



Welcome to our training prospectus

Louella Belle continuously strive to improve our products ranges while driving new innovations forward to introduce state of the art products and tools to our portfolio with the latest technology and chemistry available. To ensure our success we must ensure the success of the Nail Artist! We know that great products, partnered with award winning techniques, are the key to lasting salon success.

With our intensive training programmes the sky is the limit! Whether you are just embarking on your journey in the nail and beauty industry or a nail professional wishing to refresh your knowledge and update your skills, we have a training session or course to suit you. Our education team is able to provide the highest levels of training in the industry. Every educator is carefully selected based on an extensive criteria and are of the highest standard ensuring our exclusive techniques are available to all.



About Us

Louella Belle are the sole UK distributors of professional manicure, pedicure, beauty and spa products including top industry favourites Artistic Nail Design, Seche, IBX and Morgan Taylor.

Louella Belle distributes to salons, beauty therapists, luxury department stores, mobile therapists and nail technicians nationwide.

Founded in 1991 by Lisa Crook, Louella Belle has grown from strength to strength. Based in Borehamwood, Hertfordshire, our Head Office is the home to over 30 members of staff with many more working throughout the UK.

We exhibit at professional trade shows throughout the year, or you can call in at our showroom where you can meet the team. Our head office and showroom is based in Borehamwood, Hertfordshire, but we have a sales team nationwide who will call on your salon and look after your individual requirements. Back at Head Office there is a fully trained team available to offer telephone advice.

Routed in the philosophy of 'Dedicated to creativity and client care' the ethos of providing a personal service to each of our clients, regardless of their business size is at the very heart of the company. The five core values from Managing Director Lisa Crook are driven through every aspect of the business: **Personal Service, Trust, Innovation, Loyalty and Professionalism.**

Training Course Path

Find out which training course is for you!

The Main Show **Opening Act Encore** Courses designed for taking your Courses designed for updating Courses designed to advance your skills skills or changing product brands first steps into the industry page 31 IBX-pert Mands on Manicure Perfecting Gel Polish Design B Perfect Gel Polish 10 Feet First Pedicure 17 Perfect Dip 23 Hardcore LED Gel Rock Hard LED Gel Sculptured French for Beginners Conversion 25 Hardcore LED Gel Designs 20 Rock Hard L&P 27 Rockin' French Flawless French for Beginners Rock Star Designs

LOUELLA BELLE COURSES

"I have done several Louella Belle courses now. The teaching is inspired, the products are fabulous and the price is great... What more can a girl ask for?"

Louise Worswick

Hands On Manicure



Introduction to Manicure

Treating the hands and feet is one of the most practised treatments and forms the essential foundations to every successful nail technician.

We believe that beauty begins with soft, healthy and renewed skin. Keep your client's hands polished and perfect by learning to do these popular treatments. Each course provides an understanding of the natural nail, anatomy and physiology and the treatment process.

Focus:

- Hygiene & Safe Working Practice
- Client Consultation
- Nail Structure, Anatomy & Physiology
- Diseases & Disorders
- Application Techniques
- Finishing & Polishing Techniques





Course includes:

Workbook

Manicure Kit

- 2 x Sole-Ful Packs 1 pack includes
- 1x Soak, 1x Mask, 1x Scrub and 1x Butter,
- 1x Bottle of cuticle remover

Implement kit - Nail Clippers, Cuticle Nippers, Cuticle Pusher, Scissors, 1x Exact File, 1x Perfect File and 1x Reflect File. 1x Polish Remover and 1x Sanitizer.

Artistic Colour Revolution Reactive Bonder Base Coat and Gloss Top Coat. Artistic Colour Revolution Polish in Hotzy.

Artistic Colour Revolution Polish in Precious and Bride.

Cuticle Oil

Feet First Pedicure



Introduction to Pedicure

Treating the hands and feet is one of the most practised treatments and forms the essential foundations to every successful nail technician.

We believe that beauty begins with soft, healthy and renewed skin. Keep your client's feet soft and soothed by learning to do these popular treatments. Each course provides an understanding of the natural nail, anatomy and physiology and the treatment process.

