



ALCHEMY BEAUTY ACADEMY^o

INSTITUTIONAL MISSION AND OBJECTIVES

Alchemy Beauty Academy's (hereinafter 'the school', 'academy', or 'institution') mission is to provide students access to makeup artistry and hair styling with training that is both comprehensive and professional. Working with our students, we emphasize how to be successful by providing professional services with integrity and with the highest level of skill possible. Alchemy Beauty Academy provides affordable high quality education. Through traditional classroom instruction, we teach the skills and values needed to prosper as makeup artists and freelance hair stylists.

ADMISSIONS INFORMATION

Alchemy Beauty Academy welcomes prospective applicants who are seeking education in any of our courses or training programs. All prospective students review this Catalog and consumer disclosure information prior to signing an enrollment agreement. Alchemy Beauty Academy, in its sole discretion, reserves the right to deny acceptance and/or rescind eligibility for an applicant to begin classes if all General, Entrance Assessment, and Program Specific Admission Requirements (listed below) are not completed and submitted within the required timeframe. Any student who is denied/rescinded admission to Alchemy Beauty Academy will be notified in writing.

ADMISSION REQUIREMENTS

The following items must be completed and submitted prior to the final approval of a student's enrollment agreement.

- Personal Interview And Campus Tour (In Person or Virtual)
- Application for admission and \$250 non-refundable Registration fee. Registration fee amount will be applied to tuition total if accepted.
- Entrance Assessment
- Completion of all admissions documents including the Registration Form and Enrollment Agreement

COURSE REQUIREMENTS

- Exams/ Assignments - Homework and Final exam
- Presentations & Class Participation - Individual / Group
- Quizzes - Unannounced
- Lab Work - In class hands-on applications

ATTENDANCE POLICY

Students must attend all scheduled courses in which the student is enrolled. It is expected that students attend classes at the times and dates specified on the enrollment agreement they signed. If for some reason they are unable to attend, the student must notify the academy as soon as possible via email info@alchemybeautyacademy.com or phone (858)255-8056. A private lesson may be arranged to make up for the missed school hours at the students expense.

EVALUATION

Grading Scale:

1 - 1.9 = Fail (Equivalent of an F)

2 - 2.9 = Fail (Equivalent of a D)

3 - 3.9 = Passing (Equivalent of a C)

4 - 4.9 = Passing (Equivalent of a A- B)

5 = Passing, top of the class (A+)

DESCRIPTION OF FACILITIES

Alchemy Beauty Academy is located at 4141 Jutland Drive Suite 335 San Diego CA 92117 with 1200 square feet in a spacious, air conditioned, modern facility that is accessible by public transportation. For each program of study at Alchemy Beauty Academy equipment and supplies are provided that are sufficient to meet the educational needs of the students.

Classroom	Television and whiteboard for conducting lectures
Workstations	One table top, mirror, & appropriate lighting for up to 6 students
Break Area	Lounge seating area for student use during normal school operating hours. Small library of beauty industry books available for student use while on break
Retail Area/ Reception	Shelves and cases for retail beauty products offered for sale to students. Testers for student use during Philosophy class only. Reception area with seating for students & guests to wait until staff is ready for them. Desk to check out students & guests who wish to make purchases
Office	Due to paperwork with student information being present within the office, no students will be allowed entrance without supervision and prior consent by a staff member

LIBRARY RESOURCES

Access to a library is not required by the curriculum to support the instructional needs of the students, (CCR71270) and therefore, no physical library is maintained by the school. The text materials and classroom activities are sufficient to support the curriculum and instruction required. However, a small library of makeup, hair, & business books that students may check out only for the duration of their courses. The students may obtain access to learning resources from online sources by utilizing their own personal laptops, smartphones, or home computers. Internet access is available during normal school operating hours.

FACULTY

Hollie Berry – Licensed Cosmetologist, Makeup Artist & Hair stylist. Lead Instructor. Co-Founder

Kimm DiCato- Licensed Esthetician, Makeup Artist & Hair stylist. Lead Instructor. Co-Founder

ADMISSIONS POLICIES & RECOGNITION OF CREDITS

The general criteria for admission are:

1. All students must have graduated from high school, or earned a GED. If the applicant is not a high school graduate and has not earned a GED, an applicant may take an Ability to Benefit test.
2. Students must pay all applicable fees, as per the current published fee schedule prior to the issuance of an enrollment contract or make other arrangements acceptable to the school.
3. The school has not entered into an articulation or transfer agreement with any other institution.

