



Capelli
INSTITUTE OF HAIR



“Providing World Class Cosmetology Education”

Whether your dreams are to become a hair stylist, barber, nail tech, or you dream of owning your own salon one day, Capelli can help you make it happen! We provide you with the knowledge, skills and confidence you need to begin building your dream, one step at a time.

At Capelli Institute, we prepare you for a creative journey in cosmetology industry. You will be learning from top educators while developing your craft. You will also have the opportunity to work with and be supported by successful professionals all while working with real clients in our state-of-the art salon like setting.

Tucked in the middle of Utah County and a short drive from Salt Lake City, Capelli Institute offers students more than just a basic education. Our instructors are seasoned veterans that not only teach but are also practicing professionals. Our teaching method is pure hands-on. We believe that there is no better way to learn than working with real customers. Capelli also knows that being trained in the techniques of cosmetology isn't the only ingredient needed for success. It takes training in customer service, marketing, sales and much more.

Capelli Alumni are some of the most sought after professionals because of their extensive hands-on experience training. Capelli students spend the majority of their school time working with real customers and less time with book, pencil and paper. Capelli is committed to going beyond the industry norm to teach you these skills so you are fully prepared to enter the industry immediately upon graduation.

The cosmetology industry is one that continues to grow and thrive at unprecedented rates. A career in this industry offers security, respect, prestige, self-satisfaction, job opportunities, excitement and much more.

Money Magazine recently said that Cosmetology is one of the top 40 fastest-growing, most desirable professions for the 21st Century. The earning potential in this industry is far beyond your wildest dreams. A random survey of 22,500 salons across the U.S. showed the *average* yearly income for all salon professionals is \$42,000. It is truly a beautiful business...one that has never experienced a recession, depression, or slow-down in growth since its inception.

In as little as 13 months (full-time schedule), you should graduate, pass your state boards, and be on your way to a life long career.

Some of the highlights of your education at Capelli Institute include:

COLOR BY THE ITALIANS

We are an *Italy Hairfashion Boutique* school which means our color and coloring methods are from Italy. Not only will you learn the methods of the Italians but, you will also be learning to use one of the best hair color lines in the world.

NAILS BY O.P.I.

We feel very fortunate to feature Nail Technology training and products by O.P.I. Not only are they the worlds leader in nail products but, they are in more countries than any other nail product. It just doesn't get any better than O.P.I.

SALON BUSINESS & MANAGEMENT

Learning how to do hair, skin and nails is just the beginning of what it takes to be successful in this industry. You have to know the *Business* of the hair business. You will have the opportunity to learn from the owner Kurt Robinson, who will teach you his proven methods of sales, marketing and business management. His proven skills helped take one of his companies from zero in sales to over 80 million in less than three years.

GUEST ARTISTS

It takes an entire industry to teach a student. Capelli brings in guest artists on a weekly basis. Artists come from all areas on the industry. These specialists share with you the secrets of their success.

FASHION SHOWS

Each year Capelli puts on two hair shows. One is our famous Celebrity Look-a-like contest. And the other is our fashion show. Students get to show off their creative side and demonstrate their skills and talents.

HAIR SHOWS

Each year students earn their way to the Long Beach California International Salon and Spa show.

In late January when it's snowy and cold in Utah, our students are on the beach and at the show. You won't want to miss it.

DESIGN TEAM

Capelli's elite design team travels the area putting on demonstration and performing services at beauty pageants, competitions and events. Each student will have the opportunity to qualify to make it on the design team. They are the best of the best.

HAIR EXTENSIONS

Your tuition includes education and certification in 4 different methods of hair extensions including: weft sew-in, micro bead, glue in and strand-by-strand. We just don't teach it, we practice it. Our students get many opportunities to practice this highly lucrative craft in our student salon.

THE SCHOOL

Capelli Institute was founded in 2003. Started by four individuals that had personal convictions of teaching others to succeed. The combined strength of the four individuals included, academy management, financial management, business management, strategy and, customer service.

Capelli is dedicated to teaching students all they need to know to succeed in the cosmetology industry. However, it doesn't stop there. The staff of Capelli goes well beyond teaching students about cosmetology; we help students learn about themselves. Knowledge that helps them understand how they learn, how they relate to others, what motivates them, their personality strengths and, how to relate to people and, a great deal more.

Capelli Institute admits students of any race, color, sex, age, religion and national or ethnic origin. We do not discriminate on the basis of race, color, sex, age, religion and national or ethnic origin in administration of educational policies, admission policies, scholarship and loan programs.

COURSES OFFERED

COSMETOLOGY COURSE

Our cosmetology course includes world class training in hair design, skin care and nail technology. Hair Design starts with the basic technique of the 45, 90 and 180 degree cut. From there we teach you how to create unlimited styles and designs. Our school features Italy Hairfashion hair color products. Imported straight from Milan Italy, these European colors and products are considered some of the finest in the world.

Students are taught by certified Italy Hairfashion educators guaranteeing color perfection every time. Our program also offers extensive training in customer service, sales, marketing, business management, and personal development.

These courses are designed to prepare students for launching a successful career upon graduation. We offer full-time day and part-time evening courses.

Course Requirements: 2,000 hrs.

NAIL TECHNOLOGY COURSE

There has never been a better time to launch a career as a Nail Tech. Salons across the country are now adding this lucrative service to their menu. With the advancement of new products, there seems to be no limit to the creativity in the art of nails. The Nail Tech program offers students the fastest entry into the cosmetology industry. Students can start and finish in as little as three to four months.

Course curriculum includes wraps, tips, gel, sculptured acrylic nail, nail art, and electric file techniques.

Capelli Institute is an exclusive O.P.I school. O.P.I. is the world's leader in nail lacquer and nail products. Students not only use the best products but they also learned from some of the best educators in the state.

Course Requirements: 300 hrs.

BARBERING

Capelli is one of the first schools in Utah to bring back the art of barbering. Barbering is one of the world's oldest professions. The barber pole is a global symbol that people from all walks of life recognize as a place of professional services.

The Barbering course is the second fastest course we offer for students to enter the cosmetology industry. Training covers over 20 topics including: cutting, shaving, hairstyling, marketing, sales and business management. Students should be able to start and finish in 6 to 7 months.

Many career opportunities exist in this field. Our instructors are real Barbers with years of experience. The Barbering license allows professionals to perform all hair cutting and shaving services with the exception of the use of chemicals including, color and perms.

In years past, Barbers' were only permitted to provide services to men only. With the passing of the new license in 2007, Barbers are now allowed to perform services on both men and women.

With the ever expanding market of hair cutting only shops popping up in every neighborhood, graduates are having no problems finding job placement soon after graduation.

Course Requirements: 1,000 hrs.

PERMANENT COSMETICS

This represents one of the most rapidly growing and lucrative areas within the beauty sector. Our Permanent Makeup course is taught by certified educators. Classes are kept small to foster a highly participative, hands-on clinical environment.

Our course covers everything you need to know to enter this exciting and profitable area including: eyebrow fill, eyebrow feather, eyeliner, lip liner, lip fill, accent marks, advanced highlighting, color theory, and more!

Course Requirements: 40 hrs

LOCATION

Capelli Institute occupies space at 200 East State Road, Pleasant Grove Utah. Approximately 8,000 square feet of floor space, part of which is taken up with classrooms, dispensary, laboratory, office and locker room with the capacity of 75 students. There is UTA public transportation (Bus) on one side of the Institute with access to the Interstate just a short distance away.

Classrooms consist of visual aids including: charts, films, extensive library, movie projector, VCR, television, chalk boards, to aid students in learning the Cosmetology, Manicuring, Barbering, and Hair Stylist Courses.

Lab classroom is furnished with working stations and mannequins for the students to practice the techniques of their chosen field.

ADMINISTRATION

President Kurt Robinson
School Director JaNean Houston
Administration Lindy Rodabough
Accounting Deanna Leetham

ENROLLMENT

Class begins six times a year for Cosmetology. January, March, June, August, October and December.

