



Demi-Marie BEAUTY ACADEMY

3972 Holland Road Suite 122 Virginia Beach, Virginia 23452
(757) 498-1394, E-mail info@talkhair.com

POTENTIAL INVESTOR:

I am Elward L. Holman Jr. and I am a Licensed Cosmetologist and Instructor and I have been very prosperous in the Hair Care Industry. I credit this prosperity to my willingness and unbridled passion to educate others as well as progressing in more education of this field as well.

This passion has led me to research the Beauty School side of this industry and I've found it to be extremely lucrative and a strong place to begin a vision that will change our industry for the better.

I have finished the state board requirements (school's curriculum, lesson plans, sample test and floor plan)

and I have received the license for *Demi-Marie* BEAUTY ACADEMY. I am currently in progress of the renovating my current salon to complete the floor plan for the Academy and this is where I introduce to you, your opportunity to invest in a safe business that has been around as long as human beings with hair. Which came first the Beauty Academy or Cosmetologist/Hairstylist? I believe the Beauty Academy did and this is why the Beauty Academies have outlasted the salons and out profited them since the first one opened. This investment is not a get rich/over night rich scheme and you must consider this a long term investment with a definite time limit. This investment can be entered with as little as \$750.00 with a promise of 0.5% return every quarter and \$1500.00 with a promise of 1% return every quarter. This Beauty Academy venture will be selling up to 30% in increments of 0.5% until the entire 30% is under contract.

Please, note that until profits are made from *Demi-Marie* BEAUTY ACADEMY all investors will receive dividends (based on their contracted percentage) every quarter and this is explained completely within

the enclosed agreement. However, once profits are earned from *Demi-Marie* BEAUTY ACADEMY ALL investors will receive dividends every quarter based on their contracted percentage.

So, if you have a desire to earn more money on your money than the banks can give then spend some time reviewing the following documents and contact me as soon as you can.

I have enclosed the necessary documents to offer you a chance to get involved with this amazing venture, please review and contact Elward L. Holman Jr. for further information.

You are been considered as a possible serious Investor and I will set aside the necessary time to present you a very confidential presentation.

Please contact me to set up a meeting as soon as possible:

Elward L. Holman Jr.,
(757) 639-2055 Cell, (757) 498-1394 Work
www.talkhair.com

Thank You for Listening and God Bless,
Elward Levon Holman Jr., Inventor



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18 MONTH TRIAL INVESTMENT ATTACHMENT

Upon valuable consideration and mutual promises, the persons named below as "Venturer/s and Partner" hereby covenant and agree to be bound to the following as their 12 MONTH TRIAL INVESTMENT ATTACHMENT to the "Agreement" for **Demi-Marie Beauty Academy**, a general VENTURE governed by the laws of the State of Virginia (hereinafter known as "the Joint Venture") dated this ___ day of _____, 2009 for **Demi-Marie Beauty Academy**.

ARTICLE 1. DEFINITIONS

Section 1.01. The below terms are to have the following meaning when used in this agreement: "Agreement" shall mean this 18 Month Trial Investment Attachment, from **May _____, 2009** to **November _____, 2010**.

a. **"Venturer"** shall initially refer to _____.
The 18 month trial has been established to allow all business transactions to continue moving forward with **Demi-Marie Beauty Academy**. _____ hereby enters this 18 month trial investment attachment with the same capital of \$_____.00 via **cashier check** or **credit card**. _____ agree to invest the above mentioned capital via **cashier check** or **credit card** of their choice with the full understanding that all funds will be used to develop, market and expand the above business for this venture: During the 18 months of this trial investment _____ will receive a ____% interest check every quarter until the end of the 18 month trial. However, before or at the end of the 17th month _____ and/or **Elward L. Holman Jr.** must decide whether or not they wish to enter the enclosed Silent Partnership Agreement. If both parties decide to sign the agreement then all terms will be upheld of enclosed Silent Partnership Agreement. If either party decides not to sign the agreement then the total capital investment of \$_____.00 will be returned within 30 days after the 18 month term has ended.

I, _____, hereby acknowledge that the capital that I have invested in this 18 Month Trial Investment Attachment, in the amount of \$_____.____ has contracted me to receive _____% quarterly from *Demi-Marie* **BEAUTY ACADEMY** and/or it's owner **Elward L. Holman Jr.**

I, _____, am completely aware that until profits are made from *Demi-Marie* **BEAUTY ACADEMY**

I, _____, will still receive _____% of my capital investment.

I, _____, acknowledge that once profits are earned from *Demi-Marie* **BEAUTY ACADEMY** I, _____, will no longer receive _____% of my capital investment and start receiving _____% of the profit earned by *Demi-Marie* **BEAUTY ACADEMY** and this will continue until signed contract/s have expired.

DISSOLUTION OF THE PARTNERSHIP / DEATH CLAUSE

Dissolution. The Partnership shall be dissolved, and its affairs shall be wound up upon the happening of any of the following:
a. If the existence of the Partnership is subject to a definite term pursuant to Section 2.03 of this Agreement, then upon the expiration of the term stated in Section 2.03 hereinabove;
b. If the surviving partners do not elect to purchase the partnership interest of a deceased or withdrawing Partner, then upon the death or withdrawal of a Partner;



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- c. Upon the sale or other disposition of substantially all of the operating assets of the business of the partnership;
- d. Upon the removal of a partner at a time when the partnership possesses only two partners;
- e. Upon the required Vote of the Partners for dissolution of the partnership as provided elsewhere in this agreement; and As otherwise provided pursuant to state partnership law.

1. **Death of Partner:** Each Partner (**Elward L. Holman Jr.**) reserves the right to will his percentage of ____% **Partnership Agreement** to named person(s) upon terminal illness or death.

Beneficiary 1

Beneficiary 2

2. **Death of Partner:** Each Partner (_____) reserves the right to will his/her percentage of ____% **Silent Partnership Agreement** to named person(s) upon terminal illness or death.

Beneficiary 1

Beneficiary 2

The Partner's named person/s (or beneficiary) will have the right to assume all the perspective partnership rights (active partner rights and silent partner rights) or opt to choose a "**Buy Out**" whereas the other Partner of this agreement will buy out the deceased partners share. It is to be understood that the living partner will reserve the right to be bought out as well, if the living partner deems that the beneficiary will or will not be a proper partner (Active or Silent). If the beneficiary decides not to take any action within this partnership or dies then the executor of the estate of the original Active partner will be responsible for completing the silent partner agreement as written here within said document until the 18 month term has been reached or the 3 year term.

Both parties agree that this is a complete understanding between the lender and borrower. Both parties agree that this contract is without further addendums and is in effect as of the date of execution hereof, and shall remain in effect until repayment has been completed in full. Both parties agree that all other agreements either written or verbal are hereby null and void.

IN WITNESS WHEREOF, the undersigned Persons have duly executed this 18 month Trial Investment Attachment of the *Demi-Marie* BEAUTY ACADEMY as of the date first written



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above (line 1 of this agreement):

Investor/s Print

Investor/s Sign

Notary:

Elward L. Holman Jr.

Notary:

All investment capital must be paid by the following:
Cashier Check, Certified Funds made Payable to:

Demi-Marie Beauty Academy

Or use any Major Credit Card via PayPal on www.talkhair.com

Mail to: Demi-Marie Beauty Academy
3972 Holland Road Ste 122
Virginia Beach, VA. 23452

Note: All signatures must be notarized

Investment Scale:

30% will be sold in increments of 0.5% at \$750.00

Ex: 1% cost \$1500.00 and all 30% can be purchased by one or more investors.

SILENT PARTNERSHIP AGREEMENT



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Upon valuable consideration and mutual promises, the persons named below as "Venturers and Partners" hereby covenant and agree to be bound to the following as their **SILENT PARTNERSHIP AGREEMENT** (this "Agreement") dated this ____ day of _____, 2009 for *Demi-Marie* **BEAUTY ACADEMY, L.L.C. (Partnership Name)**, a general silent partnership governed by the laws of the State of Virginia (hereinafter known as "the Partnership"):

ARTICLE 1. DEFINITIONS

Section 1.01. The below terms are to have the following meaning when used in this agreement: "**Agreement**" shall mean this General **Silent Partnership Agreement**, as amended from time to time.

a. "**Capital Account**" shall mean the account established for each Partner on the books of the **Silent Partnership**, reflecting such Partner's capital contribution, plus such Partner's share of Partnership Profits, less such Partner's share of **Silent Partnership** losses, less any distributions by the Partnership to such Partner.

b. "**Silent Partner/s and Active Partner**" shall initially refer to _____ and **Elward L. Holman Jr.** of which _____ will (for this point on) be known as the **Silent Partner** of this agreement. This list of persons who are Partners of this **Silent Partnership** may, in the future, be amended in accordance with the provisions of this Agreement.

