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FREE INFO PACKAGE

Eyelash Business Bundle



Meet Jess

The Business-Obsessed Beauty Boss Behind Bela Beauty College

Multi 7 Figure Beauty Business Owner

Industry Leading Mentor & Trainer

20,000+ students globally

15+ years experience



I was born into the beauty industry, quite literally. Watching my mum run her own business from home ignited my passion early on. I saw firsthand the freedom and fulfilment she created through her work, and I knew that one day, I wanted to build something just as impactful.

Leaving school as soon as I could, I dove headfirst into the world of beauty. My journey started with a single salon and it wasn't before long I had expanded the business into multiple locations across the country? And my dream of one day having a successful 7 figure beauty business became my reality. The real turning point in my career however, came when I discovered my passion for teaching. I began by training aspiring lash artists in person, but I soon saw a much bigger opportunity and something deep inside me was awakened. My mission? to bring high-quality beauty education online and empower women worldwide to start and scale their own thriving beauty business.

When I launched my first online courses, the response was beyond anything I could've imagined. What started as a few tutorials quickly transformed into Bela Beauty College, an industry-leading education platform with over 20,000 students globally. Today, we offer a wide range of courses, from lashes and brows to hair extensions, waxing, and spray tanning - taught by top experts in their fields.

For me, this journey is about more than just teaching beauty techniques; it's about helping others build lives and businesses they truly love. The most rewarding part is hearing stories from students who have transformed their lives, gaining confidence and financial independence through the skills they've learned with us.



“I did a lot of research when looking into where I wanted to study. I chose Bela Beauty College not only due to the amazing feedback from their other students but also because of the flexibility that comes with each course. I loved the fact that I could do it all online from the the comfort of my own home while also getting all the support I needed. I was provided with tutors and answers to any questions I had but I could also schedule my own time slots throughout the day to study and pick up where I left off whenever I wanted. As a busy Mum, this was crucial for me be able to finish my work.”

@lashoutau

When I'm not leading my team or filming course content, I'm all about family. My world revolves around my loving partner, our two beautiful children, and our very spoiled Staffy. While I've always appreciated a bit of luxury, spontaneous trips overseas, designer splurges, becoming a mum shifted my priorities. These days, it's all about creating a life where I can be fully present with my family. Thats my true definition of luxury and one of the driving forces behind why I do what I do.

I'm also a bit of a wellness enthusiast. I love eating clean, working out, and sticking to my morning routine (even if it includes downing a not-so-tasty mix of powders prescribed by my naturopath!). But hey, I've always said, “Look good, feel good.”



THE STATS: GET TO KNOW YOUR BEAUTY EXPERT & MENTOR

When it comes to brows, lashes, extensions, spray tanning, and everything in between, I don't just talk the talk — I've got the receipts to back it up.

With over 15 years experience under my belt and over 20,000 students from across the globe, I've invested countless hours (and a whole lot of passion) into perfecting my craft and becoming a well known guru in all things beauty. Here's a peek at some of the highlights that make me your go-to beauty expert:

- Built a multi 7-figure education business with a global student base.
- Expanded Bela Beauty College to offer a comprehensive range of beauty courses
- Grew from working in a bedroom to leading a team of 30+ staff.
- Over 20,000+ proud graduates worldwide who rave about their experience training at Bela Beauty College
- Empowering aspiring beauty professionals worldwide with over 15 expert-led programs on offer
- Continuously evolving my skills through advanced certifications in lashes, nails, hair, and business.
- Over 1000 hours and 20 advanced trainings completed to become a true expert in my craft



I created Bela Beauty College with one mission: to make high-quality beauty education accessible and empowering. With the right skills, support, and mindset, anyone can build a thriving beauty business. Whether you're just starting or looking to elevate your existing skills, my goal is to help you turn your passion into a profitable reality - without sacrificing the things that matter most.

LET'S BUILD YOUR DREAM BEAUTY BUSINESS TOGETHER!

MY JOURNEY TO SUCCESS

It wasn't always easy...

At 18, I entered the beauty world with no clear direction and no idea what I was doing. 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 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 teaching beauty—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.

About Bela Beauty College

We established Bela Beauty College to empower individuals to transform their lives through a career in beauty. Bela stands at the forefront of beauty education, offering an extensive range of online courses designed to empower aspiring beauty professionals. With a commitment to accessible and comprehensive education, Bela Beauty College allows students worldwide to master various beauty disciplines from the comfort of their homes. Whether you're seeking a fresh start in the industry, aspiring to launch your own home-based business, or aiming to expand your current salon, we're here to support you every step of the way. We take immense pride in assisting people in their journey towards personal and professional growth. There's nothing more fulfilling to us than providing the necessary support and guidance for individuals to transition into new careers, develop essential skills, and cultivate prosperous and thriving businesses.

Why Study With Us?