Focus:

- Hygiene & Safe Working Practice
- Client Consultation
- Nail Structure, Anatomy & Physiology
- Diseases & Disorders
- Application Techniques
- Finishing & Polishing Techniques





Course includes:

Workbook

Pedicure Kit

- 2 x Sole-Ful Packs 1 pack includes
- 1 x Soak, 1 x Mask, 1 x Scrub and 1 x Butter,
- 1x Bottle of cuticle remover

Implement kit – Nail Clippers, Cuticle Nippers, Cuticle Pusher, Scissors, 1 x Exact File, 1 x Perfect File and 1 x Reflect File. 1 x Polish Remover and 1 x Sanitizer.

Artistic Colour Revolution Reactive Bonder Base Coat and Gloss Top Coat. Artistic Colour Revolution Polish in Hotzy.

Artistic Colour Revolution Polish in Precious and Bride.

Cuticle Oil



Footlogix Beginner



Footlogix Product Knowledge



"Where Medi Meets Pedi®"

Footlogix Pediceuticals® - incorporating the science of Dermal Infusion Technology® - are so efficacious that they elevate the standard pedicure to a transformational pedicure, yet are gentle enough for even the most sensitive spa client. Learn how to perform this comprehensive 10 step Footlogix Pedicure to rejuvenate, repair and moisturize the skin of the feet

Focus:

- Hygiene & Safe Working Practice
- Client Consultation
- 10 Step Footlogix Pedicure Treatment
- Nail Structure, Anatomy & Physiology
- Diseases & Disorders
- · Application Techniques

Full 6 hour course £119.95+vat per student with Backbar kit. Additional delegate fee **without kit** is £79.95+vat per student.

Full 6 hour course £219.95+vat with Full School kit. Additional delegate fee **without kit** is £79.95+vat per student.





Cost including Footlogix Footlogix School Kit: £219.95 + VAT

"Where Medi Meets Pedi®"

Footlogix Pediceuticals® - incorporating the science of Dermal Infusion Technology® - are so efficacious that they elevate the standard pedicure to a transformational pedicure, yet are gentle enough for even the most sensitive spa client. Learn how to perform this comprehensive 10 step Footlogix Pedicure to rejuvenate, repair and moisturise the skin of the feet.

Focus:

- Hygiene & Safe Working Practice
- Client Consultation
- 10 Step Footlogix Pedicure Treatment

Half 3 hour course £94.95+vat with Backbar kit. Additional delegate fee without kit is £49.95+vat per student.





Cost including Footlogix Backbar Kit: £94.95 + VAT

COLOUR GLOSS CERTIFICATION COURSES

Artistic COLOUR GLOSS

"The course was very student friendly and the educator was more than willing to go over any aspect of the course repeatedly if needed."

Nicola Williams, Serenita

Artistic Perfect Gel Polish



This hands-on Artistic Colour Gloss class focuses on the evolution of gel polish application and explains why Artistic is the best choice of gel polish on the market today. Learn about the Artistic Colour Gloss products while reviewing current LED technology and how this can make you extra revenue in the salon. This class is designed to equip professionals with all the skills to provide perfect gel polish application from start to finish making the nail stronger, more resilient, and avoid chips, cracks and breaks.

Focus:

- Health & Safety
- Features and Benefits of Artistic Products
- Natural nail preparation
- Full colour and French Application Techniques
- Removal techniques
- Troubleshooting





Course Includes:

Artistic Professional Starter Kit

1x Gel Brush

1x Artistic Colour Gloss Colour in Romance

1x Artistic Colour Gloss Colour in Bride

YOU WILL NEED:

- Professional tools and implements
- Artistic Sundries
- ☐ LED/36 watt UV lamp

Perfecting Gel Polish Design



Artistic Colour Gloss by Artistic Nail Design has unlimited design possibilities that will help you make more money and create client loyalty. It allows you to offer your clients new, fun and exciting ways to wear their nails. This Colour Gloss Design Class is designed to add a new dimension to their existing skill level showing how to achieve simplistic commercial nail art using gel polish.

Focus:

- Colour Theory
- On Trend Inspiration & combinations

A selection of Nail Art techniques including:

- Colour Fading
- Inlay & 3D Stones
- Blending
- Etching
- Marbling
- · Matt & Shine
- Artistic Angels Hints and Tips



*Experience Level Required: Manicure/Pedicure Qualification and have attended Perfecting Gel Polish class

Course Includes:

Professional Starter Kit (includes Hotzy)

5 Colour Gloss Shades (yellow, blue, white, black and glitter)

YOU WILL NEED:

- ☐ A full working Artistic kit
- Professional tools and implements
- ☐ Nail Art Accessories





Artistic Perfect Dip Course



This hands-on Artistic Training Course focuses on the Perfect Dip application techniques and explains why Artistic is the best choice for products on the market today. Perfect Dip will change the way you apply colour. Learn about how high definition colour LOCK formulas create intense and vibrant manicures with colours that wow and never fade. This course is designed to equip you with all the skills you need to provide a perfect application from start to finish making the nail stronger, more resilient and avoid chips, cracks and breaks.