ARTICLE 2. PURPOSE / PREFATORY INFORMATION

Section 2.01. Name of Partnership. The name of the Partnership shall be *Demi-Marie* **BEAUTY ACADEMY, L.L.C. (Partnership Name)**, a partnership organized under the laws of the State of Virginia (hereinafter known as "the Partnership"). The Partners may agree to change the name in the future. The laws of the State of Virginia shall control the operation and interpretation of this agreement.

Section 2.02. Purpose of Partnership. The Partnership shall engage in the following business:

Operating *Demi-Marie* **BEAUTY ACADEMY** and all products, training products, Workshops, Seminars and associated sales and marketing ideas for or within this business and any that will come out of this agreement. The Partnership may also engage in any activities that are related, complimentary or incidental to this business purpose.

Section 2.03. Duration. This partnership is a "3 year term" partnership that must be agreed upon by **Active partner/s** to be renewed.



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Section 2.04. Principal Place of Business. The principal place of business of the partnership shall be in a location to be determined by the active Partner of this agreement (not the **silent** partner).

ARTICLE 3. THE PARTNERS

Section 3.01. The Silent Partner of the Partnership and his/her required initial capital contributions are as follows:

-- Partner Name -- Initial Capital Contribution

Elward L. Holman Jr.	\$62,000.00
_____	\$_____00

Section 3.02. Admission of new Partners. Unless prohibited elsewhere in this Agreement, additional Partners may be admitted upon a Supermajority Vote of the Active Partner. Admission of new Partners shall not constitute an event of dissolution of this partnership. Furthermore, admission of any new Partner shall be contingent upon the prospective new Partner agreeing to, and executing, this partnership agreement (as modified at the time of admission).

Section 3.03. Access To Books and Records of the Partnership. The active partner shall have the right personally, or through designation of an agent, to inspect and review the books and records of the partnership during normal business hours. The Silent Partner will be given quarterly statements of all financial matters of each business that involves this agreement and related businesses, he (Elward L. Holman Jr.) will be given a profit and loss statement each month to determine the official percentage of profit agreed upon in this agreement as well as a quarterly meeting that openly discusses the progress and new developments of said business.

Section 3.04. Nothing in this Agreement shall prevent a Partner (active or silent) from loaning money to the Partnership on a promissory note or similar evidence of indebtedness for a reasonable rate of interest. Any Partner loaning money to the Partnership shall have the same rights and risks regarding the loan, as would any person or entity making the loan that was not a member of the Partnership.

Section 3.05. Tax Matters Partner. **Elward L. Holman Jr.** is hereby designated as the Partnership's "Tax Matters Partner" under Section 6231(a)(7) of the Internal Revenue Code of 1986, as amended (the "Code"), and shall have all the powers and responsibilities of such position as provided in the Code and the Treasury Regulations there under. The Silent partner of this agreement and his/her profits earned will totally be exempt from reporting with said business, the silent partner shall solely hold the responsibility of reporting earnings from this agreement.

ARTICLE 4. MANAGEMENT OF PARTNERSHIP AFFAIRS



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Section 4.01. Ordinary Business Activities of the Partnership. The Active (not the Silent Partner) Partners of the Partnership shall be in management of the Ordinary Business Activities of the Partnership; however, all activities of the Partnership that are outside of the Ordinary Business Activities of the Partnership shall be conducted only through a Vote of the Partners and **not** through the action of a single Partner acting individually. "Ordinary Business Activities of the Partnership" shall mean the normal day-to-day business activities of the Partnership and **exclude** activities involving decisions that could potentially have a substantial current or future impact upon Partnership assets, debts, income, or expenses.

Section 4.02. Matters Requiring Silent Partner's Vote. The following activities of the Partnership shall require an affirmative Vote of the Silent Partners prior to being undertaken by the Partnership:

- a. Entering into a new line of business;
- b. The sale of substantially all of the Partnership's assets;
- c. Admission of a new partner; and
- d. The decision to dissolve the Partnership.

ARTICLE 5. TRANSFERS OF INTEREST; WITHDRAWAL, DEATH, REMOVAL OF PARTNER

Section 5.01. Transfer of Partnership Interests. Partners shall be under **no** restriction regarding the sale, conveyance, assigned or pledge of their partnership interests.

Section 5.02. Withdrawal Of Partner.

Partners shall have the unilateral right to resign or withdraw from the Partnership.

- a. A Partner is required to give thirty (30) days written notice to each of the other Partner to initiate withdrawal from the Partnership. In this notice, the withdrawing Partner shall state an effective date for his withdrawal and said date must be at least thirty (30) days after delivery of notice to all other Partners and be the last day of a month (i.e., the 30th or the 31st). Upon receipt of said notice, the remaining Partners shall cause a reasonably prompt preparation of financial statements for the Partnership as of the effective date of withdrawal for said Partner.
- b. Upon withdrawal, the withdrawing Partner shall receive, in exchange for his Partnership interest, the Withdrawal Compensation Amount to be paid within 1 year of the effective date of the Partner's withdrawal.
- c. The "Withdrawal Compensation Amount" is defined herein as 50% of the withdrawing Partner's initial capital account.

Section 5.03. Admission of new Partners.

Admission of a new partner to the Partnership shall require an affirmative Supermajority Vote of the Partners.

- a. Before any person is admitted as a partner to the Partnership, that person shall agree in writing to be bound by all of the provisions of this Agreement, and any amendment hereof.

ARTICLE 6. CAPITALIZATION

Section 6.01. Initial Capital Contribution. The initial capital contributions of the Silent Partner



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shall be as set forth in Section 3.01 of this Agreement. Silent Partner shall make their required initial capital contributions to the Partnership within 3 days of the date of the execution of this Agreement.

Section 6.02. Additional Capital Contributions. Additional capital contributions can only be required under this agreement upon the admonishment of the Active Partner/s. "Additional Capital Contributions" are any and all capital contributions made subsequent to (or in excess of) the "initial capital contributions".

Section 6.03. Loans by Partner to the Partnership. A Partner may loan or advance money to or for the benefit of the Partnership when the terms of said loan have been approved by a Majority Vote of the Partners. In such cases, a loan from a Partner to the partnership shall bear the interest rate approved by the majority vote of the Partners.

ARTICLE 7. ALLOCATION OF PROFITS AND LOSSES

Section 7.01. Allocation of Profits and Losses. Except as may be required by the Internal Revenue Code (Title 26 of the United States Code) or the Treasury Regulations (Title 26 of the Code of Federal Regulations) or this Partnership Agreement, net profits, net losses, and other items of income, gain, loss, deduction and credit of the partnership shall be allocated among the Partners prorate in the following percentages which shall be known herein as the "Partner Profit and Loss Percentages".

--ActivePartner Name -- Profit and Loss Percentage

Elward L. Holman Jr. %

-- Silent Partner Name – Profit And Loss Percentage

Name/s: %

I/we, _____, acknowledge that once profits are earned from *Demi-Marie* BEAUTY ACADEMY I/we, _____, will start receiving ____% of the profit earned by *Demi-Marie* BEAUTY ACADEMY and this will continue until the full term of this **Silent** Partnership Agreement.

Notwithstanding the foregoing, no item of loss or deduction of the partnership shall be allocated to a Partner to the extent such allocation would result in a negative balance in such Partner's capital account if other Partners then have positive balances in their capital accounts. Such loss or deduction shall be allocated first among the Partners with positive balances in their capital accounts in proportion to (and to the extent of) such positive balances and, thereafter (i.e., after the capital balances of all partners has been reduced to zero), to all Partners in accordance with the Partner Profit and Loss Percentages



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Section 7.02. Tax Allocations. In the case of any special tax allocations allowed under the Internal Revenue Code or Treasury Regulations, the method of allocation and formula determined by the Tax Matters Partner shall be followed so long as it complies with state law, the Internal Revenue Code, the Treasury Regulations, and fairly treats each Partner. The method of tax allocation selected by the Tax Matters Partner shall be presumed to be "fair to all the partners" and any Partner or other party challenging said allocation on these grounds shall bear the burden of proof, however the Silent Partner remains exempt from these matters.

ARTICLE 8. DISSOLUTION OF THE PARTNERSHIP

Section 8.01. Dissolution. The Partnership shall be dissolved, and its affairs shall be wound up upon the happening of any of the following:

- a. If the existence of the Partnership is subject to a definite term pursuant to Section 2.03 of this Agreement, then upon the expiration of the term stated in Section 2.03 hereinabove;
- b. If the surviving partners do not elect to purchase the partnership interest of a deceased or withdrawing Partner, then upon the death or withdrawal of a Partner;
- c. Upon the sale or other disposition of substantially all of the operating assets of the business of the partnership;
- d. Upon the removal of a partner at a time when the partnership possesses only two partners;
- e. Upon the required Vote of the Partners for dissolution of the partnership as provided elsewhere in this agreement; and As otherwise provided pursuant to state partnership law.

