



CHOOSING THE  
PERFECT BEAUTY  
SCHOOL FOR YOU

GUIDE TO BEGINNING  
BEAUTY SCHOOL



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WINTER 2022

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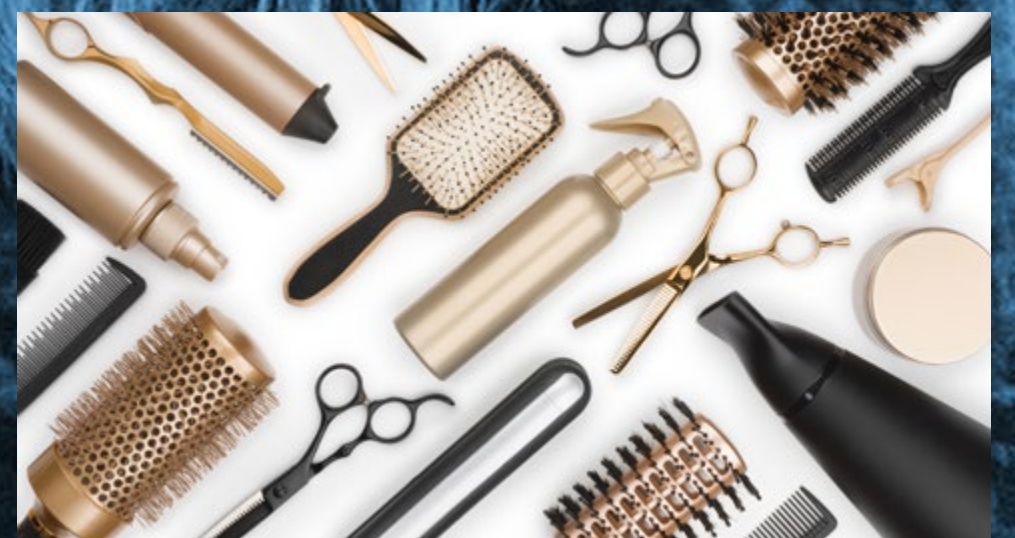
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WANT TO PURSUE A NEW CAREER



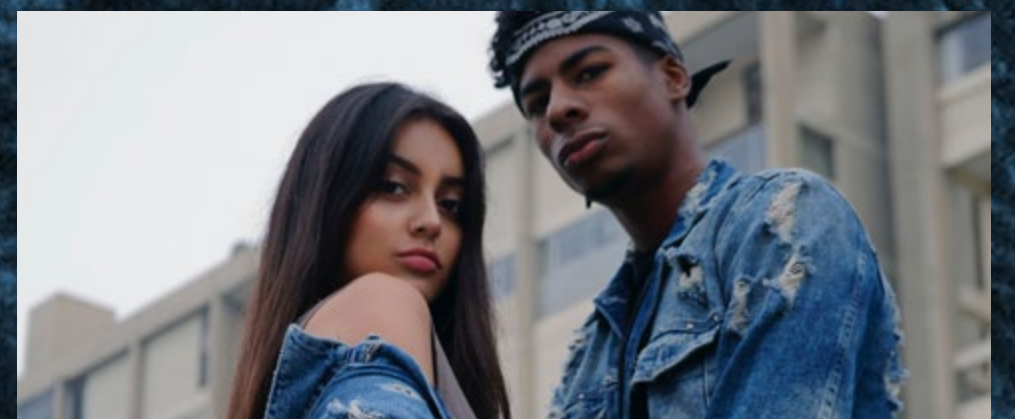
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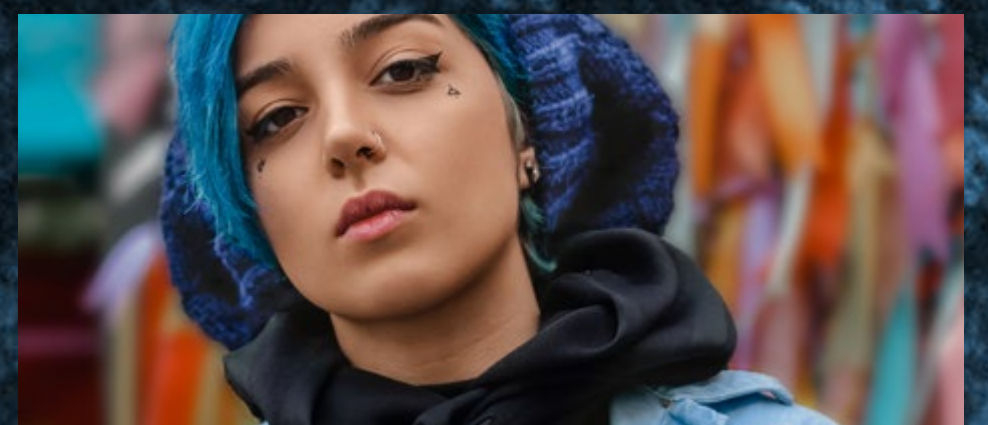
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AVEDA INSTITUTE BOISE  
AVEDA INSTITUTE TWIN FALLS



