



bela beauty college

FREE INFO PACKAGE

Certificate In Eyelash Extensions



Imagine a couple of months from now....

Your inbox is buzzing with appointment requests from clients who adore your work.



You're finally earning what you deserve while doing what you love, and it feels like your dreams are turning into reality.

You've cultivated a loyal clientele that keeps coming back and spreading the word to their friends.



You now enjoy the freedom to set your own schedule, creating a work-life balance that suits your lifestyle perfectly.

You're proof that starting your own lash business was one of the best decisions you've ever made.



You feel a strong drive to achieve even more, but you're unsure how to begin.

Our sought-after Lash Extension Course provides a step-by-step blueprint to help you succeed as both a lash artist and a business owner.

Hi I'm Jessica!

Ciao, Bela! I'm Jess, and over the past fifteen years, I've had the amazing experience of turning my love for beauty into a thriving business that has inspired and impacted women around the globe. My journey began at 18, working from my spare bedroom with nothing but a dream and determination to make my mark in the beauty industry.

Through hard work and relentless dedication, I've transformed that small start into a multi seven-figure business, opened multiple thriving salons, created my own product line, and a growing in-person and online academy.

So far, I've had the privilege of mentoring over 20,000 students worldwide, helping them create their own success in the beauty world. It's been an incredibly rewarding experience to witness so many talented people build their own careers and thrive, and also, I simply love helping people!

Now, I'm focused on sharing my knowledge and experience with others in the beauty industry. My mission is to help you unlock your full potential, provide the guidance you need, and support you in building the business you've always dreamed of.

I'm thrilled to have you here, and I can't wait to see what we'll accomplish together!

Ready to start?



MY JOURNEY TO SUCCESS

It wasn't always easy...

At 18, I entered the beauty world with no clear direction and a shy demeanor. Starting from scratch, I made plenty of mistakes and faced setbacks, learning through trial and error.

Every challenge taught me invaluable lessons, sharpening my skills and fueling my passion. Those experiences shaped me into the educator I am today.

Now, as one of Australia's leading lash educators, I'm here to help you skip the guesswork, avoid the pitfalls, and fast-track your journey to success.

WHERE BELA BEAUTY STARTED



I initially started my business in a spare bedroom at my parents house! Then I upgraded to the garage (after doing a full fit out as you can see in the image) so I could start training courses and hiring staff.

Very humble beginnings - we all start at square one

WHERE BELA BEAUTY IS TODAY



Bela Beauty College has grown into so much more than a business. With an amazing team of tutors, and over 20,000 students trained worldwide, it's a brand built on passion and hard work. But getting here wasn't easy.

We've faced challenges that tested us, made mistakes, and experienced setbacks that could have made us quit. Instead, we learned from every experience, figured out what works, and found the right way to build a successful business from the ground up.

Now, we're here to share that knowledge with others. It's not just about lashes—it's about helping future business owners achieve their dreams by passing on everything we've learned along the way.

Our journey proves that with determination, passion, and the right tools, success is within your reach.

My Qualifications

With over 15 years of experience in the ever-evolving beauty industry, I bring a wealth of knowledge and expertise to every training session. Here's a little about my journey:

✦ Certified and Accredited: I'm a Certified Trainer and Assessor, Accredited with the Aesthetic Beauty Industry Council, and hold multiple certifications as a lash and brow artist.

✦ Built for Success: I've successfully owned and operated three thriving salons and now run a 7-figure beauty college that has trained over 20,000 students worldwide.

My passion lies in empowering new artists to step into the beauty world with confidence. I understand that enrolling in a lash course can feel overwhelming—trust me, I've been there! That's why I create a welcoming, supportive environment where learning is not only effective but also fun.

As a trainer, I pride myself on being approachable, caring, and focused on teaching every student at their own pace. Whether you're a complete beginner or refining your skills, my goal is to make you feel supported every step of the way.

Let's turn your dreams into a reality and help you create a future you're proud of!



After years of hard work, challenges, and lessons learned, I've gained the expertise to make starting a lash business simpler and more rewarding. Now, my passion lies in helping women like you launch and grow their own lash businesses—without the struggles I faced along the way.

I've created a complete success blueprint to guide you through every step of the process. From mastering your craft to building a thriving business, I'll give you the tools, knowledge, and confidence to achieve your goals with ease.