- 3. **Death of Partner:** Each Partner (**Elward L. Holman Jr.**) reserves the right to will his percentage of ____% **Partnership Agreement** to named person(s) upon terminal illness or death.

Beneficiary 1

Beneficiary 2

- 4. **Death of Partner:** Each Partner (_____) reserves the right to will his/her percentage of ____% **Silent Partnership Agreement** to named person(s) upon terminal illness or death.

Beneficiary 1

Beneficiary 2



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The Partner's named person/s (or beneficiary) will have the right to assume all the perspective partnership rights (active partner rights and silent partner rights) or opt to choose a "Buy Out" whereas the other Partner of this agreement will buy out the deceased partners share. It is to be understood that the living partner will reserve the right to be bought out as well, if the living partner deems that the beneficiary will or will not be a proper partner (Active or Silent). If the beneficiary decides not to take any action within this partnership or dies then the executor of the estate of the original Active partner will be responsible for completing the silent partner agreement as written here within said document until the 18 month term has been reached or the 3 year term.

Section 8.02. The person or persons responsible for winding up the affairs of the Partnership pursuant to this section shall make a full inventory of the Partnership assets and liabilities, shall liquidate the assets of the Partnership in a commercially reasonable manner, and shall apply and distribute the proceeds in the following order:

- a. First, to creditors of the Partnership who are not Partners in satisfaction of liabilities of the Partnership owing to them;
- b. Second, to Partners in satisfaction of liabilities of the Partnership owing to them;
- c. Third, to Partners and former Partners to the extent of their Capital Accounts; and
- d. Fourth, to the Partners in same proportion and percentage as partnership profits are allocated to the Partners according to the provisions of Section 7.01.

ARTICLE 9. MISCELLANEOUS

Section 9.01. Entire Agreement. This Agreement contains the entire understanding among the Partners and supersedes any prior written or oral agreements between them respecting the subject matter contained herein.

There are no representations, agreements, arrangements, or understandings, oral or written, between and among the Partners relating to the subject matter of this Agreement that are not fully expressed herein.

Section 9.02. Amendment. The provisions of this Agreement may be amended only by a unanimous Vote of the Partners. Any amendment of this Agreement shall be in writing, dated, and executed by the consenting Partners. If any conflict arises between the provisions of any amendment and the original Agreement as previously amended, the most recent provisions shall control. The act of admission of a new Partner and said Partner's execution of this Agreement shall not be considered an amendment of this Agreement.

Section 9.03. Severability. Should any part of this Agreement be deemed void, voidable, or unenforceable for any reason, such part shall be severed from this Agreement, and the remaining portion of this Agreement shall remain valid according to the intent of the Partners hereto.

Section 9.04. Counterparts. This Agreement may be executed in several counterparts and all counterparts so executed constitute one agreement that is binding on all of the Parties, notwithstanding that all of the Parties are not signatory to the original or to the same counterpart.



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ATTACHMENT 1

PARTNER CAPITAL CONTRIBUTIONS AND REQUIRED SERVICES

TABLE 1--REQUIRED CAPITAL CONTRIBUTIONS

<u>-- Partner Name,</u>	<u>Total Initial Capital Contribution,</u>	<u>Cash Capital Contribution</u>
_____	\$_____	.00 Cashier Check or via Credit/Line of Credit

Elward L. Holman Jr. \$62,000.00

Non-cash Capital Contribution

_____	0	0
Elward L. Holman Jr.	0	0

TABLE 2--REQUIRED SERVICES OF PARTNERS

-- Partner Name -- Required Service Time Description of Services

Elward L. Holman Jr.– 19 years of hair industry knowledge, Licensed Cosmetologist, prior salon ownership experience and skills and motivational skills in the hair industry training.

IN WITNESS WHEREOF, the undersigned Partners have duly executed this Partners Agreement as of the date first written above (line 1 of this agreement):

PARTNER Elward L. Holman Jr.

Notary:



Demi-Marie BEAUTY ACADEMY

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SILENT PARTNER/S Print

SILENT PARTNER/S Sign

Notary:



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BIO: Elward Levon Holman Jr.

Over the past 20 years Elward Levon Holman Jr. has made his mark as a progressive Hairstylist as well as a mentor within the community of Hairstylist earning him the name: “The Hairstyling Coach”. Mr. Holman believes that everyone can “get it”, if the instructor doesn’t give up on instructing. Mr. Holman is a Licensed Cosmetologist and Instructor who has decided to help strengthened our Hair Care industry by opening a Beauty Academy (*Demi-Marie* **BEAUTY ACADEMY**).

Mr. Holman has a unique ability in captivating his audience and an unbridled passion to see people progress and prosper in their skills and techniques. This passion is what led Mr. Holman to create his own series of instructional DVDs and you may visit www.talkhair.com to review any one of the infomercials that summarizes all that he offers.

Mr. Holman has also joined the greatest hair care team in the industry; Influence Hair Care Inc.. Mr. Holman humbly serves as a National Educator of Influence Hair Care Inc. and since joining this team Mr. Holman has traveled to many different states across the US that includes cities in North Carolina, Florida, Philadelphia and Massachusetts. Although , Mr. Holman has enjoyed educating the exciting Hairstylist across the US he states; the credit must be given to how he has progressed in his skills while serving on this Influence Team through the Influence Advance Cutting Class, Influence Color Class, Business training Seminars, Product Knowledge Training and Advance Chemical knowledge and application. Mr. Holman has no plans of retiring before taking this Hair Care Vision to the highest level that God has predetermined for it. A level of excellence in Hair Care that can only be achieved via educating himself, co-workers, clients, students and using the trusted line of hair care products called “Influence!”

Elward Levon Holman Jr. Licensed/Instructor and Owner of
Demi-Marie **BEAUTY ACADEMY**



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Demi-Marie

BEAUTY ACADEMY

SCHOOL CATALOG

3972 Holland Road Suite 122
Virginia Beach, Virginia 23452

January 2009



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Welcome Address

Demi-Marie BEAUTY ACADEMY would like to welcome you to the industry of hair and beauty professionals. Recognizing the great opportunities available to you in the cosmetology field, we are excited that you are taking the first steps to a great future by rewarding yourself with financial and personal freedom.

Understanding that you have a purpose will help you obtain your vision. For without a vision, people tend to live a perishing life style. Visions are today's picture of future promises and they will be fulfilled if you have the commitment to follow them through. You were already equipped, from birth, to make them happen and we would like to coach you along the way.

We have the freedom to make choices and pursue whatever we desire. Who we become, what we do, and where we go, are determined by the decisions we make. The faculty and staff here at *Demi-Marie* BEAUTY ACADEMY are committed to helping you build yourself a very strong foundation, as well as a strong career through enlightened training and support.

Once again, welcome to *Demi-Marie* BEAUTY ACADEMY and to the beginning of a bright future.

Sincerely,

Elward L. Holman Jr.
Owner / School Director



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1

Mission Statement

Demi-Marie BEAUTY ACADEMY is an educational facility that provides vocational education in the Art and Science of Cosmetology. It is our goal to provide the highest level of vocational education in Cosmetology without compromising our professional principles. We want to create an atmosphere where students can learn, grow and be fulfilled personally and professionally. This is why it is *Demi-Marie* BEAUTY ACADEMY's desire to save to the beauty industry by having qualified educators produce quality education. We are dedicated to being professional, offering a program that trains student for an exciting and rewarding career in the beauty industry. *Demi-Marie* BEAUTY ACADEMY deems it necessary to welcome all people regardless of sex, age, religion, race, creed, color or ethnic origin. And with God as our leader and guide, we are SURE that we will be successful.

Educational Goals and Objectives

- To prepare students for entry-level position in the field of Cosmetology and Barber/Stylist
- To teach students the practical manipulative skills to perform professional services
- Establish high standards of education and training
- Motivate, educate and develop students to their fullest potential
- Teach students communication skills that relate to the scientific approach to his/her clients
- Maintain all instruction in a job related atmosphere to ensure graduates their greatest potential for employment for the field for which they are trained



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Requirements for Admissions

Demi-Marie BEAUTY ACADEMY requires that students:

- Must be at least 16
- Have a high school diploma or its equivalent (GED)
- Is above the age of compulsory school attendance in the state of Virginia. Must fulfill the criteria for admission as a student who has the ability to benefit from the training. Students must take and pass the Wonderlic Basic Skills Test (a non-refundable \$50.00 fee/ must be paid prior to testing).
- Pay Application Fee of \$40.00 (non-refundable)
- Pay non-refundable registration fee of \$150 (total \$240.00)
- Submit proof of age (birth certificate or state issued identification)
- Submit Social Security Number

Classic Hair Academy of Cosmetology practices no discrimination on the basis of age, sex, race, religion, creed, color, or ethnic origin.