At the heart of Bela Beauty College's philosophy is the belief that education should be flexible, affordable, and, most importantly, lead to real career opportunities. To support this, our curriculum enables students to learn at their own pace, alongside ongoing support from industry experts. Bela tutors are seasoned professionals who have not only excelled in their respective beauty fields but have also successfully run their own businesses.

A proud member of the Aesthetic & Beauty Industry Council



"My Journey into the Beauty Industry

Being a mum to two amazing boys (now 21 and 15), I wanted to create a stream of extra income for my family, to provide for amazing life experiences together. I have always been fascinated by all things beauty and lifestyle, so I thought why not make my passion a reality, and invest in myself for greater opportunity. The beauty industry was the perfect fit, and through research, Bela Beauty College was offering exactly what I sought out for.

My Experience with Bela Beauty College:

I chose to study with Bela Beauty College after seeing their glowing student reviews, flexible payment options, and the incredible support they offer. The online format made it so easy to balance full-time work while studying at my own pace. The courses were straightforward, well-structured, and easy to follow—making the learning process enjoyable rather than overwhelming."

@b_yourself__



Trusted by over 20,000 students globally

HERE'S WHAT YOU WILL UNLOCK UPON ENROLLMENT AT BELA BEAUTY COLLEGE



Enjoy unlimited access to in-depth course materials, ensuring you can learn at your own pace, anytime, anywhere.



Learn essential skills in business, marketing, and social media to successfully launch and scale your beauty business.



A detailed manual packed with step-by-step guides, best practices, and expert insights.



Hands-on demonstrations covering a variety of skin and hair types to help you perfect your techniques with confidence.



Get access to ready-to-use consultation forms, client record sheets, and business templates for seamless operations.



Join our members-only support group for ongoing mentorship, networking, and career advice from industry professionals.



Gain credibility and a competitive edge with a certificate recognized by the Aesthetic Beauty Industry Council



Receive a luxury kit, equipping you to start taking clients immediately upon course completion.



Get direct feedback and guidance from expert trainers, with ongoing support for up to 2 years after graduation.



Enjoy special student-only discount codes to shop for premium beauty products in our online store.



Where will your business be in a few months:



Transform from feeling stuck and frustrated in your current job to becoming a highly sought-after nail 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 course you follow but also the business and social media strategies essential for building a loyal client base and establishing yourself as a leader in the beauty industry.



*Classic, Hybrid, and Premade Volume Lash
Course*

INTRODUCING OUR ONLINE

Classic, Hybrid, and Premade Volume Lash Course

This comprehensive training covers everything you need to know, from mastering classic, hybrid, and premade volume lash application techniques to achieving flawless retention and styling for different eye shapes.

You'll also gain in-depth knowledge of effective client consultations, extensive product applications, and personalized business strategies to ensure your success in the industry.

Through interactive theory sessions, hands-on practical assessments, and continuous support from your course tutor, this course provides all the tools you need to refine your skills and thrive as a professional lash artist.

Start your journey to becoming a lash expert today!
Are you ready to take the first step?

[**ENROL NOW**](#)





Russian Volume Lash Course

INTRODUCING OUR ONLINE

Russian Volume Lash Course

This comprehensive training covers everything you need to know, from mastering the art of creating handmade Russian volume fans to achieving seamless lash placement and optimal retention.

You'll also gain in-depth knowledge of effective client consultations, extensive product applications, and personalized business strategies to ensure your success in the industry.

Through interactive theory sessions, hands-on practical assessments, and continuous support from your course tutor, this course provides all the tools you need to refine your skills and thrive as a professional lash technician.

Start your journey to mastering Russian volume lashes today!
Are you ready to take the first step?

[**ENROL NOW**](#)





Mega Volume Lash Course

INTRODUCING OUR ONLINE

Mega Volume Lash Course

This comprehensive training covers everything you need to know, from mastering the ultra-lightweight mega volume technique to creating dense, dramatic lash sets with precision and symmetry.

You'll also gain in-depth knowledge of effective client consultations, extensive product applications, and personalized business strategies to ensure your success in the industry.

Through interactive theory sessions, hands-on practical assessments, and continuous support from your course tutor, this course provides all the tools you need to refine your skills and thrive as a professional lash technician.

Start your journey to offering show-stopping mega volume lashes today!
Are you ready to take the first step?

[**ENROL NOW**](#)





Lash Lift and Tint Course



INTRODUCING OUR ONLINE

Lash Lift and Tint Course

This comprehensive training covers everything you need to know, from mastering the art of lash lifting and tinting to selecting the right solutions and tools for different lash types.

You'll also gain in-depth knowledge of effective client consultations, extensive product applications, and personalized business strategies to ensure your success in the industry.

Through interactive theory sessions, hands-on practical assessments, and continuous support from your course tutor, this course provides all the tools you need to refine your skills and thrive as a professional lash technician.

Start your journey to enhancing natural beauty with lash lifts and tints today!
Are you ready to take the first step?

ENROL NOW

What you will also unlock with your Bela Beauty course..

