\_

Products used: \_\_\_\_\_

Treatment included: \_\_\_\_\_

Problems: \_\_\_\_\_  
Effect: \_\_\_\_\_  
Treatment Plan: \_\_\_\_\_

Esthetician notes: \_\_\_\_\_

Treatment Cost: \_\_\_\_\_



SKIN ANALYSIS

BEFORE AND AFTERCARE

# 4 STEP PROCESS

## Step 1

- Submit the order form for the treatment courses and any kits you may require.
- Provide the names of learners and an email address for each

## Step 2

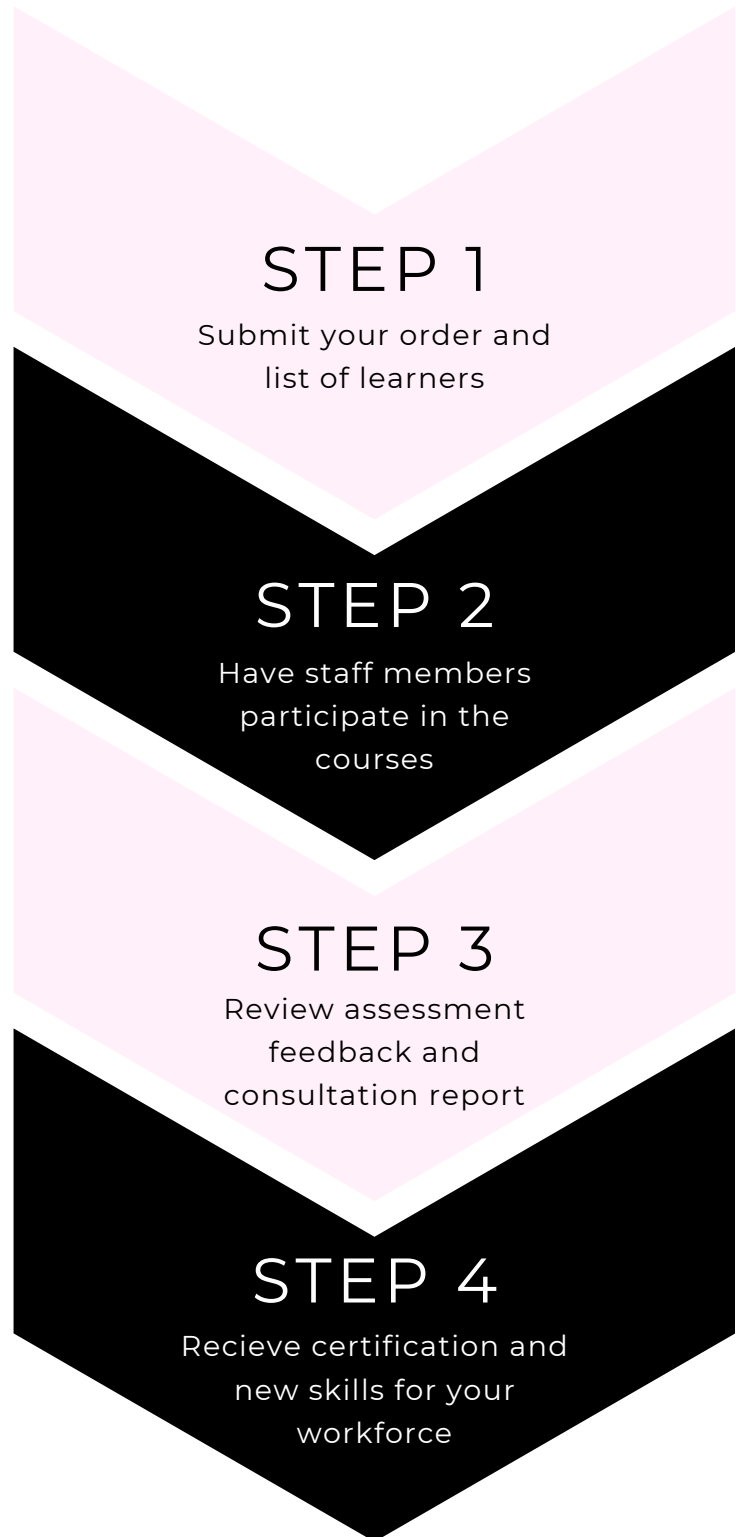
- Log into the student portal and complete the courses with no time limit.
- Join the student community to see shared work, thoughts and experiences with other students