Admission Procedures

The procedure of admission for all students are follows:

1st Visit

A general information session will be given on the school and financial aid services (if applicable). The student will receive a school catalog and course outline. An application will be filled out along with the Student Emergency Contact Form. Copies are made of any required information and if student has their information for Financial Aid, then the FAFSA form will be filled out. The \$40.00 non-refundable fee is paid on this visit. A school tour will also be given.



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2nd Visit

Any financial aid forms that have not already been filled out will take place on this visit. Students must pay and take required Wonderlic Skills Test (\$50.00). If student have not paid their application fee, this visit is their last opportunity.

3rd Visit

All enrollment requirements will be completed and the Dean of Admissions will review it with the student. Student will be notified that orientation will be on the first day of school.

Student Transfer Policy

Students who are transferring from a barber/stylist, cosmetology or nail technology school will need to submit an academic transcript of hours, grades and performances. Enrollment requirements are the same for transfer students as they are for new students. Students will be required to take an entrance examination. After careful review of the examination and information submitted from the pervious school,

Demi-Marie BEAUTY ACADEMY may require additional training.

If student cannot provide transcripts,

Demi-Marie BEAUTY ACADEMY will make every effort in writing to request student's transcripts. If for any reason the school does not receive transcripts from the student or prior institution, the student will then be required to start with zero credits.



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Re-Entry Policy

If a student has withdrawn or has been terminated from *Demi-Marie* BEAUTY ACADEMY and wishes to return to complete his/her training, the student will need to contact the Admission Office. The student is required to pay a \$175.00 non-refundable re-enrollment fee. The Admission and Financial Aid Administrator will review the student's file to determine if the student was in satisfactory state or on probation prior to their withdrawal date.

Once the student's status has been determined, the student will be notified if they will enter on satisfactory level or on probation. However, all grades and credits from *Demi-Marie* BEAUTY ACADEMY will be applied.

If any student has withdrawn or been terminated from

Demi-Marie BEAUTY ACADEMY

twice, they will not be accepted for re-admittance.



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Student Advising

The student will receive a report card every (progress report) 12 credits consisting of his/her academic grades, performances and attendance. A school official will go over the report with the student and advise him/her in the area(s) that may need improvement. However, the student may come, at any time to a school official to discuss their grades, performances, attendance, or any other matters of concern. Students are encouraged to come to us with any questions and discuss them in an open manner.

Demi-Marie BEAUTY ACADEMY does not offer housing services. Although, if the student has personal concerns that need professional assistance, we recommend the following local agencies and organizations:

Social Services

Portsmouth 757.405.1800
Norfolk 757.664.6000
Chesapeake 757.382.2000
Suffolk 757.923.3000
Virginia Beach 757.437.3200
Behavioral Healthcare Services
Portsmouth 757.393.8618
Child & Family Services 757.397.2121

Employment Opportunities

Periodically throughout the course, various chain salons and salon owners will be invited to speak with students to explain the benefits available at the selected salon such as salaries, vacations, education, etc. Employment opportunities will be posted regularly as well as advance educational opportunities for graduates. Additional job opportunities may be available in the Dean of Admissions office. Students may call or make an appointment to come in at any time to review this material.



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The Director may also assist you with seeking employment.

Demi-Marie BEAUTY ACADEMY does not guarantee job placement but will make every effort to assist all graduates in finding employment.

Any information needed concerning licensing can be obtained through:

Commonwealth of Virginia
Department of Professional and Occupational Regulation
9960 Mayland Drive, Suite 400
Richmond, VA 23233
www.dpor.virginia.gov

School Schedule

The school will operate throughout the year on the following schedule for the Cosmetology and Barber/Stylist programs:

Cosmetology and Barber/ Stylist Schedule:

DAYS

Tuesday - Friday	9:00 am - 2:30 pm
Saturday	7:00 am -12:30 pm

NIGHTS:

Tuesday - Friday	4:30 pm - 9:00 pm
Saturday	1:00 pm - 6:30 pm

Students will attend theory all day on Tuesdays. Demonstrations will be shown on Tuesday and Wednesday for new procedures according to their perspective chapters. Therefore, the school will not be open to the public on Tuesday.



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School Closings

New Year's Day

July 4th

Thanksgiving

Christmas (At the director's discretion, the school will be closed 2-3 days)

Class Start Dates

November 11, 2008

March 10, 2009

July 14, 2009

November 10, 2009

(Dates are subject to change)

Prospective students may enroll in between class start dates, as long as their start date falls on a Tuesday, at the discretion of the Director.

Orientation

The first day of class is orientation and it is to emphasize ways that the student may achieve personal and academic success while in school. At that time, the administration and faculty will be introduced. Policies and Procedures of the school will be reiterated as well as the responsibilities of the students. Students will be informed of whom they need to see for any area related to their training program. This will be the time to ask as many questions to insure that you have clarity of what is expected of you.



Tuition and Fees

There is a \$ 40.00 (non-refundable) initial application fee and a \$150 (non-refundable) enrollment fee. Students are required to take a Basic Skills Test, which is \$50.00 (non-refundable). This brings your total registration fee to \$240.00. The school reserves the right to modify such fees and other charges with reasonable notice. If the program starting date is postponed by the school for a period of 30 business days, the prospective student is entitled to a full refund of all monies paid to the school less the Registration Fee. Students who have a remaining balance after being processed in the Financial office will be placed on a monthly payment plan.

As of December 2008, the cost for the Cosmetology Program will be as follows:

Registration	\$240.00
Tuition	\$10,400.00
Kits	\$0.00
Books	\$0.00
Supplies	\$0.00
Graduation Fees	\$0.00
Shirts/Uniform	\$0.00
Taxes	\$0.00
Total	\$10,640.00

The Graduation fee goes towards the initial State Board exam. The school will pay the remaining balance. The student will be responsible for any additional testing fees after their first test.

Tuition must be paid as follows if Financial is not available or approved:

Plan A

25% of Tuition down \$2,600.00 (at \$6.93 per credit hour pays for 375 hours)

The remaining balance of \$7,800.00 must be paid weekly or monthly over a period of:

9 months for full-time students at ... \$216.67 weekly or \$866.67 monthly

12 months for part-time students at ...\$162.50 weekly or \$650.00 monthly



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Plan B

33% of Tuition down \$3,432.00 (at \$6.93 per credit hour pays for 495 hours)

The remaining balance of \$6,968.00 must be paid weekly or monthly over a period of:

9 months for full-time students at ... \$193.56 weekly or \$774.22 monthly

12 months for part-time students at ...\$145.16 weekly or \$580.67 monthly

Plan C

50% of Tuition down \$5,200.00 (at \$6.93 per credit hour pays for 750 hours)

The remaining balance of \$5,200.00 must be paid weekly or monthly over a period of:

9 months for full-time students at ... \$144.45 weekly or \$577.78 monthly

12 months for part-time students at ...\$108.33 weekly or \$433.33 monthly

(Please see enclosed contracts for each Plan)

Each Plan can be paid with any Major Credit Card

The Family Educational Rights and Privacy Act
(FERPA)

FERPA is the Federal law that protects the privacy of student education records. The law applies to all schools the receive funds under an applicable program of the U.S. Department of Education. FEPRAs gives parents certain rights with the respect to the children’s education records. These rights transfer to the student when they reach the age of 18 or attend a school beyond high school level. Eligible students are to whom the rights have been transferred to.



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- Parents or eligible students have the right to inspect and review the student's education records maintained by the school. Schools are not required to provide copies of records unless, for reasons such as great distance, it is impossible for parents or eligible students to review the
- records. School may charge a fee for copies.
- Parents or eligible students have the right to request that a school corrects their records, which they believe to be inaccurate or misleading. If the school decide not to amend/correct the records, the parents or eligible student then have the right to request a formal hearing. After the hearing, the school still decides not to correct the record, the parent or eligible student has the right to place a statement with the record setting forth their view(s) about the contested information.
- Generally, schools must have written permission from the parent or eligible student in order to release any information from a student's education record. However, FERPA allows schools to disclose those records, without consent, to the following conditions:
 - * Schools officials with legitimate educational interest;
 - * Other schools to which a student is transferring;
 - * Specified officials for audit or evaluation purposes;
 - * Appropriate parties in connection with financial aid to a student;
 - * Organizations conducting certain studies for or on behalf of the school;
 - * Accrediting organizations
 - * To comply with a judicial order or lawfully issued subpoena;
 - * Appropriate officials in cases of health and safety;
 - * emergencies; and
 - * State and local authorities, within juvenile justice system, pursuant to specific State law.

Schools may disclose , without consent, 'directory-type' information such as a student's name, address, telephone number, date and place of birth, honors and awards, and dates of attendance. However, schools must tell parents and eligible students about directory information and allow parents and eligible



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students a reasonable amount of time to request that the school not disclose directory information about them. Schools must notify parents and eligible students annually of their rights under FERPA. The actual means of notification (special letter, student handbook or newspaper article) is left to the discretion of each school.