- Comprehensive online course with 2-year access
- Bonus modules on business, marketing and social media to start and scale your business
- In-depth manual, workbooks & resources
- Step by step video tutorials
- Certificate upon completion recognized by the Aesthetic Beauty Industry Council (ABIC)

+ so much more



UNLIMITED COACHING

Gain access to unlimited coaching and mentorship with me and my actual team to answer questions about your beauty training & your business..

You always have a shoulder to lean on.

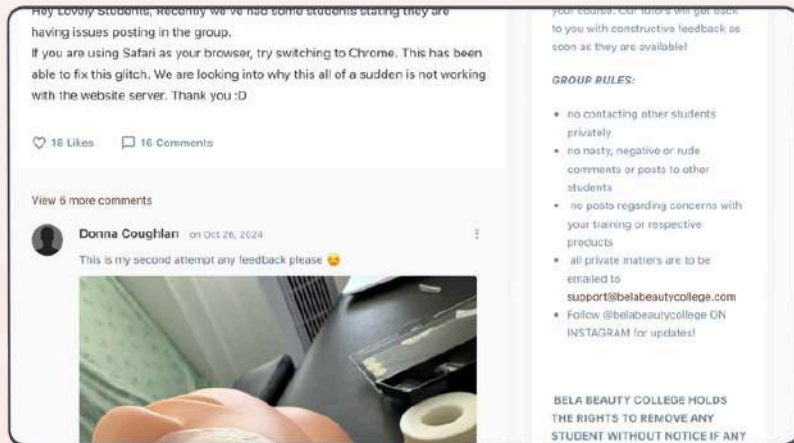


Value: \$24,997

HIGHLY ENGAGED COMMUNITY

You may be studying online, but you are not doing this alone! Gain access to our virtual classroom where you can get unlimited support from your courses tutors and also meet others who are on the same journey as you. Our private community is available for you to connect, grow and celebrate together.

Where beauty students become industry leaders—connect, learn, and thrive together!



Value: \$997

TEMPLATE VAULT

Access all of our done-for-you templates to plug into your business & rapidly accelerate you from salon consultation through to social media reels and planning.

We are taking as much work off your plate as possible!



Value: \$997

PREMIUM KIT + ONGOING DISCOUNTS

Include a premium kit with all of the tools and materials you need to set up your business and start working on clients.

+ an exclusive student discount code to shop products in our online store at 20% off. This alone will save you thousands!



Value: \$5,000+

SOCIAL MEDIA COURSE

Gain access to our social media course completely free to take the guess work out of finding an endless amount of new clients through your social media.

We have literally covered EVERYTHING you need to know to build a magnetic personal brand.



Value: \$89.00

COMMON DOUBTS ABOUT *Starting a 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!"



Ready?

Course Overview

- Course Length:** This course is made up of 41 lessons with no deadline or time frames. Study at your own pace and convenience.
- Support:** Our 24/7 access to your course allows you to go back and forth as many times as you need to study and get your way.
- Our Promise:** A Certificate of Attainment will be issued upon completion of your course.
- Supporting You to Succeed:** With our courses you are not on your own. Bela Beauty College provides the highest level of support possible. You can contact our tutors whenever and over the phone to ensure you always have support throughout your course. Our courses come with a 12-month support period so you are always well supported.

Earning Potential

Clients	Days	Weekly \$	Yearly \$
1	5	\$200 - \$1,200	\$8,000 - \$50,400
2	5	\$400 - \$2,400	\$16,000 - \$100,800
3	5	\$600 - \$3,600	\$24,000 - \$151,200
4	5	\$800 - \$4,800	\$32,000 - \$201,600
5	5	\$1,000 - \$6,000	\$40,000 - \$252,000
6	5	\$1,200 - \$7,200	\$48,000 - \$302,400

Why Study with Bela Beauty College

All the best of Bela Beauty College's philosophy is the same: our students should be treated, supported, and encouraged to reach their career objectives. To support this, our tutors are professional and have not only their own experience in the beauty industry but also have been successful in their own businesses.

Recognition/Accreditation

All Bela Beauty College courses come with a Certificate of Completion and transfer of the credit you take if these documents are valuable assets that you can proudly showcase in your career or when you find commercial sales or during job interviews. Registration is also required to ensure your skills and qualifications. Bela Beauty College is full under one of the leading training providers in the world, offering a wide range of courses in the beauty industry. Government Accredited Qualification, while others can be obtained with a 'Probably' qualified qualification. College distinguished itself as a leading provider of Private Training where courses in the beauty industry focus on your individual needs, and our comprehensive video tutorials have support systems and help services covered. For further information regarding accreditation requirements visit our website or contact our friendly beauty course consultants today!

LASH BUSINESS BUNDLE

ENROL NOW



ANY QUESTIONS?

Get in Touch

support@belabeautycollege.com

belabeautycollege.com

[ENROL ONLINE HERE](#)

HERE MORE FROM OUR PAST STUDENTS



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.

Christiana Contsellis
Lashout Melbourne



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



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



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

support@belabeautycollege.com
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