SCHOOL'S RIGHT TO CANCEL

Each course has a minimum enrollment of 3 students per term in order for the class to be conducted. If the minimum is not met for a term, any students that are enrolled will have their enrollment automatically transferred to the following term and will be notified of the cancellation no less than one week prior to the scheduled start of the course.

STUDENT PHOTO RELEASE

Students attending Alchemy Beauty Academy give the school the absolute right and permission to take photographs and/or video of the students in class for advertising, trade publications and/ or any other lawful practice.

CHARGES: TUITION & FEES

All fees are subject to change without prior notice. Prices and dates can not be guaranteed until both a signed Enrollment Agreement and Registration Fee have been accepted.

COURSES

Course Name (All courses that are available à la carte)	Tuition	Registration Fee (Saves your spot. Applied to total balance)	Required Kit Cost (pricing subject to change)	Remaining Amount Due After Registration Fee	Estimated Out of Pocket Expenses (Tuition + Materials)
Makeup Philosophy	\$1095	\$250	\$450+	\$745	\$1295+
Airbrush Artistry	\$695	\$250	\$350+	\$445	\$1050+
Hair Philosophy	\$695	\$250	\$390+	\$445	\$1050+
Business Philosophy	\$495	\$250	\$0	\$245	\$495+

WORKSHOPS

Course Name	Tuition	Service Fee (charged by the payment processing system for workshops)	Estimated Out of Pocket Expenses (Tuition + Service Fee)
Professional Portfolio Shoot <i>(Included Complimentary with enrollment in the Master Beauty Alchemist Program)</i>	\$595	\$14.88	\$609.88
Artist Headshot <i>(Included Complimentary with enrollment in the Master Beauty Alchemist & Business Alchemist Programs)</i>	\$60	\$1.50	\$61.60
Hair Mastery with Bridal Beauty By Phoebe	\$300 Individual Day \$795 Full 3 Days	\$7.50 \$19.88	\$307.50 \$814.88 <i>(Attendees may also wish to purchase products or kit)</i>

CERTIFICATE PROGRAMS

Certificate Programs (Program Name + Included Courses)	Tuition	Registration Fee (Saves your spot. Applied to total balance)	Required Kit Cost (Not including sales tax) (pricing subject to change)	Estimated Out of Pocket Expenses (Tuition + Materials)
<p>Master Beauty Alchemist Makeup Philosophy + Beauty Makeup Artistry + Airbrush Artistry + Print & Production Makeup Mastery + Hair Philosophy + Hair Artistry + Professional Portfolio Shoot + Business Philosophy + Business Mastery + Artist Headshot.</p>	<p>Option 1: Pay In Full= \$7200</p> <p>Option 2: 12 month Payment Plan=\$8000</p>	<p>\$250</p>	<p>Makeup Program Kits \$2125 + Hair Program Kits \$705 = \$2830</p>	<p>Option 1: \$10,030</p> <p>Option 2: \$10,830</p>
<p>Makeup Alchemist Makeup Philosophy + Beauty Makeup Artistry + Airbrush Artistry + Print & Production Makeup Mastery.</p>	<p>Option 1: Pay In Full= \$4650</p> <p>Option 2: 12 month Payment Plan=\$5000</p>	<p>\$250</p>	<p>Makeup Philosophy Kit \$450 + Beauty Artistry Kit \$1050 + Airbrush Artistry Kit \$350 + Print & Production Kit \$275 = \$2125</p>	<p>Option 1: \$6,775</p> <p>Option 2: \$7,125</p>
<p>Hair Alchemist Hair Philosophy + Hair Artistry.</p>	<p>Option 1: Pay In Full= \$1650</p> <p>Option 2: 12 month Payment Plan=\$2000</p>	<p>\$250</p>	<p>Hair Philosophy Kit \$430 + Hair Artistry Kit \$275 = \$705</p>	<p>Option 1: \$2355</p> <p>Option 2: \$2705</p>
<p>Business Alchemist Business Philosophy + Business Mastery + Artist Headshot.</p>	<p>Option 1: Pay In Full= \$1000</p> <p>Option 2: 12 month Payment Plan=\$1200</p>	<p>\$250</p>	<p>No Kit Required</p> <p>Might want to purchase some of the business tools recommended in class but not required.</p>	<p>Option 1: \$1000</p> <p>Option 2: \$1200</p>

PAYMENT POLICIES

Returned check processing fee: A fee of \$35 is assessed each time a student's check is returned by a bank withholding payment.

All programs must be paid for in full prior to the first day of classes to qualify for the Pay In Full Discount. All Workshops must be paid in full at time of enrollment. All à la carte Courses must be paid in full prior to the first day of the class.

Payment plans will begin with the first of 12 payments being made at time of enrollment.

Alchemy Beauty Academy offers two financing alternatives for payment of tuition in addition to our Pay In Full payment option.

1. For short-term financing the school will allow students to pay tuition on an installment basis beginning at the time of enrollment. The installment plan is interest free, however certificates will not be issued until the program is fully paid for.
2. PayPal Credit (Bill Me Later Option= 6 months interest free). Students must apply for this prior to completing their enrollment. If a student qualifies for the full amount of their tuition to be covered by the PayPal Credit (Bill Me Later) they will pay the school the full tuition and will therefore qualify for the Pay In Full program discounts.

Payment Plan example for financing option #1 listed above: For a student enrolled in the Master Beauty Alchemist Program the first payment of \$250 + the first installment of \$645.83 will be due at the time of enrollment. Then the remaining balance will be paid monthly in 11 more installments: 7 of which will be \$645.83 and 4 will be \$645.84. They will have paid the full tuition total of \$8000 over the course of 12 months (one year from the first payment to the last)

If a student chooses the Payment Plan they will need to pay in full for each program they have enrolled in prior to receiving their certificate of completion. For example; a student enrolled in the Master Beauty Alchemist Program: once the student has paid a total of \$5000 they will receive the Makeup Alchemist Certificate, once they have paid \$7000 they will receive the Hair Alchemist Certificate, and once they have paid the full balance of \$8000 they will receive the Master Beauty Alchemist Certificate. Payment Plan students will not be eligible for the Pay In Full program discounts.

Payment Plans are not available for required kits. PayPal Pay Later however is available for required kits (must be selected at time of purchase on the website).

POLICIES & PROCEDURES REGARDING FINANCIAL AID

The school does not participate in either State or Federal financial aid programs, nor does it provide financial aid directly to its students other than our 12-month Payment Plan option for tuition.

LOAN REPAYMENT

If a student obtains a loan to pay for an educational program, the student will have the responsibility to repay the full amount of the loan to their lender plus any interest or fees pursuant to their lender's agreement.

STUDENT'S RIGHT TO CANCEL

Direct Instruction: A withdrawal must be done in writing, and a notice of cancellation form (forms are available in the reception area) must be submitted with the student's written notice to the school. These can be mailed to the main campus or presented in person.

The institution shall issue a refund for unearned institutional charges if the student cancels an enrollment agreement or withdraws during a period of attendance. The refund policy for students who have completed 59% or less of the period of attendance shall be a pro rata refund. The school shall pay or credit refunds within 45 days of a student's cancellation or withdrawal.

REFUND POLICY

A pro rata refund pursuant to section 94910(c) or 94920(d) or 94927 of code EDC § 94920 shall be no less than the total amount owed by the student for the portion of the educational program provided subtracted from the amount paid by the student calculated as follows:

The amount owed equals the daily charge for the program (total institutional charge, divided by the number of days or hours in the program), multiplied by the number of days or hours the student attended, or was scheduled to attend, prior to withdrawal less the processing fees incurred by the school.

No refunds are given once the student has received 60% of the clock hours of instruction in any given course or program. For purposes of determining a refund, a student shall be considered to have withdrawn from an educational program when they have submitted a written notice of cancellation in accordance with the withdrawal policy stated in this institution's catalog.

A Payment Plan student will be eligible for a refund of their first payment (less the non-refundable registration fee and processing fees) if they choose to withdraw from all classes prior to a week before the first day of the first course in which they were enrolled. No refunds will be given as part of the terms of using a payment plan once class has begun. A payment plan student is obligated to continue to pay the full amount still owed for the portion the student attended, or was scheduled to attend, prior to withdrawal. The student will also have the option to pay off their remaining balance immediately upon cancellation.

FINANCIAL STABILITY

This institution has not had a pending petition in bankruptcy, is not operating as a debtor in possession and has not filed a bankruptcy petition within the preceding five years nor has it had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under chapter 11 of the United States Bankruptcy Code.

INSTRUCTIONAL LOCATION

[Alchemy Beauty Academy 4141 Jutland Drive Suite 335 San Diego CA 92103](#)

PLACEMENT SERVICES

All students and graduates will have access to an updated job board maintained by the school.

ACCREDITATION STATUS

Since Alchemy Beauty Academy is not affiliated with the State Board of Cosmetology it does not offer any education that will lead to licensure. This institution is not accredited by the United States Department of Education. These programs do not lead to licensure in California or other states. A student enrolled in an unaccredited institution is not eligible for federal financial aid.

PRIVACY ACT

It is the school's intent to carefully follow the rules applicable under the Family Education Rights and Privacy Act. It is our intent to protect the privacy of a student's financial, academic and other school records. We will not release such information to any individual without having first received the student's written request to do so, or unless otherwise required by law.

STUDENT CONDUCT

Students are expected to behave professionally and appropriately at all times. Students are subject to dismissal for any inappropriate or unethical conduct or for any act of academic dishonesty. Students are expected to dress and act accordingly while attending this institution. At the discretion of the school administration a student may be dismissed from school for reasons including, but not limited to:

- Coming to class in an intoxicated or drugged state.
- Possession of drugs or alcohol on campus.
- Possession of a weapon on campus.
- Behavior creating a safety hazard to other person(s).
- Disobedient or disrespectful behavior to other students, or staff.
- Stealing or damaging the property of another.

Any students found to have engaged in such conduct will be asked to leave the premises immediately. Disciplinary action will be determined by the school. Co-founders will meet with the student in question and make a determination regarding disciplinary action within 10 days of said meeting.

NONDISCRIMINATION POLICY

The school is committed to providing equal opportunities to all applicants to programs and to all applicants for employment. Therefore, no discrimination shall occur in any program or activity of the school, including activities related to the solicitation of students or employees on the basis of race, color, religion, religious beliefs, national origin, ancestry, sex, sexual orientation, gender, gender identity, gender expression, marital status, pregnancy, age, physical and/or mental disability, medical condition, genetic information, military and/or veteran status, or any other classification protected by law. Please direct any inquiries regarding this policy, if any, to the school's Co-founders who will assure that this policy is followed.

NO RETALIATION

The school encourages reporting of all perceived incidents of discrimination or harassment. It is the policy of the school to promptly and thoroughly investigate such reports. The school prohibits retaliation against any individual who reports discrimination or harassment or participates in an investigation of such reports.

REASONABLE ACCOMMODATIONS

The school will provide reasonable accommodations to students and employees as needed for medical and/or religious reasons as required by law.

ACADEMIC FREEDOM

Alchemy Beauty Academy is committed to assuring full academic freedom to all faculty. Confident in the qualifications and expertise of its faculty members, the school encourages its faculty members to exercise their individual judgments regarding the content of the assigned courses, organization of topics and instructional methods, providing only that these judgments are made within the context of the course descriptions as currently published, and providing that the instructional methods are those officially sanctioned by the school, methods for which the school has received oversight approval.

Alchemy Beauty Academy encourages instructors and students to engage in discussion and dialog. Students and faculty members alike are encouraged to freely express views, as long as they believe it would advance understanding in their specialized discipline or sub-disciplines.

SEXUAL HARASSMENT

The school is committed to providing an environment that is free of discrimination, intimidation and harassment. In keeping with this commitment, we believe that it is necessary to affirmatively confront this subject and express our strong disapproval of sexual harassment. No one associated with the school may engage in verbal abuse of a sexual nature; use sexually degrading or graphic words to describe an individual or an individual's body; or display sexually suggestive objects or pictures at any facility or other venue associated with the school; or engage in any other conduct that may create a hostile environment on the basis of sex. Students are responsible for conducting themselves in a manner consistent with the spirit and intent of this policy.

ACCIDENTS & INJURIES

Students that become injured at the school, participating in a school-supervised function, or in transit to or from a supervised school activity are to report immediately to their instructor. If the injury is beyond basic first aid, they will be referred to the nearest emergency room for treatment and all associated costs/fees are the responsibility of the student. Alchemy Beauty Academy will not transport nor assume responsibility for the transport of injured persons.

PERSONAL ITEMS POLICY

Students are responsible for their own personal property. The academy is not responsible for loss or theft of personal items.

ACADEMIC DISHONESTY POLICY

Students will be held accountable for the academic integrity of their work. Violations of academic integrity include, but are not limited to: 1. Cheating on exams or assignments by unauthorized collaboration with other students. 2. Purchasing exams and quizzes from past graduates, and/or using aids during an exam. 4. Doing work for which another will receive credit. This includes allowing one's work to be copied. Any student involved with, or suspected of cheating will be reported to appropriate school personnel. Violations may result in a non passing grade.

LEAVES OF ABSENCE

Should circumstances be such that a leave of absence is to be requested, a student must submit an application for a leave of absence to the main campus:

Alchemy Beauty Academy

4141 Jutland Drive Suite 335

San Diego CA 92117

The written notice must contain a statement of the nature of the request. At the discretion of the founders, a leave may be granted for the remainder of the term and allowed to continue their training the following term. If a student repeatedly resorts to the use of a leave of absence, and if such applications show a pattern of delays, or should the issuance of a leave of absence be such that it would significantly interfere with the planned completion of a program of study, the Co-founders may, in their sole discretion, dismiss a student from the program and issue the appropriate refunds as may be required.

ACADEMIC PROBATION & DISMISSAL POLICIES

The Co-founders may place a student on academic probation if the student is not making satisfactory academic progress as per this institution's published policy. The student's overall pass/fail average will be monitored throughout each course they are enrolled in. Should the student's average fall below that required for graduation, a student may be placed on academic probation. This

will result in a formal advisory, which will be sent to the student via email or in person via a private meeting, explaining the reason for the probation and discussing the students options to continue the course with the possibility of not receiving a certificate of completion.

After the completion of the currently enrolled term, the student will have the option to retake the course or portions of the course during the following term to bring their average up to at least the minimum standard of the institution in order to receive a certificate. The school will offer assistance via private lessons, for a fee, should such service be requested by the student. Any student seeking private instruction is financially responsible for the cost of such tutoring.

STUDENT COMPLAINT PROCEDURE

As a student-centered school, Alchemy Beauty Academy strives to achieve high student satisfaction with its services and create an environment where students are offered friendly customer service, accurate information, and career empowerment.

To this end, the following principles will guide these procedures:

Wherever possible; student complaints will be resolved through an informal process and at the lowest appropriate level of management.

- Student complaints will be handled with procedural fairness. All parties to a complaint will be informed of the specific allegations being made and will be given the opportunity to respond to any allegations made.
- Student complaints will be handled in a timely and confidential manner.
- Students will be notified of the outcome of their complaint.

At times, students may wish to voice a concern, complaint or problem. General student concerns, problems, and complaints should first be addressed by the Lead Instructor..

NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT THE SCHOOL

The transferability of credits you earn at Alchemy Beauty Academy is at the complete discretion of the institution to which you may seek to transfer. Acceptance of the certificate you earn in the educational program is also at the complete discretion of the institution to which you may seek to transfer. If the certificate that you earn at the school is not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending Alchemy Beauty Academy to determine if your certificate will transfer.

STUDENT HOUSING

The school does not operate dormitories or other housing facilities. The school does not provide assistance nor does it have any responsibility to assist students in finding housing.

VISA RELATED SERVICES

The school is not a SEVP-approved school and does not offer any assistance in obtaining a student visa.

LANGUAGE OF INSTRUCTION

Instructions will be given in no language other than English.

DISTRIBUTION POLICY: OF THIS CATALOG AND BROCHURES

The school makes its current catalog and current program brochures available to the public at no charge. Individuals who wish to obtain a copy can make arrangements by simply calling the school's office, emailing info@alchemybeautyacademy.com, or requesting a brochure and accessing the school catalog on our website www.alchemybeautyacademy.com

CATALOG UPDATE POLICY

The policy of this institution is to update the official school catalog annually, in December of each year to prepare for the following academic year. Annual updates may be made by the use of supplements or inserts accompanying the catalog. If changes in educational programs, educational services, procedures, or policies required to be included in the catalog by statute or regulation are implemented before the issuance of the annually updated catalog, those changes shall be reflected at the time they are made in supplements or inserts accompanying the catalog.

STUDENT SERVICES

The school does not provide orientations, airport reception services, housing assistance or other non-academic services. Further, this institution maintains a focus on the delivery of educational services. Should a student encounter personal problems which interfere with his or her ability to complete coursework, this institution will provide assistance in identifying appropriate professional assistance in the student's local community but does not offer personal counseling assistance.

STUDENT RECORDS & TRANSCRIPTS

Student records for all students are kept for five years. Transcripts are kept permanently. Students may inspect and review their educational records. To do so, a student should submit a written request identifying the specific information to be reviewed. Should a student find, upon review, that records that are inaccurate or misleading, the student may request that errors be corrected. In the event that a difference of opinion exists regarding the existence of errors, a student may ask that a meeting be held to resolve the matter. Each student's file will contain student's records, including a transcript of grades earned. The first copy of the official transcript is provided at no charge upon completion of each course.. No transcript will be issued if any payments due to the school are delinquent.



Student's rights are set forth at various places in this catalog. Contact the Academy if you require additional information.