School must give parent(s) or eligible student a copy of policy, on request. If you wish to review your child's education records, you should contact the school for the procedure to follow. For more information, please call (202) 401-2057. You may also contact in written at the following address:

Family Policy Compliance Office
U.S. Department of Education
400 Maryland Avenue, SW
Washington, DC 20202

To Access Your Records

Students (or parents or guardian if the student is a minor) have the right to access their records. The school provides access to student's files as required for any accreditation process initiated by *Demi-Marie* BEAUTY ACADEMY of Cosmetology and/or in response to a directive of the Commission. The school will provide proper supervision and interpretation of the records as they are being reviewed. Parents of student under the age 18 have the same right to review the student's records. No information will be released to any entity unless with a written consent from student or guardian. Exception of this policy can be seen in the school's policy regarding FERPA section. The school will retain student's files for a period of (5) years.



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Indemnification

The student releases and does not holds the school, its employees, or its representatives at fault from an/or against all liabilities, damages and other expenses which may be imposed upon, incurred by or asserted against them by reason of bodily injury or property damage, which may be suffered by the student from any cause while enrolled in school (ex. horse playing, allergies due to any chemical exposes, or negligence).

Termination Policy

Demi-Marie BEAUTY ACADEMY reserves the right to terminate a student's enrollment for excessive absenteeism (20% of scheduled class time per quarter), destruction or theft of school property, failure to maintain required academic progress, disruptive behavior, consumption of alcoholic beverages or illegal drug, or failure to follow school rules and policies. Furthermore, a student may be terminated for inability to meet required financial obligations or behavior inconsistent with professional standards, which may prove to be disruptive to academic progress. There is a non-refundable \$175.00 withdrawal/termination fee.

Withdrawal Policy

Students, who wish to withdraw from the school before completing his/her course, are required to submit a written notice of withdrawal to the Director of the school immediately. It will be necessary to have an exit interview with the school owner, Director of Education, and the Administrator of Finance. The meeting is to resolve all academic and financial matters. The effective date of withdrawal will be the last day of attendance. A \$175.00 withdrawal/termination fee will be due at that time.



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School Security Policy

Demi-Marie BEAUTY ACADEMY does not have a campus as related to a 2 to 4 year educational facility. At this point, we have not had any of the following:

- Murders
- Robberies
- Rapes
- Aggravated Assaults
- Auto Theft

Demi-Marie BEAUTY ACADEMY does not offer paid security such as specialized police but we do rely on the Virginia Beach Police Department. At any time, staff and students should report to the receptionist desk any criminal actions and any other emergencies occurring within the grounds of the school. The school will report all incidents to the Virginia Beach Police Department. The person reporting the incident must give a full description so it may be communicated to the police accurately. 911 calls are for emergency purposes only.

Sexual Harassment

It is the policy of *Demi-Marie* BEAUTY ACADEMY to maintain a working and learning environment for all its employees and students, which provides fair and equitable treatment, including freedom from sexual harassment. Any employee or student, who believes that he/she has been subjected to sexual harassment, should report the alleged act immediately to the school office. Each incident will be dealt with accordingly.



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Drug Free School and Workplace

The school has a drug free institution that prohibits our staff and students from the unlawful distribution, possession or use of illicit drug or alcohol. Staff and students who violate this policy will be subject to termination. A copy of this policy is given to each new staff upon employment and to each student upon enrollment and will be retained their file.

Cancellation Policy

A student has a legal right under the Federal Law to cancel their “enrollment agreement” within three (3) business days from the date of your contract and you must do so in writing. You can send your cancellation request to:

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Refund Policies

Any monies due the applicant or student shall be refunded within 30 days of written cancellation or withdrawal date. Official cancellation or withdrawal that deems any earlier refund would apply to the following:

1. An applicant is not accepted by the school. The applicant will be entitled to a refund of all monies paid with the exception of the non-refundable registration fee.

2. A student (or in the case of a student under legal age, his/her parent or guardian) cancels his/her contract and demands their money back in writing, within three (3) business days of signing the enrollment contract. In this case, all monies collected by the school shall be refunded except the non-refundable registration fee. This policy applies regardless if the student has started training or not.

3. A student cancels his/her contract within three (3) business days after signing but prior to entering class. In this case, he/she shall be entitled



to a refund of all monies paid to the school minus the total registration fee.

4. A student notifies the institution of his/her withdrawal in WRITING.

5. A student, on an approved leave of absence, notifies the school that he or she will not be returning. The day the student notifies the school that he/she will not be returning will be deemed their withdrawal date, not the expiration of the leave of absence.

6. If a student does not return from a leave of absence, the last date of their leave of absence will be considered their termination date.

7. A student is expelled by the school, their refund will be based on the time student attended school.

8. In the case of 2, 3, 4, or 5 official cancellations or withdrawals, the actual date will be determined by the postmark on written notification or the information delivered to the school's director in person.

Any due monies due to a student, who unofficially withdrawal from the school, shall refunded within 30 days of a determined date by the school that the student has withdrawn without notifying the school. To determine unofficial withdrawals, the school monitors student's attendance, academic counseling/advising, class examinations/tests, tutorials and other academically related activities at a minimum of once a month.

Matters of mitigating circumstance will be handled at the discretion of the Director.

Non-Refundable Fees

\$30.00 Application Fee

\$50.00 ATB Test

\$150.00 Re-enrollment Fee

\$175.00 Withdrawal/Termination Fee



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Cost Not Included In Tuition

\$240.00 Total Registration Fee

Program/Course Cancellation Policy

If a course is cancelled subsequent to a student's enrollment and before instruction in the course has begun, the school shall at its option, provide a full refund of all pre-paid tuition.

Collection Policy

If a student has withdrawn or has been terminated from Classic Hair Academy and owes the school money, after 30 days of non-payment, they will be turned over to our collection agency which is :

**National Credit Investigation Bureau
1930 South Alma School
Ste. B-107
Mesa, AZ 85210**

NCIB will charge an additional 35% commission to the outstanding balance due to the school.

School Closure Policy

If *Demi-Marie* BEAUTY ACADEMY of Cosmetology closes permanently and ceases to offer instruction after students have enrolled, or if a program is canceled after students have enrolled and instruction has begun, Classic Hair Academy will give the students a copy of their transcripts and will be given a pro-rata refund of their tuition.



Tuition Adjustments

For students, who enroll in and begin classes, the following schedule of tuition adjustments will be considered to meet minimum standards of all refunds.

<u>% Length Completed to Total Length of Program</u>	<u>Amount of Total Tuition owed to the School</u>
.01%-4.9%	20%
5%-9.9%	30%
10%-14.9%	40%
15%-24.9%	50%
25%-49.9%	70%
50% and over	100%

The Financial Office is required to recalculate funds for students who withdraw, fail to return from an approved leave of absence, terminated, or otherwise fail to complete the period of enrollment for which he/she was charged.

If a student leaves the school prior to completing 60% of a payment period or term, the financial office recalculates funds. Recalculation is based on the percentages of earned funds using the following return of funds formula:
percentage of payment period or term completed = the number of days completed up to the withdrawal date divided by the total days in the payment or term (Any school break of five days or more is not counted as part of the days in the term).

This percentage is also the percentage of earned aid. Funds are returned to the appropriate federal program based on the percentage of the unearned aid using the following formula:

Aid to be returned = 100% of the aid that could be disbursed minus the percentage of earned aid multiplied by the total amount of aid that could have been disbursed during the payment period or term.

If a student earned less aid than what was disbursed, the school may be



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required to return a portion of the funds. Keep in mind that when funds are returned to the student, the borrower may owe a debt balance to the school. If a student earned more funds that were disbursed to him/her, the school would owe the student a post-withdrawal disbursement, which must be paid within 120 days of the student's withdrawal.

Attendance Policy

Regular class attendance is considered essential for students to complete their training in the required time frame. Cultivation of correct habits is just as important as the acquisition of skills needed in a given occupation. Students should train themselves to be present for all classes. By forming this important professional habit during the training program, they will find it easier to satisfy the employer who demands regular and punctual attendance on the job.

Students are expected to attend all regularly scheduled classes in order to achieve the highest level of learning and to meet all necessary goals of their program. Attendance is recorded at the beginning of each class and becomes part of the student's permanent record. Saturday attendance is **mandatory**. Student can be placed on probation when absent on Saturday, unless the student submits written documentation. Students are expected to abide by their contracted attendance.

If a student is absent for 14 consecutive scheduled school days without notifying the school, the student will be immediately terminated. Students are to notify the school in writing of any planned absences. If the student has an emergency preventing them to attend class, the student must call the school. Failure to do so will mean an unexcused absence. Four (4) unexcused absences a month will mean one day of suspension.