Focus:

- Features and Benefits of Artistic Perfect Dip
- Natural nail preparation
- Full colour and French application techniques
- Clear over tips application techniques
- Removal techniques
- Troubleshooting



*Experience Level Required: Manicure Qualification

Course Includes:

Perfect Dip Starter Kit

23g Artistic Coloured Powered in Hear me Roar

Workbook

Perfect Dip Certification on successful completion

An additional 23g Artistic Coloured Powder in Bride

YOU WILL NEED:

☐ Your own professional tools and implements

BECOME ANARTISTIC NAIL DESIGN **GROUPIE**

"Louella Belle's knowledge and support has helped me a great deal in using the products and feeling confident when performing treatments. The training I received has also assisted me in fully understanding the brand and this definitely shows when I'm with a client."

Sue Hvaal

Rock Hard LED Gel for Beginners



Course Cost: £699.95 + VAT

Begin a successful career in the world of nail enhancements by joining one of our foundation courses. This course is a perfect platform for the beginner or those wishing to add a new service to their treatment menu. With the right balance between theory and hands-on practical you'll be enriched with knowledge and newly found skills. The Rock Hard LED Gel system by Artistic Nail Design has been designed to break all the rules, allowing you to enhance the beauty of the hands and nails with ease.

Focus:

- The Nail Industry
- Hygiene & Safe Working Practice
- Client Consultation
- Nail Structure. Anatomy & Physiology
- Diseases & Disorders
- Nail Preparation
- Tip Application & Blending Techniques
- Chemistry & Product Knowledge
- Artificial Structure
- **Products Application**
- Dealing with Nail Shapes & Biters
- **Product Application**
- Perfect Filing & Finishing Techniques
- Maintenance services
- Safe Removal

The course requires some practical time and home study. Models may be required for parts of the course including a final practical assessment. Students are required to bring their own LED light as an Artistic Light is not included in the course.

4 days + 1 Assessment

COURSE INCLUDES:

A Comprehensive Rock Hard LED Gel Kit

Clear, Pink and White Hardcore Building Gels

Headliner, Pink Rocker

Groupie & Encore Brush On Gels

Opening Act Acid Free Primer

9 Oval Gel Brush, Ph Prep

4oz Nail Surface Cleanser

Revive Cuticle Oil

2 x Aspect & Exact Files

2 x Perfect & Effect Buffers

500 ct Natural Xtension Tips

100 Get Bent Forms

Artistic Brush on Resin

Artistic Nail Wipes, Cuticle Pusher

Tip Cutters

Rock Hard LED Beginner Training

Rock Hard Liquid & Powder for Beginners



Begin a successful career in the world of nail enhancements by joining one of our foundation courses. This course is a perfect platform for the beginner or those wishing to add a new service to their treatment menu. With the right balance between theory and hands-on practical you'll be enriched with knowledge and newly found skills. The Liquid & Powder system by Artistic Nail Design has been designed to break all the rules, allowing you to enhance the beauty of the hands and nails with ease.

Focus:

- The Nail Industry
- Hygiene & Safe Working Practice
- Client Consultation
- Nail Structure, Anatomy & Physiology
- Diseases & Disorders
- Nail Preparation
- Tip Application & Blending Techniques
- Chemistry & Product Knowledge
- Artificial Structure
- Products Application
- Dealing with Nail Shapes & Biters
- Product Application
- Perfect Filing & Finishing Techniques
- Maintenance services
- Safe Removal

The course requires some practical time and home study. Models may be required for parts of the course including a final practical assessment.