My mission is simple: to empower you to create the lash business you've always envisioned and to ensure your journey is as smooth and fulfilling as possible. Let's make those dreams a reality together!





Does this sound familiar?

1

You're stuck in a job that doesn't bring you satisfaction or purpose

Each day feels like a struggle because you're not pursuing your true passions or doing what you genuinely enjoy.

2

You dream of breaking free and becoming your own boss

But the thought of starting from square one feels daunting, leaving you unsure of how to take the first step.

3

You watch others succeed in the beauty industry and wonder how they managed to get started

Meanwhile, you're left feeling frustrated, stuck in a job that drains your energy and keeps you from chasing your dreams.



Christiana Contsellis

“Since completing the course I have opened my own salon... I'm only 18 and I didn't think after finishing the course I could work for myself so quickly”.

INTRODUCING OUR ONLINE LASH EXTENSION COURSE

More than just a lash course – It's your ticket to success and financial independence!

Are you ready to turn your passion for beauty into a thriving business? Our lash course is your key to your success.

Learn the art of perfecting lashes, build a loyal client base, and take control of your future. Discover the best industry secrets to creating stunning, sought-after lash extensions and become the entrepreneur you've dreamt of being. Open a world of endless possibilities.

Are you ready to take the first step towards your lash empire?

[ENROL NOW](#)



WHAT YOU WILL GET...

- ✓ Gain credibility and a competitive edge with a certificate recognized by the Aesthetic Beauty Industry Council.
- ✓ Receive a premium lash kit worth over \$400, equipping you to start taking clients immediately after completing your course.
- ✓ Learn how to set up, price, and market your services effectively with our modules on Business & Marketing, including guidance on tools and apps to grow your business.
- ✓ Enjoy hands-on learning with practical assessments, personalized feedback sessions, hours of video demonstrations, and multiple choice quizzes to solidify your skills.
- ✓ Benefit from ongoing support during and after the course, with 24 months access to the Online Lash Extension Course and 24/7 messaging with Jessica for advice and assistance.



WHAT YOU WILL LEARN...

- ✓ Master the application of classic lashes for a natural look, use hybrid techniques for fuller, textured styles, and apply premade fans to create consistent volume lash sets.
- ✓ Learn about lash structure, growth cycles, and how different lash types influence application techniques.
- ✓ Build expertise in lash glue properties, proper dipping methods, and techniques to maximize retention.
- ✓ Master your skills in isolating individual lashes and placing extensions with precision and accuracy.
- ✓ Understand contraindications, allergies, and reactions while mastering essential health and safety practices, including tool sanitization and patch testing.
- ✓ Discover the fundamentals of starting your lash business, covering legal requirements, taxes, insurance, and pricing strategies.
- ✓ Create a strong brand identity and learn proven marketing strategies to attract and retain clients, with a bonus section dedicated to social media success.



What your business could look like in a few months...



Transform from feeling stuck and frustrated in your current job to becoming a highly sought-after lash artist with a fully booked schedule.



Gain the skills to handle even the most challenging situations with confidence, making you the top choice for clients with diverse needs.



Master not only the art of lash application but also the business and social media strategies essential for building a loyal client base and establishing yourself as a leader in the lash industry.



Orianne Woods

"I'm setting up my new business from home... I can study online at my own pace... allowing me to create a good work life balance".

COMMON DOUBTS ABOUT *Starting a Lash Business*

I LACK THE CONFIDENCE

We've all been there! With over 15 years in the industry, I've experienced courses where educators fell short in providing the support and encouragement I needed. Those experiences inspired me to create the most empowering and supportive courses in the field.

My mission goes beyond teaching lash techniques—I aim to help women transform into the successful business owners they've always aspired to become!





I DON'T WANT TO WASTE MY MONEY

We provide a clear and transparent overview of the course curriculum, ensuring that every investment you make directly contributes to acquiring the essential skills needed to launch your own business.

Our graduates consistently find that the value of their new expertise far surpasses the initial cost. In fact, we've helped women with no prior beauty experience build six-figure businesses!

I DON'T HAVE THE TIME

We understand the challenges of a busy schedule, which is why our flexible online course lets you learn at your own pace with no time restraints. You can work at your own pace, at a time that suits you best.





I DON'T WANT TO FAIL

Failure is one of the greatest opportunities for growth. Yes, you heard that right—fail! Fail repeatedly and fail quickly. The faster you fail, the faster you learn, and the faster you learn, the quicker you'll succeed.

