

“IBW is like home to me. The team and students are always so welcoming. The future of the beauty industry rests on the shoulders of the talented technical instructors who hold the knowledge that the future creative collectives must acquire in order to not only succeed in the industry, but begin their career with a competitive edge.”

Rudy Miles | Editorial Makeup Artist



Esthiology

Study specialized techniques to purify, balance and renew the skin. Master the skill of facials, waxing, body treatments, and makeup application. Learn cutting edge MediSpa Industry practices and advanced skin treatments with hands on experience in peels and microdermabrasion. You will acquire extensive business building skills, providing the foundation you need for a career as a licensed esthetician.

Introduction/Alpha Unit

Learn the fundamentals of dermanalysis, facial manipulations, equipment and plant aromaology as you study the related sciences of anatomy and histiology, along with state safety requirements. Combining theoretical knowledge and hands-on experience, this unit puts you on your way to a career in skin care.

Beta Unit

Apply your knowledge through clinic experiences while you increase your understanding in the classroom. In this unit, you'll refine your skills and gain the expertise you need to meet the The Institute's skin care and makeup service standards and state safety requirements.

Gamma Unit

Learn real-world strategies and achieve skills to become a successful esthetician, from interviewing to resume writing and beyond. Fine-tune your accuracy, concentration and speed. At this point, you will have the competency required for the state board certification examination, with the theoretical knowledge needed to pass the written examination required by The Institute of Beauty and Wellness and the State of Wisconsin for licensure.

Now you're ready to start your career in skin care.

ESTHIOLOGY

Course Hours | Theory/Classroom: 297 hours | Practical 303 hours | Total: 600 hours

Full-Time Schedule | 17.5 weeks Tuesday through Friday: 8:30 am | 4 pm Saturday: 9 am | 4 pm

Part-Time Schedule | 30 weeks Monday through Thursday: 4:30 pm | 9:30 pm

Theory/Practical Hours by Subject

	Theory Hours	Practical Hours
Introduction: Law & Code, Bookkeeping, Business Management, History and Ethics	33	—
Safety, Sanitation and Sterilization	35	30
Anatomy and Physiology	40	—
Chemistry, Treatments and Process	40	—
Treatment, Product and Techniques	50	150
Electricity, Machines and Equipment	12	37
Makeup and Color Analysis	15	26
Individual Student Needs and Electives	72	60
Total	297	303

Total Hours 600