Course includes:

A Comprehensive Rock Hard L&P Kit

4oz Centre Stage Monomer liquid

4 x 28g VIP Rock Hard powders-Bright White, Soft White, Blush Pink and Clear Powders

Opening Act Acid Free Primer

Ph Prep, 2oz Nail Surface Cleanser

4oz Product Remover, Revive Cuticle Oil

1x Correct, Aspect & Exact Files, Perfect

Effect & Reflect Buffers

500 ct Natural Xtension Tips, 100 Get Bent Forms

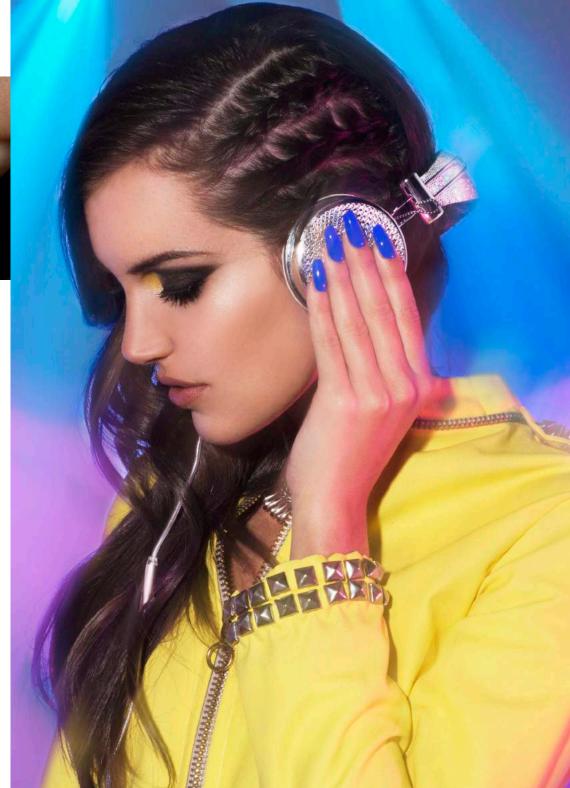
Artistic Brush on Resin

Artistic Nail Wipes

Artistic Application Brush

Cuticle Pusher

Lidded Dappen Dish, Tip Cutters



ROCK HARD LED GEL CERTIFICATION COURSES



"I found the training course to be really informative and it covered all aspects well."

Tracey Butt

Introduction to Rock Hard LED Gel



These hands-on classes teach you the techniques to enhance the beauty of the hand and nail using Artistic Rock Hard LED Gel. Ideal for qualified working nail technicians wanting to upgrade to the Artistic Rock Hard Gel system or wish to build on existing skills.

Introduction to LED Gel Extensions

This class provides you with a hands on introduction to the art and chemistry behind Rock Hard LED gel

Focus:

- Product Application
- Dealing with nail shapes
- Correct Nail Structure
- Creating a C Curve
- Perfect filing techniques
- Maintenance Services





Course Includes:

Rock Hard LED Gel Starter Kit

You will need:

- ☐ Artistic Sundry Items
- Professional tools and implements
- ☐ LED/36 watt UV lamp

Rock Hard LED Sculptured French



Rock Hard LED Gel Design



Learn the techniques to create Rockin' Nail Art using Artistic Rock Hard LED Gel.

Focus:

- French sculptured application
- Perfecting smile-lines
- Creating a C- Curve
- Proper filing techniques.
- Maintenance Services



*Experience Level Required: Nail Enhancement Qualification. Hardcore LED Gel course highly recommended.

Course Includes:

Rock Hard LED Gel Starter Kit

You will need:

- ☐ Artistic Sundry Items
- Professional tools and implements
- LED/ 36 watt UV lamp

Learn the techniques behind creating Rockin' Nail Art using Artistic Rock Hard LED Gel.

Focus:

- Inlaid Designs
- 3D DESIGNS
- Colour Fading
- Rock Star French
- Correct Nail structure
- Inspirational Colour Combinations



*Experience Level Required: Nail Enhancement Qualification. Hardcore LED Gel course highly recommended.

Course Includes:

Rock Hard LED Gel Starter Kit

You will need:

- ☐ Full working Artistic kit inc LED/ 36 watt UV lamp.
- ☐ Professional tools and implements
- Nail Art Accessories and Artistic
 Colour Gloss

ROCK HARD LIQUID & POWDER



"The training was very good and so useful.

I have learnt so much!"

Sarmila Bhal

Rockin' French Liquid & Powder



These hands-on classes teach you the techniques to enhance the beauty of the hand and nail using Artistic Rock Hard Liquid & Powder. Ideal for qualified working nail technicians wanting to upgrade to the Artistic Rock Hard L&P system or wishing to build on existing skills.