Some of my biggest business achievements came on the heels of my biggest mistakes and lessons. So, give yourself the permission to fail! Fear of failure will only hold you back from the success you're capable of achieving.

I DON'T KNOW HOW TO ADVERTISE

Don't worry—I've been through it as well. It may feel overwhelming, but it doesn't have to be!

In your bonus online Social Media Course, we'll guide you through each step, making it easy to highlight your work and attract the right clients. You'll move from thinking, "I don't know where to start," to feeling, "I can't believe how far I've come!"





FREQUENTLY ASKED *questions*

Is there ongoing support after the course ends?

Yes, you'll continue to receive support and guidance from Jessica even after completing the course. This includes help with business challenges, client issues, and ongoing support as you grow both your skills and your business.

What kind of certificate will I receive?

You'll earn a Lash Certificate recognized by the Aesthetic Beauty Industry Council, which not only certifies your skills but also enhances your business's credibility, helping you stand out in the industry.

How long does it take to complete the course?

You can learn at your own pace with our flexible online course! Whether you're a fast learner or prefer to take your time, the course is designed to fit your schedule. Some students may finish in a week, while others take longer—it's completely up to you!

WHY THIS COURSE IS UNLIKE *anything* ELSE OUT THERE



With lifetime access and personalized feedback, our online courses ensure you truly master your skills.



We cover everything from Classic to Hybrid to Premade Volume techniques, ensuring you become a well-rounded and versatile lash artist.



In addition to lash techniques, we teach you how to build, brand, and market your lash business, helping you thrive in a competitive industry.



Your instructor, Jessica, brings over 15 years of experience in both beauty and business, having trained over 20,000 women worldwide. She offers expert insights that go far beyond basic training.



Student Success: *Christiana*

How would you describe your experience training with Bela Beauty College?

I completed my training in eyelash extensions with Bela Beauty College and I would 100% recommend it. You have access to the support group and the content of the course for for a very long time and I was able to complete the course at my own pace. The detail in every page of theory and videos made it so easy to understand! I never felt unsure about what I was doing because the course explained it so well!

How has your life changed since starting your own business?

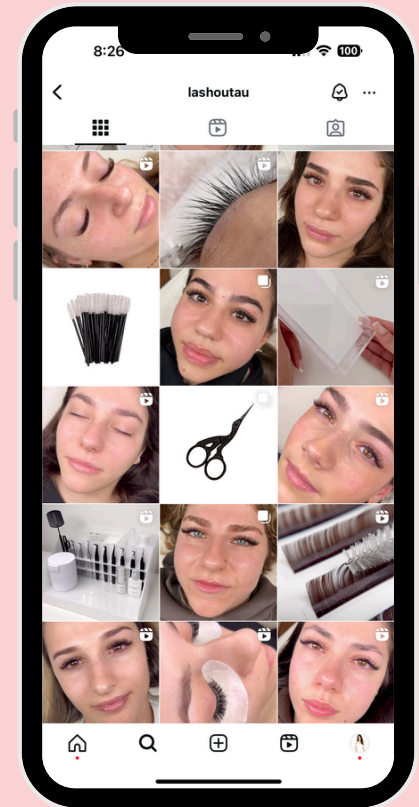
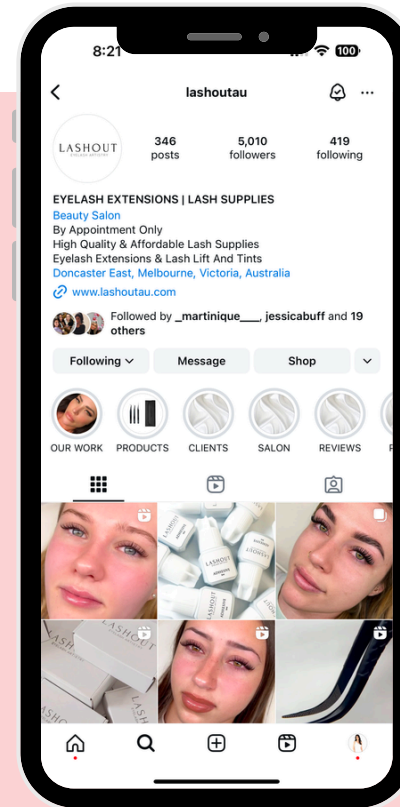
My life has changed more than I ever expected. Since completing the course I have opened my salon, Lashout. I didn't think I would be able to work for myself so quickly! I thought my lash business was going to be a side hustle - but it grew so quickly it just made sense to continue with it full time. Since completing my course I have been able to buy my dream car, and become a 6 figure business owner in under 2 years!