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Excused and Unexcused Absences Policy

An excused absence is when a student notifies the school of reasonable and mitigating circumstances for the absence in writing. An unexcused absence is when no contact or notification has been made to the school.

Tardy Policy

A student who is tardy four (4) times in one month (15 minutes past the scheduled time of class) will be suspended for one day, regardless if it excused or unexcused.

Time Card Rules and Regulations

1. You are required to sign in when arriving to school and sign out when leaving at the end of your shift in addition to clocking in/out.
2. You must sign in and out when you take your break whether or not you leave the premises.
3. You are not allowed to sign other students in and out. The sign in/out sheet is located at the front desk.

4. Do not write on the time card, for it is the property of *Demi-*

Marie BEAUTY ACADEMY

5. Time cards are not to be removed from the building.
6. You are responsible for your time card and your time only. You are only allowed a one-month grace period after your start date for corrections if you forget to clock in/out. You must write a statement including the date, time you arrived to school, time you departed from school and the instructor's signature and turn it into business office for corrections to be made. The recorded time will be based on time recorded on the sign in/out sheet. At the



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end of the one-month grace period, you will lose time for the day if you forgot to clock in/out, regardless if you attended school or not that day.

7. If your time card is missing, please notify your instructor immediately. If your time card is not recovered, regardless of the circumstances, you will be required to pay \$25.00 to replace the card. If the fee is not paid after a

month, you will be suspended or terminated from *Demi-Marie*

BEAUTY ACADEMY

(at the discretion of the director).

Make-up Work

Students are required to attend and complete all classes so there is no difference between an excused or unexcused missed class. Any class not attended takes away from the overall knowledge that could be gained from the class. It is the responsibility of the student to contact each instructor and make appropriate arrangements before the next class meeting to complete any missed work.

A make-up test is an examination of equal or greater difficulty given in that subject area in place of the original exam. Make-up tests are given every Wednesday. Students must notify their instructor(s) one week in advance of the test that is needed to make-up. Student may stay beyond their contracted hours (come earlier for night students) Wednesday, Thursday, and Friday to make-up any performances or if they feel they need more instructional time.

Leave of Absence

A student may request in writing a leave of absence from school when extenuating circumstances arrives. Leave notification forms can be obtained from the Dean of Education upon request. Students are expected to return from their leave on the date that is listed on the request. If the student does



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not return by said date, the student will be terminated from school. Students are permitted one (1) leave of absence per academic year under the discretion of the Director's approval, and must not exceed the 120 school days.

If a student wish to extend their leave, they must do so in writing prior to the end of the original LOA to get approval. The student's contract ending date will be extended depending on the amount of school days the leave of absence was for:

(ex: If Mary's graduation is July 8, 2009. Her leave of absence was for 60 days, therefore, her contract ending date will be extended 60 days. Her new graduation day will by September 30, 2009).

Appeal Process

Students who are terminated after failing to achieve minimum requirements may appeal this decision. The student must submit a written appeal to the Owner of the school, along with any supporting documentation, reasons why the decision to terminate should be reversed, and a request for a re-evaluation of progress. The owner of the school, within five (5) business days of termination, must receive this decision to terminate will stand.

Appeal hearing will take place within five (5) days of receipt of the written appeal. The attendees at this hearing will be the student, parents/guardian (if student is a minor), the student's instructor and the owner of the school. A decision on the student's appeal will be made within three (3) business days, by the owner and will be delivered in writing, which will be the final decision.

All written documentation of such procedure will be given the student and a copy will be kept in the student's file. The owner of the school may waive standards for satisfactory academic progress in cases of extenuating or mitigating circumstances which must be documented. Students may or may not receive funds during that time even though it was waived by the owner.



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Withdrawal Policy

Any student who withdraws from his/her contracted course or fail to complete his/her training will have a notice placed in their as to their progress at the point of withdrawal. A student making satisfactory progress at the point of withdrawal may apply for re-enrollment in the school and will be considered to be making satisfactory progress at the point of re-entry. A student failing to meet minimum satisfactory requirements at the point of withdrawal will be placed on probation until the next evaluating period when accepted for re-enrollment.

Course Incompletes or Repetitions Policy

Course incompletes, repetitions, and non-credit remedial courses have no effect upon a student's satisfactory progress status in this school. Students who must repeat a course will have the second grade received for the course substituted for the first when calculating grade point averages. However, both attempts will be used when calculating the student's percentage of credits successfully completed.

Demi-Marie BEAUTY ACADEMY does not offer non-credit remedial course. Therefore, it has no effect on the satisfactory progress standards. If a student has been placed on probation but at the evaluation term has re-established satisfactory progress status, student will be taken off probation.



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Assessing School Charges For Instruction Past the Contracted Ending Date

The students are advised regularly of how much time they need to make-up. They are warned of what will happen if they do not make-up their in time. For example:

Tammy is contracted to end October 30, 2008, but she has 31:15 (1 credit hour) left to complete on her contracted ending date. Janet is enrolled in the Cosmetology program (1500 hr), therefore, the over the contract fees is calculated as:

115.62

x 1

\$115.62 is what Tammy will owe in over contract fees.

Grievance Policy

Students may refer to the school catalog for the policy on grievance and they are as follows:

STEP 1

Any staff member, student or interested party who has a complaint against the school shall submit such complaint in writing (addressed to the Owner) outlining the nature of the complaint.

They must also submit any documentation backing up their allegations. Within seven (7) business days, the owner will meet the person submitting the complaint. If the problem cannot be resolved through discussion, the complaint will be referred to the institution's grievance committee. Documentation of the meeting between the owner and the complaint will be filed as part of the school's permanent record for five (5) years. A copy of the discussion will be given to the complaint. The grievance committee should consist of the owner of Financial Administrator, the Director, and/or Dean of Education.



STEP 2

The grievance committee shall meet within 21 days of the receipt of the complaint. If additional information is needed, the complaint will be notified in writing, which will outline the additional information needed. The complaint will be required to submit additional informational in three (3) business days to the committee for further consideration. A letter will be sent to the complaint writing fourteen (14) business days stating the steps taken to correct the problem, or information to show that the accusations were not warranted or based on facts.

STEP 3

In the event the complaint is not satisfied with the results of the grievance committee, the complaint will referred to the school where they will find the phone number and mailing address of the Virginia State Board. The complaint can obtain a complaint through the agency .

YOU MUST TRY TO SOLVE YOUR GRIEVANCE THROUGH THE INSTITUTION BEFORE CONTACTING THE STATE BOARD.

Virginia Department of Professional and Occupational Regulation
9960 Mayland Drive
Suite 400
Richmond, VA 23233

Student Responsibilities

1. Attend classes regularly and enthusiastically
2. Complete all assignments made by the instructors
3. Complete all make-up assignments/tests on days available
4. Be familiar with and comply to all instructor policies
5. Be familiar with school's financial aid policy, complete the process promptly, and return all forms to the financial aid office.



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6. Notify the instructor and/or Dean of Education of matters affecting classroom or clinic performance and attendance (follow the chain of command).
7. Notify the instructor and/or Dean of Education of matters affecting classroom or clinic performance and attendance (follow the chain of command)
8. Follow the Grievance Policy for any unsolved grievances
9. Approach problems, needs and difficult situations with maturity, tact and patience
10. Treat the school, its equipment, personnel and other students with respect and courtesy.

Student Conduct and Personal Appearance

As part of the student's enrollment, student will agree to conduct himself/herself in an acceptable, professional manner, as well as keep a professional appearance (this includes hair, make-up, nails and attire). This will allow the school to recommend the graduate to prospective employers as a professional, courteous, considerate and well mannered individual. From time to time, employers will visit the school as guest speakers and to interview students for jobs. Therefore, it is important that the student body convey a professional image at all times.

The administration and staff of *Demi-Marie* BEAUTY ACADEMY expects mature, business-like conduct to be used throughout the school. Profane language, offensive comments, or showing disrespect towards other students, faculty, staff and/or clients is NOT accepted and warrants suspension or termination. NO EXCEPTIONS!

Any student caught committing plagiarism, cheating, lying and/or stealing in any form is subject to termination from the school which is at the discretion of the owner. A student should notify the instructor, Dean of Education, or any other staff member (following the chain of command) whenever any of the above incidents should occur.



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Rules and Regulations

It is necessary for all students to adhere to the rules and regulations of the school. There may be additions and/or modifications made at the discretion of the owner. If changes are made, they will be posted in the break area.