This class provides you with hands on introduction to the art and chemistry behind Rock Hard Liquid & Powder

Focus:

- Product Application
- Dealing with nail shapes
- Correct Nail Structure
- Creating a C Curve
- Perfect filing techniques
- Maintenance Services





Course Includes:

Rockin' French L&P Starter Kit

YOU WILL NEED:

- ☐ Artistic Sundry Items
- ☐ Professional tools and implements

Flawless French Liquid & Powder



Learn the techniques of advanced French concealer application using Rock Hard Liquid and Powder Flawless French.

Focus:

- Flawless French sculptured application
- Extending Nail Beds & concealing imperfections
- Perfecting smile-lines
- Creating a C- Curve
- Perfect filing techniques.





*Experience Level Required: Nail Enhancement Qualification. Rockin' French Introduction to Rock Hard Liquid & Powder highly recommended.

Course Includes:

Flawless French L&P Starter Kit

YOU WILL NEED:

- ☐ Artistic Sundry Items
 - Professional tools and implements

Rock Star Designs Liquid & Powder



Learn the techniques behind creating show stopping Rock Star Liquid and Powder nail art designs.

Focus:

- Inlaid Designs
- 3D DESIGNS
- Colour Fading
- Rock Star French
- Correct Nail structure & proper filing techniques
- Inspirational Colour Combinations





*Experience Level Required: Nail Enhancement Qualification and Rockin' French Introduction to Rock Hard Liquid & Powder.

Course Includes:

Rock Star L&P Starter Kit

YOU WILL NEED:

- ☐ Full working Artistic kit.
 - Professional tools and implements
- Nail Art Accessories

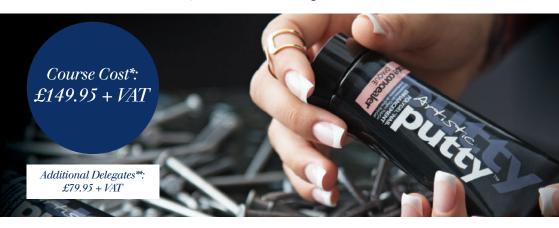
ARTISTIC PUTTY CONVERSION COURSES



"Nothing should come between you and your artistry:"

Introducing Artistic Putty, the latest nail innovation from Artistic Nail Design. This is the answer for those who are tired of acrylics and hard gel. Putty's zero-chase formula allows you to play as long as you want. No ratios, no running, no chase, no waste.

Intro to Perfect Putty



Focus:

- Features and Benefits of Artistic Putty
- Clear over tips and clear sculptured application techniques
- Removal techniques
- Troubleshooting



*Cost including Artistic Putty Intro Kit. Kit value £149.40 + VAT.
**Salon Cost additional delegate fee without kit.

Course Includes:				
Artistic Putty Intro Kit includes:				
Translucent				
4oz Shaping Liquid				
Putty Pro Tool				
Tube Key				

	Υ	Όυ	WILL	NEED:
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- ☐ Sanitiser
- ☐ Tips
- Sculpting forms
- Cuticle pusher or tools of the trade

Flawless French Putty Application





Additional Delegates**: £79.95 + VAT

Putty Master Complete Course





Additional Delegates**: £159.90 + VAT

Focus:

- Features and Benefits of Artistic Putty
- Pink and white over tips and sculptured application technique
- Full blush pink tip and overlay and sculptured application technique
- Perfecting smile-lines
- Removal techniques
- Troubleshooting



*Cost including Artistic Putty Pink & White Kit. Kit value £254.20 + VAT.

**Salon Cost additional delegate fee without kit.

Course Includes: Artistic Putty Pink & White Kit includes:

Bright White

Blush Pink

8oz Shaping Liquid

pH Nail Prep

Opening Act

No Cleanse Sealer

Putty Pro Tool

2 Tube Keys

YOU WILL NEED:

- ☐ Sanitiser
- ☐ Tips
- ☐ Sculpting Forms
- ☐ Cuticle pusher or tools of the trade

Focus:

- Features and Benefits of Artistic Putty
- Clear over tips application technique
- Pink and white over tips and sculptured application technique
- Extending Nail Beds & concealing imperfections
- Perfecting smile-lines
- · Creating a C- Curve
- Removal techniques
- Troubleshooting





*Cost including Artistic Putty Master Kit. Kit value £401.95 + VAT. **Salon Cost additional delegate fee without kit.