How did you find the support from Bela Beauty College?

Jess and the team couldn't have helped me more! I always had someone to call or ask questions when I needed and even just their support knowing how much they really cared about my success made all the difference to staying motivated and keep going throughout my journey. From starting out all the way through to helping me grow my business, they have been a key part of why I have been so successful.

What advice would you give to someone who is thinking about training with us?

My advice would be just do it! It's honestly been life changing, I couldn't recommend it enough. The courses are great, your in good hands!



Student Success: *Vanessa*

How was your experience training with Bela Beauty College?

My experience with Bela was amazing, I couldn't have asked for a better educator and course to take. The courses cover absolutely everything you could possibly need to become leader in the industry.

How has your life changed since starting your own business?

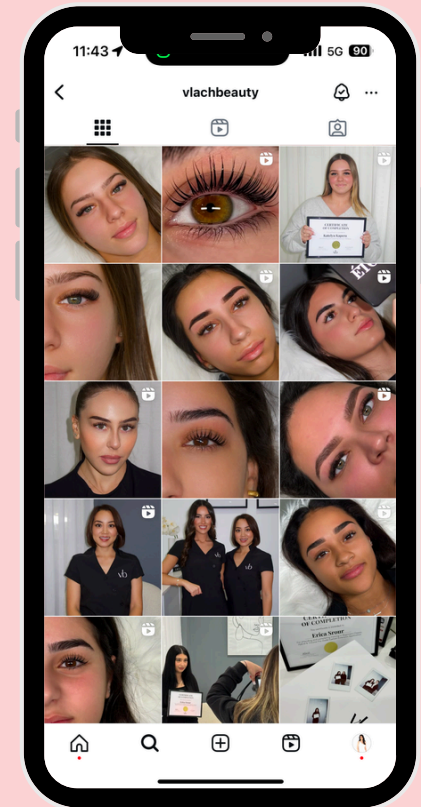
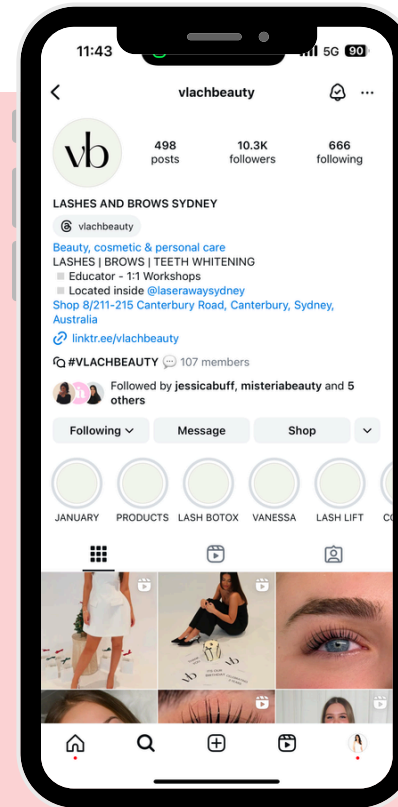
Honestly, it's unbelievable to even consider where I was prior to doing the course compared to where I am now. I have been able to open my own salon, hire staff, live life on my own terms - and now even run my own lash training! I have been able to travel the world, buy my first home... so many things have become possible from this career and I feel like I am just getting started.

How did you find the support from Bela Beauty College?

Jess and the team have been nothing short of amazing! If it wasn't for Bela I would not be where I am today. It's been just over 2 years since completing my course and, even to this day, I still utilise the Bela community to continue growing in every aspect of my business.

What advice would you give to someone who is thinking about training with us?

Definitely do it - don't be scared. It will be the best decision you ever make! I had so many reasons to not get started, but I had faith in Bela and took the leap and it's been the best decision I've ever made.



IS THIS LASH EXTENSION COURSE RIGHT *for me?*



You dream of establishing your reputation in the beauty industry.



You're passionate about beauty and excited to learn the art of lash extensions from the basics.



You're seeking in-depth training that covers both technical skills and business strategies.



You want continuous support and guidance from a knowledgeable mentor.



You're dedicated to putting in the effort needed to create a successful lash business.