1. Students are to arrive at school on time and be prepared for class. Students will not be allowed into school when late, unless there are mitigating circumstances. If student knows that he/she will be late or absent, they must call the front desk to notify the instructor. If no one answers, please leave a message, and then call back to make sure you speak with an instructor or staff member.
2. Dress code is DEFINITELY enforced. Students must have on the correct uniform, clean shirts and name tags.
3. A place will be provided for students to house their personal items and kits during the first week of school. *Demi-Marie* BEAUTY ACADEMY is not responsible for personal items that are lost or stolen. Purses may not worn over shoulder in class.
4. Please do not bring large sums of money, credit cards, etc. If you are making a tuition payment, please do so upon arriving to school.
5. Tuition payments are due monthly or weekly (if applicable). Failure to make payments may result in suspension or termination.
6. *Demi-Marie* BEAUTY ACADEMY is approved as an accredited hour school; the state of Virginia requires that the school measure student's time using clock hours. The time clock will be at the entrance of the building. You do not have to clock out for lunch. **STUDENTS ARE NOT ALLOWED TO LEAVE THE BUILDING (including break time) WITHOUT FIRST NOTIFYING THE INSTRUCTOR AND/OR WITHOUR SIGNING OUT AT THE FRONT DESK.**
7. Students are not allowed to clock in/out other students. Disciplinary action will be taken if a student is found clocking a fellow student in/out.
8. Students are urged to use Mondays for doctor appointments and/or other personal business. However, if a student must be absent and know



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prior to the day of absent, official written documentation must be submitted to the instructor.

9. *Demi-Marie* BEAUTY ACADEMY is a smoke-free area and there is NO designating area for smoking.

10. Chewing gum is not allowed in the school at any time.

11. *Demi-Marie* BEAUTY ACADEMY does not encourage students to leave the premises for lunch, for time does not permit it. However, there are eating places in walking distance. The school does furnish a microwave and refrigerator for staff and students. Disciplinary action will be taken for failure to return to class on time from lunch/break. (30 minutes)

12. Eating and drinking is not allowed at any time in the classroom or clinic floor (including clients) because of sanitary and safety reasons. The break area is the area to use .

13. Personal phone calls are not allowed on the school phone. Please use your cell phone for that purpose in the break area.

14. Cell phones, pagers, CD players, etc. are not allowed to be use in the classroom or on the clinic floor. (texting will not be tolerated at anytime while in the classroom or working on the clinic floor)

15. **Students are required to write an autobiography and one (1) book report which is due the first Friday after starting class. Your report must be 1 ½ - 2 pages and it will be graded.**

16. Students who miss a test/assignment must check with the instructor to schedule make-up work, which are given each Wednesday at the discretion of the instructor. Each student is responsible for all work missed and the student will not be allowed to graduate until all tests or assignments have been completed.

17. Students should use timely wisely to work on assigned posted practical performances and duties when not scheduled for class.

18. Place all coats and sweaters on coat rack. They are not to be placed over styling chairs, dryers or desks.

19. Written evaluations are issued to students after every 10 weeks for cosmetology. Any questions on these evaluations should be directed to the instructor at the time of advising.

20. Kits are issued to each student. We ask that these kits remain in school until graduation. Students called to service a client, must have all kit materials. Disciplinary actions will be taken for students who do not have



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their kits material ready. **Please do not borrow from other students.**

21. Kits and/or large bags are not allowed on the clinic for safety reasons. Please keep kit bags in provided area and remove all necessary materials before coming to the clinic floor.

22. Kits will be checked periodically for sanitation.

23. Clinic sheets are used for recording required practical performances and must be signed by the floor instructor of performances **daily**.

24. Clinic floor services are rotated to allow equal distribution among students. A student will not refuse to take a client; refusal to do so will result in suspension or termination (the discretion is of the owner).

25. Please be cautious with chemicals and liquids. All color, water or other solutions are to be cleaned immediately after spilling. Hair, nails, etc. are to be swept up immediately after each service. Work station should be kept clean and neat at all times for safety and sanitary purposes. Your surroundings reflect one's work.

26. Please keep voices low voice while on the clinic floor. Remember, the conversation is always HAIR, SKIN, and NAILS! No talking during theory class unless called upon by the instructor. Do not be disruptive. PLEASE raise your hand to be acknowledged by the instructor.

27. Students are charged a small fee for performing service on each other. The price list is located at the receptionist's desk. Students are also required to get permission from instructor prior to performing services on each other.

28. All chemical hair services are to be checked by the instructor at the shampoo area before and after rinsing and haircuts are to be checked before styling.

29. Any property of *Demi-Marie* BEAUTY ACADEMY that is destroyed and/or damaged by a student because of his/her negligence will result in the student replacing and/or repairing that property.

30. Profanity and/or fighting will result in suspension and/or termination at the discretion of the owner.

31. Clinic Floor Rules must be observed at all times.

32. Attitude and Professionalism are two of the most important characteristics in working with the public. Keep a smile on your face and a pleasant attitude. Disciplinary action will be taken for students who demonstrate a poor, unprofessional attitude. The staff is here to guide/instruct. Please act like mature adults.



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Disciplinary Actions is as follows

1st offense: Verbal Warning

2nd offense: Written Warning

3rd offense: Suspension

(Depending on the act committed, suspension will vary at the discretion of the owner)

You have made a decision to make cosmetology a career. We are here to help you achieve this goal. Be professional and ethical at all times. The staff, at

Demi-Marie BEAUTY ACADEMY, only wants the best for you. You are not only representing yourself, but the school as well.

Satisfactory Progress Policy

Satisfactory progress in attendance and academic work is a requirement for all students enrolled in this school. Students receiving funds under Federal Title IV financial aid program must maintain satisfactory progress in order to continue eligibility for such funds.

Attendance Progress

Full -Time students must maintain at least 75% cumulative attendance average in order to be considered making satisfactory progress.

Academic Progress

The following factors will be measures to determine academic progress:

- ✓ Theory Work (test grades, homework and class work)
- ✓ Practical Work
- ✓ Clinic Work



Theory and practical work will be graded according to the following scale:

A	95-100	(4 points)
B	85-94	(3 points)
C	75-84	(2 points)
D	70-74	(1 points)
F	69-Below	(0 points)

Students must maintain a C grade average (minimum of 75% in the theory and practical/clinic work in order to be considered making satisfactory progress.

Determine of Progress

Evaluation of progress will be conducted by the Dean of Education approximately every 10 weeks of Cosmetology, in the beginning of the month if possible. Satisfactory is students with a minimum of 75% GPA and 75% attendance.

NOTE: Attendance is evaluated on a cumulative basis. At each evaluation point, attendance for the month will be added to attendance from the preceding month will added to attendance from the preceding months to determine whether the student will complete the course within the maximum time frame established in this policy.

Students meeting minimum requirements at evaluation will be considered to be making satisfactory progress until the next scheduled evaluation. In order for a student to be considered making satisfactory progress, he/she must meet both attendance and academic minimum requirements on at least one evaluation by the midpoint of the program or midpoint of the academic year, whichever is first.

Students are tested in both theory and practical. Students must receive a minimum grade of 75 or higher on each test to maintain satisfactory progress. Students who score below 75 will be required to make up that test. Original test scored will be kept in the file and the make-up test will be recorded.



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Students must have successfully completed a minimum of 75% of the total number of credits attempted at each assessment point. Monitoring of academic progress is conducted at the middle and end of each term.

Students who maintain satisfactory progress may be eligible to receive assistance. Students who meet the minimum requirements for successful course completion and academic progress will be considered to be making satisfactory progress until the next scheduled evaluation. A student's successful course completion percentage is based on the number successfully completed credit hours (75% or higher) divided by the cumulative number of credit hours attempted by the student at that time.

Probation

Students failing to meet minimum progress requirements will be placed on probation for 30 days, with the opportunity to meet requirements at the end of the probation period. Grades of theory test and practical work are used to evaluate the student's academic progress. During probation, students are considered to be making satisfactory progress and financial funds will be disbursed to eligible students.

At the end of the probationary period, the student's progress will be re-evaluated. If the student is meeting minimum requirements in both academic and attendance, he or she will be determined to be making satisfactory progress. Once the student is re-instated for funding, the Financial Administrator will notify the student of such reinstatement (along with any forms that are required to fill out). If the student fails to meet the requirements, his/her funds will be terminated. Two (2) consecutive probationary periods will result in termination. (A termination fee of \$175.00 will be charged to the student).



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Dress Code Policy

Demi-Marie BEAUTY ACADEMY requires the following dress code for students:

- Black slacks/skirts (NO JEANS)
- Black Shirts (Uniform)
- Black Socks and/or Hoses
- Black Shoes (No Open -toed shoes)
- Name Tags

Students must be in uniform at all times while attending

Demi-Marie BEAUTY ACADEMY Skirts must be knee length. Any student not in uniform WILL be sent home.

Name Tags

Name Tags are issued to students during the first week of class. If a student receives three (3) warnings for not wearing their name tags, they will be suspended for one (1) day. If the student loses his/her name tag, they are to see Admissions office for a new name tag. The fee for a replacement name tag is \$5.00.