Course Includes:

Artistic Putty Master Kit includes:

Translucent

Bright White

Blush Pink

Nude Concealer

8oz Shaping Liquid

2oz Nail Surface Cleanser

pH Nail Prep

Opening Act

No Cleanse Sealer

Putty Pro Tool

4 Tube Keys

YOU WILL NEED:

- ☐ Sanitiser
- ☐ Tips☐ Sculpting Forms
- Cuticle pusher or tools of the trade



"Very experienced and knowledgeable tutors. The training was fantastic. Thank you."

Claire Harlow

IBX-pert



Introduction to IBX

This class is designed for professionals who regularly work with Gel Polish or for manicurists that are strictly all about natural nail care. Now includes IBX Boost!

Focus:

- · Benefits of IBX and how it works
- Understanding natural nail trauma and the causes
- The products of the IBX System
- IBX application techniques
- How to avoid the common mistakes

Manicure/ Pedicure Qualification



Course Includes:

IBX Boost, IBX Duo Pack, Professional sized Dadi'Oil, Dadi' Lotion and Cinnatize.

You will need:

- ☐ Recommended heat source
- ☐ Professional tools and implements
- ☐ LED/UV Lamp
- ☐ IBX Sundry Items

Educational Events

Our experienced teams of educators are always on hand to support you on your nail journey. In addition to the comprehensive programme of training courses detailed in this prospectus, look out for additional events and sessions that are designed to build your confidence and skills, excite and inspire - keeping you ahead of the game.

Nail Party!

Visit one of our national roadshows hosted by Louella Belle. See our educators demonstrating all our amazing techniques and latest innovations, be on hand to answer your questions and be the first to see what is up and coming from Louella Belle.

Course cost available at the time of advertisement.

A Day of Play

Need some extra support? Attend one of our additional training sessions with a certified educator who will design the day to meet your needs and answer your questions. Tackle issues such as maintenance and rebalancing services, how to prevent lifting or fine tune your existing skills, practice and play under the watchful eye of our experienced educator.

Course cost available at the time of advertisement.

ONE to ONE Training

A tailor made private session completely designed and dedicated for your individual needs.

Course Cost - £35 + VAT per hour (minimum 3 hours)

In-Salon Training

Whether it's just for a few or a larger group, take advantage of being trained in the comfort of your own premises. Choose from any one of the courses outlined in this brochure or speak to a member of our team about how we can meet your requirements. Please note that for in-salon training, all attendees must be present for the entire training time.

Course Cost - prices from £250 + VAT per day

Attending Your Course

We are committed to providing you with high quality education to equip the thriving nail professional with the skills to help you succeed. Our classes come with product options and a workbook. Upon successful completion of the courses students will graduate with a product Diploma which is industry recognised, enabling students to gain insurance.

To ensure you get the most from your course, we kindly request that you follow our training guidelines.

Professional Attire

It is essential to dress appropriately and professional attire is highly recommended; comfortable but smart clothing such as a tunic or a black t-shirt and trousers are ideal. We do request no denim or trainers though, please. We also ask that you tie your hair back and wear minimal jewelry.

Nails

It is likely you will be performing a number of application techniques on other students attending the course. Unless specified otherwise you should have natural nails in a reasonable condition, which are free from any traces of artificial enhancements, wraps and polish.

Time

To ensure you do not miss out on any important information, please arrive 15 minutes prior to the stated start time, as all courses will start promptly at the stated time.

What you need to bring?

Please bring your tools of the trade i.e. cuticle nippers and pusher and product kit where stated. Although our kits contain a comprehensive amount of product to produce many sets of nail enhancements, extra tools and additional products may be needed during your course. LED or 36 Watt UV Lamp should be fully operational and, if not new, has been maintained. When sending additional members of your team to attend a course, please ensure enough stock, tools and equipment has been provided.

Models

Models may be required for some courses and are to be arranged by the student attending. Please be aware that models are not guaranteed to have a complete full set by the end of the session.

Special Requirements

Should you have any special needs or requirements that may affect your learning experience, please let us know as soon as possible so that we may provide you with any assistance required. All information provided will be kept in the strictest confidence in accordance with the Data Protection Act.

How to book your course

To discuss your requirements, more information or to reserve your place please contact Louella Belle on 0844 800 9396, e-mail education@louellabelle.co.uk or book on-line at www.louellabelle.co.uk. A non-refundable deposit will be required at the time of booking.



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