



## ACADEMY RESUME

MANY RECENT GRADUATES FACE QUESTIONS LIKE: WHAT SHOULD I DO NEXT? WHICH SALON WILL HIRE ME? WHERE CAN I GAIN THE BEST EXPERIENCE? WHO WILL OFFER ME AN APPRENTICESHIP? THAT'S WHY PENNY ESTABLISHED CIELO ACADEMY.

WITH OVER 30 YEARS IN HAIR STYLING AND 22 YEARS IN BUSINESS, PENNY RECOGNIZED THE NEED FOR ADVANCED TRAINING FOR NEWLY GRADUATED STYLISTS. THROUGH HER DAUGHTER'S EXPERIENCES, SHE NOTED THE INSUFFICIENT EDUCATION PROVIDED BY MANY COSMETOLOGY SCHOOLS, OFTEN LEAVING STUDENTS AT A DISADVANTAGE. AS A RESULT, MANY SALON OWNERS, INCLUDING PENNY, ARE UNABLE TO HIRE NEW STYLISTS. NOW SHE AIMS TO GIVE BACK TO THE HAIR INDUSTRY AND RAISE THE STANDARDS FOR HAIRDRESSERS IN NEVADA.

PENNY'S CAREER STARTED AT A HAIRDRESSING SCHOOL IN VANCOUVER, BC, CANADA, IN 1994. SINCE THEN, SHE HAS APPRENTICED WITH OTHER HAIRDRESSERS, STYLED INDEPENDENTLY, AND ESTABLISHED A SALON LEGACY. SHE TRAINED WITH VIDAL SASSOON IN PRECISION HAIRCUTTING, ATTENDED MASTER COLOR CLASSES WITH GOLDWELL, AND PARTICIPATED IN STYLING AND CUTTING CLASSES WITH BUMBLE & BUMBLE, ALL IN NEW YORK CITY. TODAY, SHE CONTINUES TO ADVANCE AND SUPPORT THESE ESTEEMED BRANDS.

CIELO ACADEMY WILL PROVIDE CLASSES DESIGNED TO BUILD THE CONFIDENCE NEW HAIRSTYLISTS NEED TO START THEIR CAREERS AFTER BEAUTY SCHOOL. A MAXIMUM OF FOUR STUDENTS PER CLASS ENSURES PERSONALIZED ATTENTION AT CIELO'S BOULDER CITY LOCATION. OUR HANDS-ON CLASSES TAKE PLACE IN AN INTIMATE SALON ENVIRONMENT, LED BY PENNY AND HER TEAM OF MASTER STYLISTS, OFFERING STUDENTS A GREATER OPPORTUNITY TO UNDERSTAND AND APPLY THE CONCEPTS BEING TAUGHT.

# ACADEMY STRUCTURE

**ABC'S OF HAIR CUTTING:** BUILDING ON THE CORE PRINCIPLES OF THE VIDAL SASSOON CUTTING SYSTEM, STYLISTS WILL MASTER TECHNIQUES FOR VARIOUS HAIRCUTS, INCLUDING LONG LAYERS, MEDIUM SHAGGY LAYERS, WOLF OR RACHEL CUTS, BOB CUTS, GRADUATED A-LINE CUTS, SHORT PIXIE STYLES, AND MORE. THEY WILL ALSO LEARN TO WORK WITH RAZORS OR SCISSORS, BOTH WITH AND WITHOUT DISCONNECTION, AS WELL AS MEN'S CUTS, CLIPPERS, FADES, SCISSOR-OVER-COMB, MULLETS, AND STYLING FOR CURLY HAIR, INCLUDING DIFFERENT LENGTHS AND LAYERS.