## Step 3

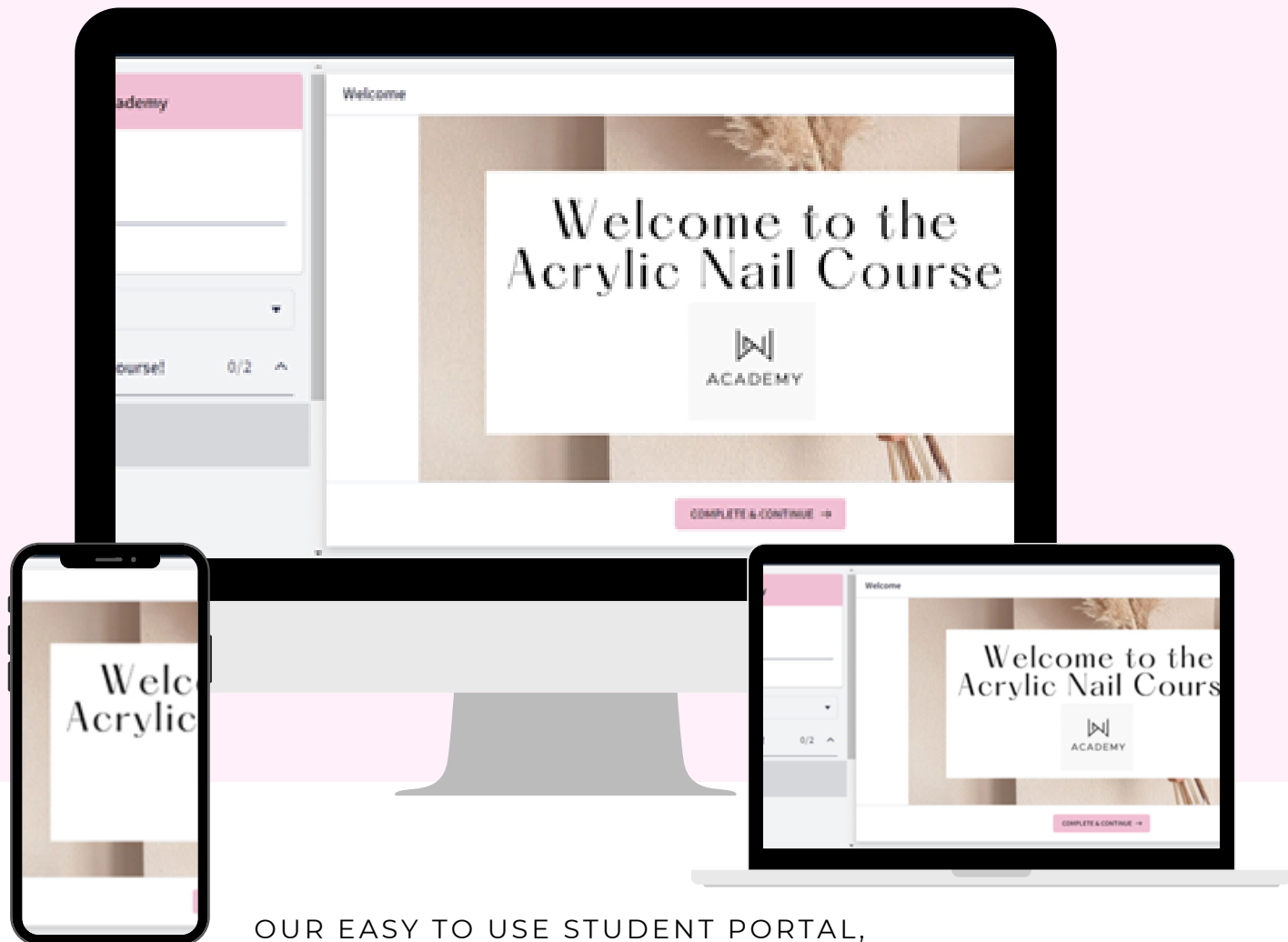
- Submit treatment assessments following assessment criteria.
- Full feedback will be given and a copy sent to the business owner
- Once your staff have passed to a competent standard, a certificate of achievement will be issued

## Step 4

- Receive your certificates and a business corporate training certificate for your business.



# INVEST IN YOUR GROWTH POTENTIAL



OUR EASY TO USE STUDENT PORTAL,  
ALLOWS YOU ACCESS VIA ALL TYPES  
OF TECHNOLOGY DEVICES

Complete each course and module in your own time, in your own pace. Re-watch as many videos as many times needed and connect with other learners and course tutors at any time.

[www.nwbeautyacademy.com](http://www.nwbeautyacademy.com)



# TESTIMONIALS

## THE THINGS THEY SAY



★★★★★

### #NO FILTER BEAUTY & AESTHETICS

I opened my salon 1 year ago and within 8 months found myself struggling to manage clients single headedly. The NW Academy helped with the training process for my apprentice, who has since grown her own client base and taken the pressure off!



★★★★★

### LAURA ANN BEAUTY

I started my business in the hair industry but always had an interest for nails and lashes. I found the courses really easy to follow and the extra resources came in handy.



★★★★★

### BLOOMINOSITY SPA

We are very grateful for the help and support whilst upskilling and training our staff. The assessment criteria is to a great standard we are proud to hold within our business brand.

# BILLING + FINANCE

1

Costs are calculated per the size and requirements of each business.

Once the order form has been reviewed, a bespoke price will be quoted.

Factors that influence the quote prices are:

- The amount of learners requiring training
- The amount of courses needed
- The category of courses
- Any extra services you may require. Such as business coach & head hunting.

2

Payments are made via direct bank transfer upon receipt of invoice

*Special Offer*

As a corporate client, you will receive 25% off each course.  
Freebie products on orders of 10+

# FAQ

More FAQ's can be found on our website

**Q** How is assessment feedback delivered?

**A** Assessments are submitted via email to [assessments@nwbeautyacademy.com](mailto:assessments@nwbeautyacademy.com) and a full review report is sent back to the email address provided. A copy of each will also be sent to the business owner to allow them to understand the development requirements and achievements of the individual.

**Q** What happens if clients need additional help between assessment reviews?

**A** If clients need additional help between performance feedback, they are welcome to contact us via [support@nwbeautyacademy.com](mailto:support@nwbeautyacademy.com). I will do my best to respond to their needs promptly to coach a live session during a treatment assessment. Some clients may be interested in additional support, such as email or text check-ins, which can be arranged for an additional fee. I encourage clients to discuss their needs to determine the best course of action.

**Q** What is your cancellation policy?

**A** The cancellation policy is found on our website. It is understood that life can be unpredictable and sometimes unexpected events arise. However, I also want to respect my own time and schedule, as well as the time of clients.

**Q** How are clients held accountable for meeting their goals?

**A** Clients are accountable for meeting their goals by establishing specific accountability measures, such as progress reports or action steps between feedback delivery. These measures help clients to stay on track and make progress toward their CPD.

# THANK YOU

---

“

FROM LITTLE  
THINGS BIG  
THINGS GROW

”

PAUL KELLY

Get started



ACADEMY