You're not ready to invest the time and effort needed to practice and refine your skills.



You prefer learning in a large group rather than receiving individualized attention.



You're seeking a fast, surface-level course that doesn't cover the business aspects in depth.



You're looking for a quick and easy solution to attract clients without putting in the necessary work.

Ready?

Earning Potential

| Clients | Days | Weekly \$ | Yearly \$ |
|---------|------|-------------------|-----------------------|
| 1 | 5 | \$740 - \$1,500 | \$38,000 - \$75,000 |
| 2 | 5 | \$1,500 - \$2,000 | \$75,000 - \$100,000 |
| 3 | 5 | \$2,200 - \$3,700 | \$110,000 - \$185,000 |
| 4 | 5 | \$3,000 - \$5,000 | \$150,000 - \$250,000 |
| 5 | 5 | \$3,700 - \$6,000 | \$185,000 - \$300,000 |

Time Lash Course

to the next level with our... Showcasing advanced...
BONUS Lash Extension Starter Kit

Employment Lashes Technician

On the job

The day to day life of a lash technician will consist of appointment preparation, restocking lash supplies, cleaning and keeping salon areas tidy, and of course, mastering the lash application!

Duties and tasks:

- Preparing work areas for each client
- Performing a thorough client consultation
- Applying eyelash extensions
- Following salon hygiene procedures
- Instructing clients on aftercare and recommending products

Skills required

- Knowledge of the eyelash application techniques
- Attention to detail during the lash application
- Customer service skills during the consultation and throughout the service
- Creativity and artistic eye
- Great concentration
- Good hand-eye coordination
- Excellent eyesight

Average wage

Average wage of a lash technician would be between 60-90k

Course Outline Mega Volume Lashes

1. Introduction
 - How to study this course
 - Everything you need to know about Mega Volume Lashes
 - Correctly calculating the weight of a fan
- The Fundamentals
 - Eye shapes and styling
 - Indicators and test to assess lashline position and hygiene
 - Volume Method
- Working with Mega Fans
 - Preparing fan package
 - Fan only
 - Fan with

Inclusions

- Professional kit with 26/7 course
- Access to a variety of training formats including ebooks, self-assessments
- Certificate of completion upon completion
- Full lash support available 6 days a week via phone, email and social chat
- An advisory member to accompany your studies and act as your guide

Course Prerequisites

- A minimum and access to internet
- Access to a computer or tablet, we can provide you one if you prefer
- Over the age of 18
- You are over the legal age
- If you have a disability that may affect your studies, we can provide you with support

Course Pricing
From \$29 per week - \$4,000

Duration
Self-paced, online learning with 2 years access to all course material

Payment Options
Pay upfront and receive a 10% discount OR pay in 12 instalments

Access Time
24/7

What you will get in the kit

- Professional kit with 26/7 course
- Access to a variety of training formats including ebooks, self-assessments
- Certificate of completion upon completion
- Full lash support available 6 days a week via phone, email and social chat
- An advisory member to accompany your studies and act as your guide

[ENROL ONLINE HERE](#)

LASH EXTENSION COURSE

EXCLUSIVE
DISCOUNT

LIMITED SPACES AVAILABLE

PAYMENT OPTIONS

PAYMENT PLAN

From

\$112.37

PER WEEK

*AFTERPAY PLAN

ENROL NOW

PAY IN FULL

~~\$999~~ **\$899**

USE CODE: INFOPACK
FOR AN EXCLUSIVE DISCOUNT

ENROL NOW



ANY QUESTIONS?

Get in Touch

support@belabeautycollege.com

belabeautycollege.com

[ENROL ONLINE HERE](#)

HERE MORE FROM OUR PAST STUDENTS



Lash extensions and the lash lift course are quite difficult to pick up and learn but the Bela team made it super easy by providing lots of feedback and support. Through the courses I have been able to open my own salon. Additionally, they offer continuous support, ensuring you stay updated with the latest industry trends and advanced techniques by experienced lash artists of Bela Beauty

Christiana Contsellis
Lashout Melbourne



I did my Beauty Therapy certificate over 10 years ago but never used it. Years later I did my eyelash extension course with Jessica from Bela and it inspired me to follow my dreams and start my own business as a lash and brow artist. I have completed all of their eyelash extension courses and brow also the brow certificates. I now run my own busy home salon and sell my own brand of beauty products.