*Do any of these  
sound like you?*

*I want to pursue a new career in the beauty industry.*

*I'd like to show off my creativity in the workplace.*

*I'd like to learn the art of cosmetology and barbering.*

*I want to turn my passion for hair into a career.*

*I'd like to become an industry professional.*

*If any of these can be applied to you then Aveda  
Institute Boise and Aveda Institute Twin Falls could  
be the perfect place for you!*

Read More: [Why study at Aveda Institute Idaho?](#)

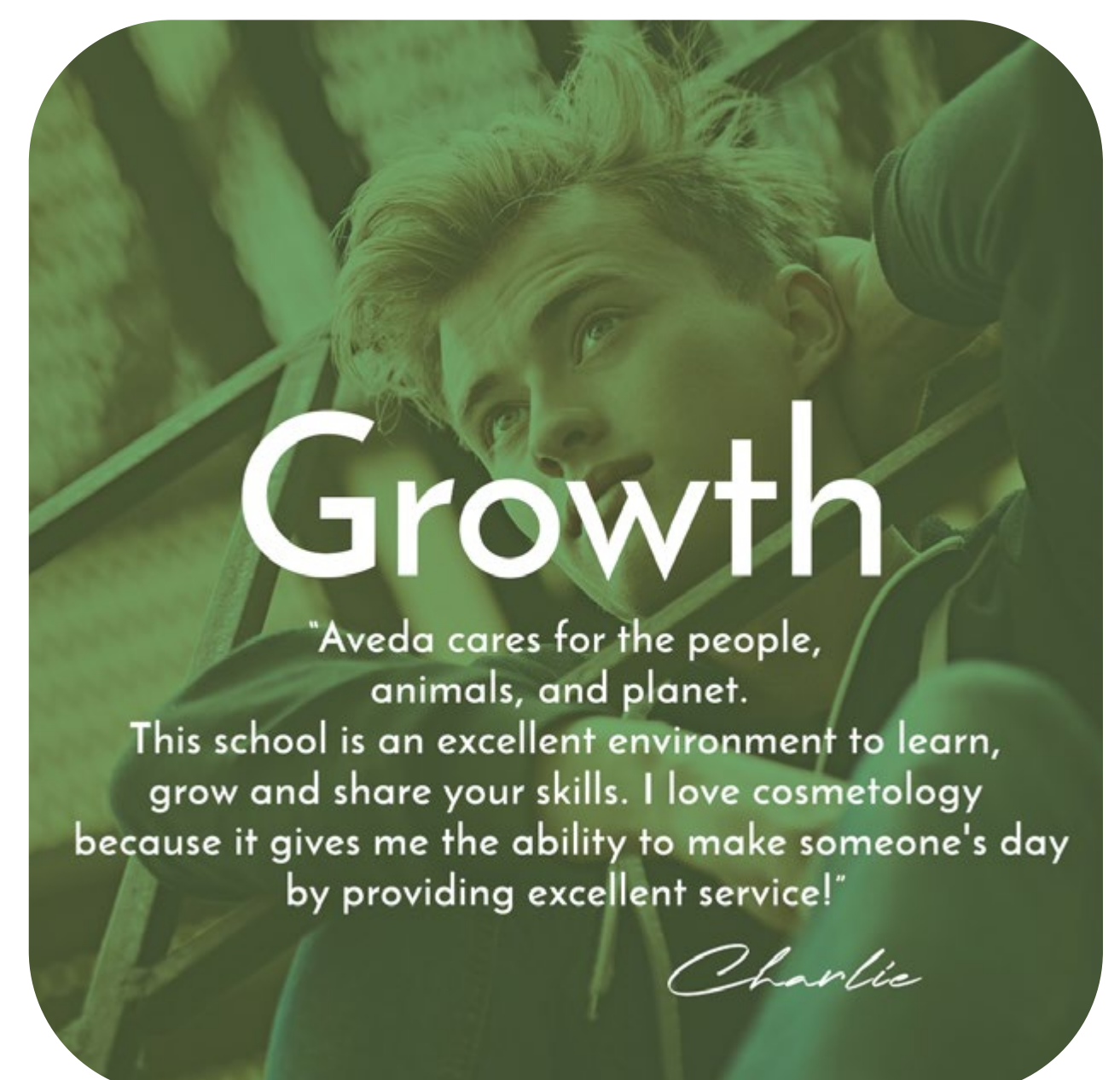


# Who are Aveda Institute Boise and Aveda Institute Twin Falls?

If you're looking to start an education in cosmetology or barbering, then the first thing you need to do is find the right beauty school for you. Our mission here at Aveda Institute Boise and Aveda Institute Twin Falls is to help students be industry-ready professionals after graduation.

Both of our locations in Boise and Twin Falls are owned and operated by Nathan Shaw, a successful hairdresser. Before coming to Aveda Boise and Twin Falls, Nathan was a successful stylist and owner of his Boise salon, The Electric Chair which was recognized by Elle magazine as a top 100 salon in America. Nathan went on and educated and worked hair shows throughout the western US for ISO as a color educator for several years and was invited to be one of TIGI's first color educators in their company. He was even asked to serve as an expert witness in a court case related to the hair industry because of his reputation and knowledge. Nathan realized that the educational level for new stylists in Idaho was lacking. Since then, Nathan has found his passion in giving people the tools to be successful in the industry not only with beauty but the business side as well. Aveda Institute Boise and Aveda Institute Twin Falls has made it their mission to elevate the overall level of education for students wanting to enter the industry.

But don't just take our word for it, [hear what some of our students have said about our Idaho schools!](#)





A young man and woman are standing outdoors in front of a modern building. Both are wearing distressed, light blue denim jackets. The woman, on the left, has long dark hair and is looking over her shoulder towards the camera. The man, on the right, has dark curly hair and is wearing a black bandana with a white pattern. He is looking off to the side. The background shows a multi-story building with large windows.

## *Cosmetology or Barbering?*

Do you have a passion for hair? If the answer is “Yes!”, then a career in cosmetology or barbering could be the path for you. But what are the differences between the two programs? While both of these programs are centered around hair cutting and styling, they are still two very different paths you can take.



# Our Cosmetology Program

Cosmetology is a field full of creativity and passion for helping people look and feel their best.

One of the best parts about working in the industry as a cosmetologist is it allows you to express yourself and show off your creativity!

Does this sound like something you'd be interested in?

Then consider the cosmetology program and Aveda Institute Boise or Aveda Institute Twin Falls! Our program at both our Idaho locations is 1,600 clock hours. We offer both full-time and part-time schedules to help students prioritize their life how they need while spending time discovering themselves.

Some of the things you can learn in our cosmetology program are:

- Haircutting
- Hairstyling
- Waxing
- Makeup Application
- Marketing
- Self-Promotion
- And More!

In our program, you'll experience 260 hours of introductory material that is aimed at getting them ready to hit the salon floor. During this time, you will have instructional time with model practices and other exercises to help build confidence. Once you've figured out the basics, you'll be able to perform services on the salon floor, gaining hands-on experience.

Still not sure? Check out these blogs to see if cosmetology is the right fit for you!

[Is Cosmetology School Right For Me?](#)  
[5 Careers Cosmetologists Can Have](#)

# Our Barbering Program

Barbering is an innovative field full of original thinkers and creators.

Many barbers enjoy their field because it gives them freedom and flexibility in creating their schedules and the ability to express themselves daily.

Does a career like that excite you?

Then the barbering program at Aveda Institute Boise and Aveda Institute Twin Falls might be just what you're looking for! Our program is 900 clock hours and can take students less than a year to finish, depending on your schedule.

What you can learn in our barbering program are:

- Styling
- Cutting
- Beard Design
- Skin Care
- Men's Grooming
- Fades
- Shaving
- And more!

We believe our barbering program provides an opportunity for anyone looking for a career change, fresh start, or future in the industry. Like cosmetology, barbering students will also be allowed to exercise what they learn in our student salon\*.

Learn More!: [\*Five Reasons Why You Should Become a Barber\*](#)

Whether you choose cosmetology or barbering, the main goal of both these professions is to get people looking as good as they feel.





## *Book Your Tour!*

After you pick your program, the excitement starts!  
The next step is to start touring beauty schools!

The school you choose will influence your future in the industry, so make sure that you give your decision some thought. You want to make sure that it is the right place for you. That's why we always recommend that you take a tour of your top choices. This way, you can get a vibe for the staff, students, environment, and more!

If you're going on a tour, these are some must-ask questions!

- Is your school accredited?
- Do you offer financial aid\*?
- Do you offer part-time or full-time schedules?
- Will I learn current trends and techniques?
- Will I receive any business or marketing training?
- What sets your school apart from other schools?

We also recommend doing a little research on the school before your tour to help calm your nerves before your tour! Bringing a friend or family member is also encouraged!

If you're interested in scheduling a tour at one of our Aveda Idaho locations you can call our **Boise location at 208-345-6164** or our **Twin Falls location at 208-733-7777**.





## *Fund Your Future*

Never let financial roadblocks get in the way  
of what you're passionate about.

At Aveda Institute Boise and Aveda Institute Twin Falls, we are proud to offer [financial aid](#) to those who qualify:

**Federal Financial Aid:** To see what government grants or loans you may qualify for, visit the Free Application for Federal Student Aid (FAFSA®) website and use the code 041767 for our Boise location or 009873 for our Twin Falls location.

**Scholarships:** We accept funding through scholarships and can help you find current offerings to apply to!

**Veterans Assistance:** We offer loans, grants, and scholarships to veterans who qualify. Call our school to learn more about what may be available to you.

**Payment Plans:** Make your education possible by setting up a payment plan that works for you. Talk with one of our advisors to learn more.

We have experience helping aspiring students like you create a financial plan that works!

Read more! [What is Financial Aid?](#)





## *Applying and Enrolling*

Now that we've gone over all the basics, you're ready to apply! Every school has a unique application process, so be sure to contact their representative for more information.

At Aveda Institute Boise and Aveda Institute Twin Falls, your application process starts by scheduling an appointment with our admissions counselor to talk about options, programs, and financial aid.

Some of the things you'll need are:

- An entrance essay
- A valid ID
- And more!

For our other recommendations and for other questions, get in touch! The easiest way to apply with us is to **contact** our admissions team to help walk you through the steps.

## Get Started With Aveda Institute Boise or Twin Falls

Are you as passionate about beauty as much as we are? If you're ready to start your beauty education then reach out to us by filling out our contact form. A representative will be in touch to help you through the entire process from discussing our programs, scheduling a tour, funding your education, and applying. We will be with you every step of the way!

**We can't wait to meet you!**

*I'm ready to learn more!*

\*Financial aid is available to those who qualify. \*All work performed by students under the supervision of licensed professionals.



BOISE



Learn more  
about us on  
Instagram and  
Facebook!



TWIN FALLS



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