**ABC'S OF HAIR COLOR:** DRAWING FROM GOLDWELL'S MASTER COLOR CLASSES, STYLISTS WILL LEARN HOW TO BLUEPRINT COLOR FORMULATIONS, ASSESS CLIENTS' HAIR COLOR HISTORIES, AND IDENTIFY DESIRED RESULTS. THEY WILL GAIN SKILLS IN MATCHING GRAY COVERAGE WITH END REFRESHING AND MASTERING VARIOUS HIGHLIGHTING TECHNIQUES SUCH AS FOILING, BALAYAGE, CHUNKY HIGHLIGHTS, BABY LIGHTS, AND WEAVES. STYLISTS WILL UNDERSTAND WHEN AND HOW TO USE EACH METHOD, WHAT EFFECTS THEY CREATE, AND HOW TO PERFORM BASE COLOR AND HIGHLIGHTING PROCESSES, INCLUDING BLENDING, ALL-OVER BLEACH, AND TONING. THEY WILL ALSO EXPLORE WHY CORRECTIVE COLOR IS OFTEN NEEDED FOR NEW CLIENTS AND TOUCH ON CREATIVE COLOR USING DIRECT PIGMENTS.

**ABC'S OF HAIR STYLING:** USING THE FUNDAMENTALS FROM BUMBLE AND BUMBLE, STYLISTS WILL LEARN VARIOUS HAIR STYLING TECHNIQUES, INCLUDING CLASSIC ROUND BRUSH BLOWOUTS, FLAT BRUSH BLOWOUTS, CURLY SCRUNCHING, SHORT EDGY PIXIE CUTS, MEN'S STYLES, THE USE OF HOT TOOLS, AND SPECIAL EVENT UPDOS.

**ABC'S OF THE HAIR BUSINESS:** TAKING PRINCIPLES FROM BOTH EXPERIENCE AND EDUCATION, STYLISTS WILL MASTER ESSENTIAL SKILLS INCLUDING CLIENT CONSULTATION, SCHEDULING, INVENTORY MANAGEMENT, ACCOUNTING, RENTAL AGREEMENTS, UNDERSTANDING COMMISSION VERSUS HOURLY PAY, EFFECTIVE ONLINE MARKETING STRATEGIES, SOCIAL MEDIA BEST PRACTICES, HANDLING DIFFICULT CLIENTS, SETTING APPROPRIATE PRICING FOR YOUR AREA, AND MANAGING TAXES.

# ACADEMY CLASSES & AGENDAS

## MASTERING THE PERFECT ROUND BRUSH BLOW-DRY & TECHNIQUES FOR FLAWLESS HEAT STYLING

MODEL

15 MINUTES  
30 MINUTES  
15 MINUTES  
30 MINUTES  
30 MINUTES

MEET AND GREET  
THEORY + PRODUCT KNOWLEDGE  
PREP TIME  
BLOW-DRY  
IRON WORK

## ONE LENGTH HAIRCUTTING & LONG LAYER

MANNEQUIN

15 MINUTES  
45 MINUTES  
15 MINUTES  
75 MINUTES  
30 MINUTES

MEET AND GREET  
THEORY  
PREP TIME  
I DO, YOU DO  
STYLE

## CLASSIC BOB & ICONIC A-LINE BOB

MANNEQUIN

15 MINUTES  
30 MINUTES  
15 MINUTES  
60 MINUTES  
30 MINUTES  
60 MINUTES  
30 MINUTES

MEET AND GREET  
CLASSIC BOB THEORY  
PREP TIME  
CLASSIC BOB I DO, YOU DO  
A-LINE BOB THEORY  
A-LINE BOB I DO, YOU DO  
STYLE

## SHAG / RACHEL / MEN'S MULLETS / RAZOR TECHNIQUES

MANNEQUIN

15 MINUTES  
60 MINUTES  
15 MINUTES  
120 MINUTES  
30 MINUTES

MEET AND GREET  
THEORY  
PREP TIME  
I DO, YOU DO  
STYLE

## SHORT LAYERS, GRADUATION & PIXIES

MANNEQUIN

**15 MINUTES**  
**60 MINUTES**  
**15 MINUTES**  
**120 MINUTES**  
**30 MINUTES**

MEET AND GREET  
THEORY  
PREP TIME  
I DO, YOU DO  
STYLE

## THE MODERN BARBER: FADES, CLIPPER CUTS, GENTLEMEN CUTS & MORE

MANNEQUIN

**15 MINUTES**  
**60 MINUTES**  
**15 MINUTES**  
**150 MINUTES**

MEET AND GREET  
THEORY  
PREP TIME  
I DO, YOU DO

## UNLOCKING THE ART OF WAVY / CURLY HAIR

MODEL

**15 MINUTES**  
**60 MINUTES**  
**15 MINUTES**  
**45 MINUTES**  
**30 MINUTES**

MEET AND GREET  
THEORY  
PREP TIME  
I DO, YOU DO  
STYLING

## KNOWLEDGE OF COLOR THEORY

**15 MINUTES**  
**90 MINUTES**  
  
**30 MINUTES**  
**45 MINUTES**

MEET AND GREET  
THEORY:  
HAIR SCIENCE  
CHEMISTRY  
TYPES OF COLOR  
GOLDWELL COLOR LINE  
BLUEPRINTING / COLOR MATCHING  
ACTIVITY