Our extensive Course of training can be completed in approximately thirteen months for a full time student and, twenty two months for a part time student. At the end of the Course, students are fully prepared to take the State Exams. Any student may enroll up to and including the day the class starts. You must make an appointment for a tour and a personal interview. Late starts are given consideration on a case-by-case basis.

Start dates and weekly schedules for Cosmetology courses:

January 19 th , 2010	Tue-Sat	8:00am - 4:30pm	Night School	Tue-Fri	5:00 pm - 10:00 pm
March 16 th 2010	Tue-Sat	8:00am - 4:30pm	Night School	Tue-Fri	5:00 pm - 10:00 pm
June 8 th , 2010	Tue-Sat	8:00am - 4:30pm	Night School	Tue-Fri	5:00 pm - 10:00 pm
August 17 th , 2010	Tue-Sat	8:00am - 4:30pm	Night School	Tue-Fri	5:00 pm - 10:00 pm
October 19 th , 2010	Tue-Sat	8:00am - 4:30pm	Night School	Tue-Fri	5:00 pm - 10:00 pm
December 14 th , 2010	Tue-Sat	8:00am - 4:30pm	Night School	Tue-Fri	5:00 pm - 10:00 pm

ADMISSIONS REQUIREMENTS

Capelli admits as regular student's only persons having a certificate of graduation from a school providing secondary education or the recognized equivalent of such a certificate, or admits as regular students, persons who are beyond the age of compulsory school attendance in the State of Utah or who have the ability to benefit from the training offered by the institute.

SCHEDULE

1. FULL TIME - 40 hours per week - 8:00 a.m. to 4:30 p.m., with a half-hour lunch period, Tuesday, Wednesday, Thursday, Friday and Saturday. A one-hour Theory class is held every day. Organized class schedule, which varies from week to week, is posted each month.
2. NIGHT SCHOOL- 20 hours per week - 5:00 p.m. to 10:00 p.m Tuesday, Wednesday, Thursday and Friday. Saturday's are optional. A one-hour Theory class is held every night. Organized class schedule, which varies from week to week, is posted each month.

HOLIDAYS

Fourteen (14) days: New Years Day, Spring Break, Independence Day (July 4th), Pioneer Day (July 24th), Thanksgiving Day Weekend and Christmas Holiday.

When unexpected closures, due to extenuating circumstances occur, the Institute will notify students by telephone, email and or posted letter.

EDUCATIONAL OBJECTIVES

To provide a preparatory type of basic practical skills, safety, judgment, theoretical knowledge and to develop the attitudes for the purposes of preparing the student for licensing, to gain and retain successful employment as a professional cosmetologist.

GENERAL INFORMATION

Career Planning

The prospective student and parents are invited to take a tour of the Institute, at which time the Director advises them on their career plans and gives an informative discussion on curriculum at the Institute.

PERSONNEL SERVICES

We offer individual advice by Instructors. Private tutoring is given in weekly theory and practical subjects, when warranted. The Institute keeps self-evaluation records and has private conferences with each student.

TUITION

TUITIONEffective 1-01-2009

Cosmetology Course --- \$10,500

Nail Technology ----- \$2,950

Barbering ----- \$4,790

Permanent Cosmetics - \$1,899

PAYMENT OPTIONS

We offer several options for paying for school. Please see attached Payment Options Plan.

ONE TIME LUMP-SUM PAYMENT

Should a student elect to pre-pay the entire tuition, the Institute will grant a 5% discount. Pre-pay must be received at least one day before the students scheduled start. All form of currency mention above will be accepted.

SUPPLIES

The kit and textbooks are issued to the student on the first day of class and become their responsibility. The kit contains all the instruments/tools necessary for satisfactory completion of the course. Students are expected to maintain the kit by replacing lost or broken articles so they may practice their work properly. The complete kit is to remain in the Institute at all times. Students are *not* permitted to take the kit home. Unclaimed kits, books and all other items become the property of Institute after 30 days of termination.