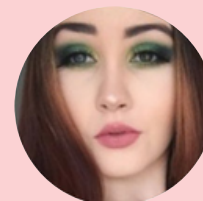
Yuditha Spencer
JR Lash and Brow



Everyone at Bela I have spoken to has made it easy for me to complete what I have needed and support me in growing my business.

I plan to continue to grow my little business and eventually add more services on when I have more time and the kiddies are older.

Katie Adie
Masarni Beauty and Wellness



This course has gave me the opportunity to open up more doors to succeed in the future with something I enjoy doing while spending time with my kids.

'If your dreams don't scare you, they are too small.' Doing something I love has motivated me to start my own business especially with having my own family. I can do things at my own pace, at the times that suit me and be my own boss.

Chloe Honnery
Eyelashes by Chloe Rose

HERE MORE FROM OUR PAST STUDENTS

E Elisha
1 review AU

★★★★☆ 1 Sept 2024

Amazing products and supplies that are...
Amazing products and supplies that are delivered. Just knowledge in the trainers.

J Jaclyn Tupu
1 review NZ

★★★★★ 18 Aug 2023

This is the best lash course I have...
This is the best lash course I have taken and very helpful! Tutors are very helpful and good communication/service.

J Jemma-Lee Bishell
1 review NZ

★★★★★ 26 Jun 2023

I am having such a great time studying...
I am having such a great time studying through Bela Beauty college. The amount of support on line is so helpful

IZ Irene Zym
1 review AU

★★★★★ 10 Jul 2024

It has been a amazing doing the Bela...
It has been a amazing doing the Bela Beauty Course. It's great how I can study at my own pace. I highly recommend Bela Beauty College. Emily has been such a great help and always lovely to talk to.

TO Tony
1 review NZ

★★★★★ Verified 11 Jan 2024

Dealing with the same person as it...
Dealing with the same person as it saved me from repeating myself and was straight forward.

SE Selina
1 review AU

★★★★★ Verified 5 Oct 2024

Bought the lash course for my daughter...
Bought the lash course for my daughter and with the help of Jo from Bela beauty we have set her up a salon from home. Thanks Jo and team!

AN Ana
1 review AU

★★★★★ Verified 31 Jul 2023

Great experience so far!
James was super helpful and explained everything in depth and made me feel more trustworthy about studying with Bella beauty collage as there are a lot of fake collages out there that do not teach you enough or just scam you, I'm excited to start studying and can't wait to grow and achieve my goals!

HO Holly
1 review AU

★★★★★ 22 Mar 2024

I loved my experience doing lashes it's...
I loved my experience doing lashes it's such A good experience and I'm so happy I chose to do this

TI Tina
2 reviews AU

★★★★★ Verified 11 Jul 2024

Helpful Informative and Friendly
Helpful Informative and Friendly! Excited to commence the course and improve my skills!

E Elizabeth Bevilacqua
1 review AU

★★★★★ 4 Jan 2024

The staff are very helpful and...
The staff are very helpful and resourceful with providing all the information you need to start up your beauty business

EH Emma-Lea Herridge
2 reviews AU

★★★★★ 28 Sept 2023

The support from the tutors was so...
The support from the tutors was so helpful! They provided everything that you need to succeed in this course. The videos were very knowledgeable and the lay out made it easy to study

ST Steph
1 review AU

★★★★★ 3 Jan 2024

Loved studying at Bela Beauty College
Loved studying at Bela Beauty College! The support and tutors are amazing❤️

CU customer
1 review AU

★★★★★ Verified 26 Sept 2023

I had constant help
I had constant help, never felt I wasn't enough to make it & I was always assured there would be a way to make my dream happen ! Great team!

AA aylea arnold
1 review AU

★★★★★ 19 Apr 2024

Bela Beauty College are the best people...
Bela Beauty College are the best people to go to if you are into beauty. They have helped me so much and showed me all the amazing things that you do in beauty!

TI Tim
3 reviews AU

★★★★★ Verified 27 Dec 2023

Everything was explained in a way that...
Everything was explained in a way that made it easy to understand and keen to move forward



Next Steps



Book a call with someone from our team to start your journey in the beauty industry.



Chat to one of our careers consultants to discuss the goals you are hoping to achieve from our courses.



Run through a quick 5 minute payment plan and start studying towards your dream career on the same day from \$37 per week

support@belabeautycollege.com
belabeautycollege.com

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