## GET ALL OVER, ALL OVER COLOR

MODEL

15 MINUTES  
45 MINUTES  
45 MINUTES  
90 MINUTES  
45 MINUTES

MEET AND GREET  
THEORY  
PREP TIME / CONSULTATION  
HANDS ON + PROCESS  
STYLE

## EXPERT BLONDING VOL. 1 - PARTIAL & FULL HIGHLIGHTS

MANNEQUIN

15 MINUTES  
45 MINUTES  
15 MINUTES  
195 MINUTES  
30 MINUTES

MEET AND GREET  
THEORY: DIFFERENT TYPES OF BLEACHES  
+ FOIL PATTERS & WHEN TO USE THEM  
PREP TIME  
HANDS ON + PROCESS  
STYLE

## EXPERT BLONDING VOL. 2 - BASE COLOR & HIGHLIGHTS

MANNEQUIN

15 MINUTES  
45 MINUTES  
15 MINUTES  
195 MINUTES  
30 MINUTES

MEET AND GREET  
THEORY  
PREP TIME  
HANDS ON + PROCESS: REPLICATE A  
SENARIO GIVEN TO YOU  
STYLE

## EXPERT BLONDING VOL. 3 - FOIL-IAGE, TEASY LIGHTS, MONEY PIECES, ETC.

MANNEQUIN

15 MINUTES  
45 MINUTES  
15 MINUTES  
195 MINUTES  
30 MINUTES

MEET AND GREET  
THEORY  
PREP TIME  
HANDS ON + PROCESS  
STYLE

**EXPERT BLONDING VOL. 4 - BLEACH OUTS &  
BLEACH RETOUCHES**

MANNEQUIN

**15 MINUTES**  
**45 MINUTES**  
**15 MINUTES**  
**195 MINUTES**  
**30 MINUTES**

MEET AND GREET  
THEORY  
PREP TIME  
HANDS ON + PROCESS  
STYLE

**BUSINESS BEHIND THE CHAIR:  
CLIENTS (GOOD & BAD), CONSULTATIONS, SCHEDULING,  
MARKETING & PRICING**

**15 MINUTES**  
**105 MINUTES**  
**30 MINUTES**

MEET AND GREET  
THEORY  
Q &A

**BUSINESS BEHIND THE CHAIR:  
RENTAL, COMMISSION, HOURLY, TAXES, ACCOUNTING &  
PRODUCT INVENTORY**

**15 MINUTES**  
**105 MINUTES**  
**30 MINUTES**

MEET AND GREET  
THEORY  
Q &A

# ACADEMY SCHEDULE - 2025

**JANUARY 6**

10 AM - 12 PM

**MASTERING THE PERFECT ROUND  
BRUSH BLOW-DRY & TECHNIQUES FOR  
FLAWLESS HEAT STYLING**

2 HOURS - \$75

**JANUARY 13**

10 AM - 1 PM

**ONE LENGTH HAIRCUTTING & LONG LAYER**

3 HOURS - \$200

**JANUARY 20**

1 PM - 5 PM

**CLASSIC BOB & ICONIC A-LINE BOB**

4 HOURS - \$200

**FEBRUARY 3**

10 AM - 2 PM

**SHAG / RACHEL / MEN'S MULLETS /  
RAZOR TECHNIQUES**

4 HOURS - \$200

**FEBRUARY 10**

10 AM - 2 PM

**SHORT LAYERS, GRADUATION & PIXIES**

4 HOURS - \$200

**FEBRUARY 24**

10 AM - 2 PM

**THE MODERN BARBER: FADES, CLIPPER  
CUTS, GENTLEMEN CUTS & MORE**

4 HOURS - \$200

**MARCH 3**

10 AM - 1 PM

**UNLOCKING THE ART OF WAVY /  
CURLY HAIR**

3 HOURS - \$200

**MARCH 10**

10 AM - 1 PM

**KNOWLEDGE OF COLOR THEORY**

3 HOURS - \$200

**MARCH 17**

10 AM - 2 PM

**GET ALL OVER, ALL OVER COLOR**

4 HOURS - \$250

**MARCH 24**  
10 AM - 4 PM

**EXPERT BLONDING VOL. 1 -  
PARTIAL & FULL HIGHLIGHTS**  
5 HOURS - \$350

**MARCH 31**  
10 AM - 4 PM

**EXPERT BLONDING VOL. 2 -  
BASE COLOR WITH HIGHLIGHTS**  
5 HOURS - \$350

**APRIL 7**  
10 AM - 4 PM

**EXPERT BLONDING VOL. 3 -  
FOIL-IAGE, TEASY LIGHTS,  
MONEY PIECES, ETC.**  
5 HOURS - \$350

**APRIL 14**  
10 AM - 4 PM

**EXPERT BLONDING VOL. 4 -  
BLEACH OUTS & BLEACH RETOUCHES**  
5 HOURS - \$350

**APRIL 21**  
10 AM - 12 PM

**BUSINESS BEHIND THE CHAIR:  
CLIENTS (GOOD & BAD), CONSULTATIONS,  
SCHEDULING, MARKETING & PRICING**  
2 HOURS - \$75

**APRIL 28**  
10 AM - 12 PM

**BUSINESS BEHIND THE CHAIR:  
RENTAL, COMMISSION, HOURLY, TAXES,  
ACCOUNTING & PRODUCT INVENTORY**  
2 HOURS - \$75

**WHAT COMES WITH EACH CLASS:**

EACH STYLIST WILL BE PROVIDED WITH EITHER A  
MANNEQUIN OR A LIVE MODEL DEPENDING ON THE  
CLASS.

**WHAT STYLISTS NEED TO BRING TO CLASS:**

ONCE BOOKED FOR CLASS(ES), STYLISTS WILL BE EMAILED  
A LIST OF SUPPLIES THEY WILL NEED TO BRING TO EACH  
CLASS.



# ACADEMY PAYMENT PROCESS

## HOW CAN I PURCHASE CLASSES?

CIELO ACADEMY CLASSES CAN ALL BE PURCHASED INDIVIDUALLY, WEEK BY WEEK, OR IN BUNDLES WITH OUR CLASS PACKAGES LISTED BELOW.

**\$1,200**

**ABC'S OF HAIR CUTTING PACKAGE**  
6 CLASSES

**\$1,850**

**ABC'S OF HAIR COLOR PACKAGE**  
6 CLASSES

**\$150**

**ABC'S OF THE HAIR BUSINESS PACKAGE**  
2 CLASSES

**\$3000**

**CIELO ACADEMY PACKAGE (ALL CLASSES)**  
15 CLASSES

## WHAT IF I WANT TO RETAKE A CLASS?

FOR THOSE STYLISTS WHO WISH TO TAKE AN ACADEMY CLASS AGAIN, EACH CLASS WILL BE 50% OFF!

## WHAT FORMS OF PAYMENT DOES THE ACADEMY TAKE?

ZELLE, VENMO, CASH, CREDIT OR DEBIT CARD.  
(NO CHECKS)

## WHAT IF I CAN'T AFFORD THE CLASSES UP FRONT, BUT WOULD STILL LIKE TO ATTEND?

OUR SYSTEM IS ALSO ABLE TO TAKE AFTERPAY!  
AFTER DOWNLOADING THE APP, AFTERPAY, AND CREATING YOUR OWN ACCOUNT, YOU'LL BE PRE-APPROVED FOR A PERSONAL SPENDING ALLOWANCE. FROM THERE YOU CAN PAY FOR YOUR CLASS(ES) WITH US USING YOUR AFTERPAY CARD, THEN PAY IT OFF IN FOUR EASY INSTALLMENTS!  
(THE CIELO ACADEMY PACKAGE IS NOT INCLUDED)