Grading System

Grading System for Cosmetology

Grades are based on classroom participation, laboratory, project work and written examinations. The final grade for a course reflects a measurement of performances in achieving the necessary objective of the course. Students are expected to complete all assignments and take all examinations. Instructors will determine the policy regarding assigned work, considering the nature and objectives of the course.



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In all programs, a minimum grade requirement for each course is a 75. However, a student should realize that the final grades for each period, as well as final grades for graduation, represent a weighted average of the overall practical and theory grades. All grades reported by the instructor are included in the student's permanent transcript and available to them at time upon request. Final grades are issued at the conclusion of each grading period based on the following system:

100-95	A
94-85	B
84-75	C
74-70	D
69 and below	F

Graduation Requirements

Students must comply with the following items to be considered a graduate of the *Demi-Marie* BEAUTY ACADEMY.

- ★ Complete 48 credits for the Cosmetology program
- ★ Pass all written exams with passing score of a 75 or higher
- ★ Complete the required number of practical performances
- ★ Tuition and fees must be paid in full
- ★ The State of Virginia requires 1500 clock hours for instruction for Cosmetology

When the above items have been met, the student will receive a diploma from *Demi-Marie* BEAUTY ACADEMY stating that the student has successfully completed all the requirements. Students will receive a copy of the requirements. Additional copies will be \$30.00 each. The final step will be to complete the State Board application.



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State Board Requirements

Virginia State Board requires cosmetology to complete 1500 clock hours. The state requires that cosmetology students complete the minimum performances.

Hair and Scalp Treatments	10
Hair Styling	320
Tinting	15
Bleaching and Frosting	10
Temporary Rinses	10
Semi- Permanent Color	10
Hair Shaping	50
Chemical Relaxer/Cold Permanent Waving	25
Wig Care, Styling, Placing on Model	05
Finger waving/ Thermal Waving	30
Manicures/Pedicures	15
Facials and Waxing	05
Sculptured Nails/Nail Tips/Wraps	<u>20</u>
Total	520

** *Demi-Marie* BEAUTY ACADEMY may require students to perform more**

After completion of the required items for graduation, the student will be given the application for taking the State Board exam. The graduation fee of \$50.00 for the student's Board State's initial test is included in the tuition; the school will pay the remaining balance. The State Board application includes the form for a temporary license. After submitting the application for the State Board examination, the student will receive the Candidate Information Bulletin. Review it carefully. The candidate will be issued the date and time of their examination, what tools will be needed, and location site. Once the student has successfully passed the State Board examination, the Board will request that the student fill out an application and then send in the required \$55.00 their Cosmetology License.



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Curriculum Outline

Cosmetology

The basic cosmetology course consist of 48 credits (1500 clock hours which is 31 hours 25 minutes to equal 1 credit hour) of technical instruction and practical operations covering all practices constituting the arts and sciences of cosmetology. This program will teach the student skills, which are required to obtain a Virginia Cosmetology license, needed to work in a salon. The student will acquire technical skills in hairstyling, cutting, blow styling, permanent waving/chemical services, skin care and sanitation. In addition, the student will be taught extensive communication and business skills necessary for success in the growing field of cosmetology.

Occupations that may be available to Cosmetology graduates:

Shampooer
Skin Care Specialist
Manicurist
Pedicurist
Make-up Artist/Consultant
Hairstylist
Salon Owner
Instructor

Employment opportunities may be found in beauty salons or barber shops. They may also find employment in nail salons, department stores, residential care homes and drug & cosmetic stores.

A copy of the course outline is given to the students prior to them starting classes. The outline explains the breakdown for each unit of study. The credits that are spent on each unit are listed within the outline. Students are required to complete their training by the time they reached 1125 hrs of their contracted time or they will be terminated from the program.



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Course Outline

Course Name: Cosmetology (48 Credit Hrs./1500 hrs)

Textbooks: Salon Fundamentals, plus study guide

Course Description: The course is the study of basic principles of Cosmetology that will prepare students to meet all the requirements necessary to pass the state licensure examination and obtain entry-level employment in the field of cosmetology.

Course Objectives: Upon completion of this course, the student shall have demonstrated competencies required to pass the State Board examination for licensure.

Instructional Methods: Instruction will be presented in the form of lectures, demonstration, visual aids, textbooks study, practical assignments, long-term projects, field trips and practice on clients.

Grading Procedures: Progress reports are prepared monthly at which each student is evaluated on the following areas:

- ★ Theory
- ★ Practical Work
- ★ Ethics

The progress report also gives the student their total hours and identifies whether or not the student is making academic progress. (Refer to Academic Progress for scale)



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Unit of Instruction

- | | |
|---|--------------------------|
| A. Orientation, School Policy, Professional | I. Haircutting |
| B. Salon Ecology | J. Hairstyling |
| C. Anatomy and Physiology | K. Wigs/Hair Additions |
| D. Electricity | L. Chemical Texturing |
| E. Chemistry | M. Hair Coloring |
| F. Salon Business | N. The Study of Nails |
| G. Trichology | O. The Study of Skin |
| H. Design Decisions | P. State Law/Regulations |

Note to All Students.....

To the graduates of *Demi-Marie* BEAUTY ACADEMY, I look forward working with each of you. It is my heart's desire that you get everything out of this course. As you come to the end, if you so desire, there is always employment available at *Ambiance Total Body Spa*.



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EMERGENCY CONTACT FORM

Demi-Marie BEAUTY ACADEMY

Date ____/____/____

Student Name: _____

Physical Address: _____

(No PO Boxes)

City: _____ State: _____

Zip: _____

Local Phone: _____ Cell Phone: _____

In Case of an Emergency, Please Contact:

Name: _____ Relationship _____

Work Phone: _____ Home Phone: _____

Address: _____

City: _____ State _____ Zip: _____

Parent or Legal Guardian:

Father/Guardian: _____

Address: _____

City: _____ State: _____ Zip: _____

Work Phone: _____ Home Phone: _____

Mother/Guardian: _____

Address: _____

City: _____ State _____ Zip: _____

Work Phone: _____ Home Phone: _____

This Information Is To Be Filed in the Student's Record and Used Only For Emergencies



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9/12 MONTH TUITION PAYMENT PLAN

Upon valuable consideration and mutual promises, the persons named below as "Student" hereby covenant and agree to be bound to the following as their 9 or 12 Month Tuition Payment Plan to enroll into *Demi-Marie* BEAUTY ACADEMY , a general Agreement governed by the laws of the State of Virginia (hereinafter known as "the Joint Venture")

dated this ___ day of _____, 2009 for *Demi-Marie* BEAUTY ACADEMY

ARTICLE 1. DEFINITIONS

Section 1.01. The below terms are to have the following meaning when used in this agreement:

"**Agreement**" shall mean this 9 or 12 Month Tuition Payment Plan, from _____, 2009 to _____, 2010. Shall be between (Student _____ and

Demi-Marie BEAUTY ACADEMY

Plan A

25% of Tuition down \$2,600.00 (at \$6.93 per credit hour pays for 375 hours)
The remaining balance of \$7,800.00 must be paid weekly or monthly over a period of:
9 months for full-time students at ... \$216.67 weekly or \$866.67 monthly
12 months for part-time students at ...\$162.50 weekly or \$650.00 monthly

Plan B

33% of Tuition down \$3,432.00 (at \$6.93 per credit hour pays for 495 hours)
The remaining balance of \$6,968.00 must be paid weekly or monthly over a period of:
9 months for full-time students at ... \$193.56 weekly or \$774.22 monthly
12 months for part-time students at ...\$145.16 weekly or \$580.67 monthly

Plan C

50% of Tuition down \$5,200.00 (at \$6.93 per credit hour pays for 750 hours)
The remaining balance of \$5,200.00 must be paid weekly or monthly over a period of:
9 months for full-time students at ... \$144.45 weekly or \$577.78 monthly
12 months for part-time students at ...\$108.33 weekly or \$433.33 monthly

I (Student) _____ hereby accept the terms in Plan ____ . I (Student) will follow the terms of my chosen plan and I will acknowledge all the tuition terms in association with *Demi-Marie* BEAUTY ACADEMY and this Academy's Rules and regulations.



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Both parties agree that this is a complete understanding between the lender and borrower. Both parties agree that this contract is without further addendums and is in effect as of the date of execution hereof, and shall remain in effect until repayment has been completed in full. Both parties agree that all other agreements either written or verbal are hereby null and void.

IN WITNESS WHEREOF, the undersigned Persons have duly executed this 18 month Trial

Investment Attachment of the *Demi-Marie* BEAUTY ACADEMY as of the date first written above (line 1 of this agreement):

Student Print

Student Sign

Notary:

Elward L. Holman Jr. / Owner *Demi-Marie* BEAUTY ACADEMY

Notary: