



Eternal Beauty

INSTITUTE & MEDISPA





Eternal Beauty

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Our Story

Eternal Beauty Institute was founded in 2013 when our President, Barbara McBean, opened the first campus in Calgary, Alberta. The organization has since expanded to include several locations and we strive to provide the finest training in the industry.

We understand what it takes to bring our students to the next level. Through our passion and commitment, we have developed comprehensive curriculums that can take you from a beginner to a professional in a short time. We will show you the steps to building your own beauty empire, so dream big with us!

Eternal Beauty operates on a progressive learning format that allows our students to make money while in school, to maximize their time and talents and to develop their skills, increasing their business success.

Our boutique-style learning format is one-on-one with our instructors. You will work directly with our experts as we navigate you through the exciting and lucrative world of beauty!

**LET YOUR DREAMS TAKE FLIGHT! OUR
EXPERIENCED TEAM OF ETERNAL BEAUTIES
WILL HELP YOU CREATE A BRIGHTER AND
MORE BEAUTIFUL FUTURE**



Keys To Success

CREATING YOUR DREAMS

**“Matters of great concern
should be treated lightly.
Matters of small concern
should be treated seriously.”**

-Master Ittei



TECHNICAL SKILLS & ARTISTRY

We have developed a formula for success and it begins with superior technical training and hands-on experience. Our class sizes are very limited in order to foster a personalized learning experience for each of our students. These small class sizes allow our instructors to work one-on-one with you throughout the course, offering the highest quality education possible. We want every graduate of Eternal Beauty Institute to be successful in their careers and will work with you to help you achieve your dreams.



ATTENTION TO DETAIL

The small details matter, especially to your clients. Being able to understand who your customer is and helping them to discover the possibilities is important to creating the perfect esthetic vision. Knowing your craft down to the finest details will allow you to stand out from the crowd and achieve success in this growing industry. The ability to connect with people to discover their needs and knowing exactly the path needed to arrive their will guarantee your success provide a stable future for you.



MARKETING & BRANDING

Your presentation matters. We cannot stress this point enough to our students. Entering the marketplace with a consistent brand image and a story to tell will take you far in the industry. Especially in the beauty industry, it is important to know how to walk the walk, how to talk the talk and how to look the part. All of our programs and courses include sections on marketing, advertsing, brand creation and more. We will teach you the ins and the outs of your market segment and give you the knowledge to succeed.



CUSTOMER RELATIONS & SALES

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WORK-LIFE BALANCE

One exciting aspect of the beauty and medical esthetics industry is the ability to be your own boss! Your financial goals can easily be met while leaving you with plenty of free time to spare. With the opportunity to charge from \$200 - \$1,500 per treatment, you can earn an excellent living providing esthetics services from your home, in a medispa or both!

COURSE LIST

 24 Karat Gold Facial **SKN-240**

 Acrylic Nails **NLS-128**

 Advanced Nail Artistry **NLS-222**

 Advanced Nail Painting **NLS-206**

 Advanced RapidLash **LSH-308**

 Aromatherapy **SPM-108**

 BB Contour & Blush **SKN-215**

 BB Glow Skin Treatment **SKN-232**

 Belkyra Fat Dissolving **WGT-228**

 Body Scrubs **SPA-108**

 Body Sugaring **HRR-222**

 Body Wraps **SPA-206**

 Botox Injections: Level 1 **MDC-222**

 Botox Injections: Level 2 **MDC-323**

 Brazilian Wax **HRR-130**

 Brow Extensions **LSH-105**

 Brow Lamination **MPN-111**

 Carboxytherapy Facial **SKN-205**

 Cellulite Laser Treatment **LSR-105**

 Classic Lash Extensions **LSH-130**

 Cryolipolysis Treatment **WGT-312**

 Dermal Fillers: Level 1 **MDC-130**

 Dermal Fillers: Level 2 **MDC-230**

 Dermaplaning Exfoliation **SKN-212**

 Extreme Nail Shapes **NLS-320**

 Face & Brow Waxing **HRR-310**

 Face & Scalp Massage **SPM-210**

 Facial & Chemical Peels **SKN-120**

 Feather Laser Facial **LSR-111**

 Gel Nail Technician **NLS-130**

 Hair Extensions **HRX-124**

 Hair Weaving **HRX-112**

 Henna Brow **MPN-220**

 Hot Stone Massage **SPM-120**

 Hyaluron Pen **MDC-122**

 Hybrid Combination Brow **MPN-120**

 Hybrid Lash Extensions **LSH-210**

 Hydro Facial Resurfacing **SKN-130**

 Laser Hair Removal **LSR-210**

 Laser Skin Tightening **LSR-308**

 Laser Tattoo Removal **LSR-320**

 Laser Teeth Whitening **LSR-314**

 Laser Vein Removal **LSR-230**

 Lash & Brow Tinting **LSH-111**

 Lash/Brow Lift & Tint **LSH-118**

 Makeup Artistry: Level 1 **MKP-111**

 Makeup Artistry: Level 2 **MKP-222**

 Mega Volume Lashes **LSH-330**

 Microblading **MPN-318**

 Microdermabrasion **SKN-311**

 Microneedling Treatment **SKN-312**

 Nail Art: 3D & 4D Designs **NLS-316**

 Nano Brow Nanoblading **MPN-328**

 Oxygen Facial Treatment **SKN-144**

 Paramedical Tattooing **MPN-211**

 Permanent Makeup: Level 1 **MPN-414**

 Permanent Makeup: Level 2 **MPN-424**

 Plamalift Soft Surgery **SKN-324**

 PRP Microneedling **SKN-307**

 Radio Frequency (RF) **LSR-333**

 Reflexology Massage **SPM-312**

 Reiki Healing Techniques **SPM-230**

 Scalp Micropigmentation **MPN-330**

 Spa Manicure & Pedicure **NLS-330**

 Spa Massage Therapy **SPM-320**

 Spray Tanning **SPA-226**

 Spray Tanning: Advanced **SPA-324**

 Tooth Gem Application **DEN-110**

 Volume Lash Extensions **LSH-230**

 Waxing **HRR-215**

Progressive Learning



Change is the result of all true learning

Progressive learning is an educational movement which gives more value to experience than formal learning. It is based more on experiential learning that concentrates on the development of a student's talents.

We place an emphasis on learning by doing with hands-on experience and expeditionary learning. Our integrated curriculums blend theory with practice and allows you to work beside your instructor the entire time.

Our format provides students with highly personalized learning that accounts for each individual's personal goals



Student GUARANTEE



The future belongs to those who believe in the beauty of their dreams

We want our students to graduate with complete confidence in their skills and abilities. That's why we offer a Student Support Guarantee to ensure the success of each and every one of our students.

Everyone is unique and learns at different levels. At the conclusion of your course, if you and your instructor determine that extra training or experience is necessary, you will be invited to enroll for more class time at no additional charge.

At Eternal Beauty Institute, you will always have the freedom to be yourself and learn at your own comfortable pace without costing you more.

We care about the success of our graduates and want to ensure every student has a fair opportunity to learn their skills to the fullest. Eternal Beauty aims to improve the entire beauty industry by adding knowledgeable and highly trained practitioners with the desire to do things the right way.





AFFILIATES
EARN WHILE YOU LEARN

We want our students to achieve success in their fields fast. That's the motivation behind the Eternal Beauty Affiliates, a team of certified experts who run their own businesses using EBI facilities and infrastructure.

All of our students have the opportunity to join the Eternal Beauty Affiliates team. Rather than throwing you to the wolves, you will have the option of starting your own business with the full support of Eternal Beauty Institute behind you.

You will be able to service your own clients in our professional environment, use our online appointment booking system and have access to our warehouse of professional products.

The more you study your craft and the more you follow the business and marketing segment of your curriculum, the more you will earn!



JOIN THE ETERNAL BEAUTY AFFILIATE TEAM OF EXPERTS

Financing Options

Consider applying for financing to help fund your education at Eternal Beauty Institute. Our exceptional financing team is here to help you through the entire process and will work with you to determine the financing option that is best for your situation.

To be eligible to receive financing, you must be a Canadian citizen, have permanent resident status or protected person status under the Immigration and Refugee Protection Act.

If you have applied for financial support and are approved prior to the tuition payment deadline, EBI will electronically confirm your enrolment and request that payment is sent directly from the lender. This way, your tuition payment deadline will be deferred until your loan disbursement date.

If the amount borrowed does not cover the entire amount owing for tuition, you will be responsible for paying the difference on or before the tuition payment deadline. You can find out how much we will receive by speaking with your Admissions representative.



Success Stories



Krasa Brow

Originally, I heard about Eternal Beauty on a radio show. At the time, I was the lead sales representative at a busy and stressful national moving company. After completing my training with Eternal Beauty Institute, I went on to create a very successful microblading business where I have turned my artistic ability into a very lucrative career! I love the transition from the 9 to 5 daily routine. I can make my own schedule and spend much more quality time with my daughter!

-Kerry



Lakeside

Last year I completed the Cryolipolysis and Weight Loss programs with Eternal Beauty Institute. Overnight I was making double the money I previously was making at my spa location. The marketing and business advise provided in the course was excellent! I have already been back for 3 more courses this year! BB Glow, Microneedling and Dermaplaning.

-Jen



Spa Cantik & Salon

Eternal Beauty staff are amazing! They actually flew their instructors out to our spa location and did a private training with our staff. It was the most affordable and relaxing way to add new services to our menu. I would highly recommend EBI for on-location training.

-Dawn

ROSETOWN BEAUTY
CLINICAL ESTHETICS



Rosetown Beauty

In my former life I ran a large hotel in Grande Prairie. I often worked the night shifts and it was not uncommon for 16 hour shifts. To put it mildly, I was ready for a change. I took the complete Clinical Aesthetician program with Eternal Beauty! And now I have my own beautiful clinic! Thank you Eternal Beauty. These guys are like family. I love the personalized service and one on one training options

-Erica

Success Stories



Dental Centre

Mayfair Dental

Recently we added an additional laser and medispa wing to our dental practice here in Calgary. My spa director Jessica loved the training. The staff helped our team to set up our new venture and choose equipment and create our pricing lists. We took over 10 programs at the Eternal Beauty Calgary campus and were very very pleased with the high quality of training.

-Dr. Tim & Jessica



Rhea Sunshine

I was introduced to Eternal Beauty Institute through my aunt who owns Endless Elegance as she has taken many programs with EBI. Being a nurse and with long hours at the hospital I was looking for a second income and something to eventually replace full time nursing. I so loved the programs with Eternal and I am able to come back and retrain and retake any programs for free as many times as needed. With the covid breaks this has been a blessing that I am able to retake things to ensure perfection in terms of my injecting protocol.

-Rhea



Lux Beauty

I absolutely loved the programs with Eternal Beauty Institute. I completed the full laser technician program and clinical skincare tech program and was able to open up my own medispa! The staff was incredible! Wonderful experience and I was able to launch my business using all their equipment from the Campus luxury medispa! Thank you EB!

-Lauren



The Botox Clinic

My feedback is 5 stars all the way! I took the Botox and Fillers programs & Coolsculpting with EB. Amazing, friendly staff from registration to the graduation. The locations are stunning! Whats even better I am injecting at some of their locations. So happy I choose Eternal Beauty to advance my skills. Looking forward for more exciting courses.

-Kelley

Student Reviews

"Beautiful calming space. welcoming staff. Eternal Beauty Institute did a hydra facial which was a good combination of relaxing as well as effective. I was very happy with her technique. I usually bruise which I did not. and so pleased with the results. both professional and personable and obviously very experienced. I highly recommend the Eternal Beauty Institute."

-Ernest Ramos

"Barb and her staff are unlike anything I have witnessed. From the moment you walk in, you are greeted and treated with respect. The building has AMAZING energy and the staff, other students just glow from the positive energy. Not to mention, the school is HUGE and a DREAM to learn in. It is luxurious and is filled with the latest technology. I love everything I learned while I went to school there a few months back for the skincare specialist program. I now feel confident starting my own side business and am happy that I am able to continue to come back as much as I want to keep learning at no additional cost."

-Myla Combes

"Excellent training!! I've received 3 different courses with eternal beauty and I'm so excited to start my career in the beauty industry. Very professional instructors, very thorough, I had a little trouble with some of my techniques and they were happy to spend extra time with me to make sure I was completely happy and confident with my procedures. I've recommended a few of my friends and they all have great things to say. Definitely recommend this school."

-Tracy P.

"I had an amazing experience with this educational facility. Working with real, licensed professionals made me feel comfortable knowing I'm getting the best education possible. I can't stress enough how fantastic the skincare bundle I took was. Everyone was so warm, and welcoming!! I will definitely be back to expand my skills! Thank you for everything!!"

-Miley Haywood

"So happy to see women empowering women. Just amazing how I was treated it was beautiful to have people care that much. Makes me so excited for the future and anyone who applies for a course with Eternal Beauty will not be disappointed. They go above and beyond thank you."

-Carressa Hunt

"Eternal beauty is such an amazing school! I became a student here in 2019 I did a full laser diploma course and recently took a clinical esthetics course doing chemical peels, facials, microneedling and bb glow! The instructors are very knowledgeable and always make the classes fun! They have lots of great programs and courses for their students. You will always have their support and grow in ways you can't even imagine! The institute itself is clean, looks professional and absolutely gorgeous just like everyone that is a part of it :)"

-Angelika R.

"I spent a lot of time researching the best place to take my course. I took the paramedical tattoo technician course and absolutely loved it. My instructor, Jordan, was amazing and extremely knowledgeable and taught me SOO much and all the staff were as well. Barb, the CEO and owner is phenomenal. I learned so much in my course and it is a beautiful establishment. I cannot wait to take more courses through Eternal Beauty!!"

-Chelsea K.



Meet THE Team



Barbara McBean
FOUNDER & PRESIDENT
Calgary Campus



Jennifer Hofer
PRESIDENT
Winnipeg Campus



Larissa Kowal
PRESIDENT
Regina Campus



Michelle Donison
PRESIDENT
Regina Campus

Lawna Schoepp
SCHOOL DIRECTOR

Andrea Stevens
SCHOOL REGISTRAR

Carol Howlett
OPERATIONS MANAGER

Manfred Ziesmann
MEDICAL DIRECTOR, MD.

Neil Pearson
SALES MANAGER

Stacey Christiansen
HEAD ADMINISTRATOR

Mackenzie Gotte
ADMINISTRATIVE ASSISTANT

Stephanie Vukotic
NURSING STAFF, RN.

Avery Towle
ADMISSIONS ADVISOR

Marrisa Ramos
ADMISSIONS ADVISOR

Mary Ann Jabobs
NURSING STAFF, RN.



OUR CAMPUSES



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