



The Americas: United States

Our customers are our students. What we have found is that there has been an increase in students who have come from the corporate industries such as real estate and investment banking who are looking to pursue a career in spa and wellness.

Esthetics is definitely on the rise as a license to achieve. A lot of students are coming in with capital to gain a license, and then open up their own small businesses. They are coming to us very sophisticated after researching many programs and school offerings. There are many advanced education requests. 80% of our students are now enrolling in multiple programs rather than one program now such as massage and esthetics.

We are building better relationships with the spas in our area and offer industry appreciation events at our schools to further the relationship into extern/intern and job placement programs, helping the students get “real world” industry experience before they graduate.

We have a strong advisory board to help us create a better, higher level of education for our students to make sure we are in line with the demands and changes of the spa and wellness industry today. This helps to constantly evolve the curriculum. We are trying to expand on just getting a state board license by implementing strong business curriculums and customer service programs before the students graduate.

The advisory board together with the industry’s demands helps us to remain cutting edge and allow us to launch new innovations, keeping the students in line with what the industry requires.

The medical spa sector in southern California continues to grow. We are investing money this year into our Master esthetics program, bringing on a medical director and also implementing the Murad Inclusive Health Center program for our students to benefit from.

Student population continues to rise. In the past five years, the field of medical and specialized Esthetics and Massage/Bodywork has continued to boom requiring Estheticians/Massage Therapists to seek out continued education. In fact, according to the U.S. Department of Labor statistics for 2008-2018, Skin Care Specialists will experience an estimated 38% growth as consumers become more concerned with their personal appearance. Massage therapists’ employment is expected to grow by 19% from 2008-2011, as people learn more about the benefits of massage therapy. To meet the needs of this rapidly increasing segment and the demand for qualified Estheticians/Massage Therapists, we host advanced, specialized workshops.

The demand of much needed spa and wellness professionals is also due to baby boomers and day spa/community chains growing such as Massage Envy. Also hotel spas and cruise ships continue to grow in size, creating a demand for more jobs for graduating students.



We have invested 2.5 million in the re-fit of one of our larger schools in order to reflect the growth of the spa industry. The U.S. is evolving into European standards of training, discipline and commitment, taking a more inclusive, holistic approach. We are positioning spa and wellness as a PREMIER career for the future. Currently we are enrolling international students and also giving our students the opportunity to obtain an ITEC qualification so that they can work globally in the future.

The future of our curriculums is to keep in line with luxury and medical spa resort standards. We are also looking to give our students a global experience by taking them overseas to learn modalities at their source and further enhance their understanding of the spa and wellness industry globally.

SUBMITTED BY:

Joanne Berry
Director of Spa & Wellness
Bellus Academy
United States

www.bellusacademy.edu
jberry@bellusacademy.edu

