

# FIORIO™



BEAUTY  
ACADEMY

CAREER  
OPPORTUNITIES

ADVANCED  
EUROPEAN  
TECHNIQUES

START YOUR  
CAREER IN  
ONE YEAR

PORTFOLIO  
PREPARATION

FASHION  
PHOTOSHOOTS

CANADA'S  
BEST  
BEAUTY  
SCHOOL

ON THE JOB  
TRAINING

WHAT'S INSIDE:  
WHY CHOOSE FIORIO  
OUR APPROACH  
HOW TO REGISTER  
TESTIMONIALS  
MAURICE FIORIO



HAIR & MAKEUP DONE BY  
FIORIO BEAUTY ACADEMY  
GRADUATE JESSICA HART



# WELCOME

Thank you for your interest in The Fiorio Beauty Academy. We are excited to provide you with this package containing all the necessary information to get you started.

The Fiorio philosophy is about styling hair that's realistic and beautiful. Be it natural, sleek, or tousled and sexy, it's always simple to wear, stunning to look at and easy to manage. With hair as an integral part of our personal identity, our goal at Fiorio is to create successful haircuts that work for the individual.

The Fiorio Beauty Academy takes education and training for hairstylists to a new level of professionalism. Our curriculum includes, but is not limited to, customer service, salon management, fashion photography, platform artistry, product knowledge, and technical skills. A solid understanding of these aspects and fundamental skills will allow you to succeed as a stylist and enable you to pursue your career with the utmost confidence.

As a licensed hairstylist, you may choose to work in a salon, open your own salon, teach at a beauty academy, or pursue a career in fashion, television, film, print, or photography. The Fiorio Beauty Academy prepares students for exciting and rewarding careers with unlimited potential.

We offer a wide variety of courses from beginner to advanced. If you are interested in registering, you may fill out the enclosed application form and submit it with the required documentation.

Thank you again for considering the Fiorio Beauty Academy. Please do not hesitate to call Monday to Friday, between 9 a.m. and 5 p.m. to schedule a tour of our state-of-the-art facility or simply to ask us questions. We look forward to hearing from you.

Sincerely,  
Fiorio Beauty Academy  
[enrollment@fioriobeautyacademy.com](mailto:enrollment@fioriobeautyacademy.com)



# WHY CHOOSE FIORIO

The Fiorio Beauty Academy was established to create a stylist that would possess the same vision and passion that is recognized with the Fiorio name. The Fiorio Beauty Academy is a learning institution, as well as a working salon. We have created an environment that allows the students to gain the talent, confidence, and knowledge they need to apply the current trends and looks of today's demanding styles.

Our courses offer training and education for the novice to the experienced stylist. We teach the Fiorio cutting, colouring, and styling techniques. In addition, students are educated on the current trends and styles of the industry. This knowledge and awareness enables students to unleash their inner potential by sparking a creative passion for hair.

## Small class sizes

At the Fiorio Beauty Academy, our student teacher ratio is 15 to 1. Our instructors work with the students one-on-one to develop a stronger and more confident stylist. It is important to give our students as much individual attention as possible to maintain the highest quality of training.

## State-of-the-art Facility

Our Academy is up-to-date with the current trends and equipment in the industry. We provide our students with all the necessary resources to learn how to operate in a professional, high-end salon.

## Convenient Location

Fiorio Beauty Academy is conveniently located directly across from the Davisville subway station in Toronto, Ontario. TTC and Go Transit discounts are available with your Fiorio Beauty Academy student ID card.

## Instructor of a Lifetime

Our students are given the rare opportunity to learn directly from a highly respected industry icon, Maurice Fiorio. Furthermore the Fiorio Beauty Academy offers students advanced training with L'Oreal Professionnel, and weekly instruction from a Fiorio Salon manager or owner.

## Job Opportunities

Upon graduation, some of our students are given the opportunity to work in one of eight Fiorio salons across the Greater Toronto Area or at our salon in Victoria, British Columbia. Over 75% of our graduating students choose to stay within Fiorio and work at one of our nine locations. For these students, the transition from school to their first job is a smooth and comfortable one, as they are already familiar with the salon owners who rotate instructing the students throughout the school year. Furthermore, students often find themselves starting in a Fiorio salon with one or more of their peers from the Academy.



## Portfolio Preparation & Photo Shoot Competition

Near the end of the Pre Apprenticeship Course, we hold a professional photo shoot competition for our students. This allows them to showcase their creative talent and the technical skills that they have developed over the past year.

Models, hair, makeup, and clothing all play a role in this exciting event for our students. This event prepares the students for future competitions, or even various career paths such as photography or print.

## Career Options

Hairstylists may work in hair salons, barber shops, schools, hair replacement clinics, health care establishments, hotels, spas, and in the cruise, fashion and entertainment industries. Some salons specialize in services to either men or women and others are unisex salons. In salons, hairstylists may be remunerated through salary, commission, a combination of salary and commission or chair rental agreements. Some hairstylists work out of their residences where by-laws allow.

## Industry Networking

Fiorio participates in various hair shows, fashion shows, and fundraisers throughout the year. In the past, our students have had the opportunity to work at the Allied Beauty Association (ABA) Hair Show assisting our platform artists with wardrobe and set-up/production. Also, Fiorio students have participated in the Miss World Canada Pageant & Miss Teen World Canada beauty pageant over the last three years, as Fiorio has been the official hair sponsor.

These opportunities are priceless to our students. They gain exposure to the industry by networking with professionals outside of the salon environment, while enhancing their technical skills and growing their portfolio.

## Our Courses

Our courses offer a systematic approach to acquiring the essential skills necessary to succeed in a professional salon. We constantly strive for excellence in the design and delivery of these courses, intended for the serious professional.

Whether entry level, specialty or advanced upgrading, the Fiorio Beauty Academy aspires to meet your needs and improve your career.



Hair and Makeup provided by 2011 Fiorio Beauty Academy Graduate Melissa Long



Hair and Makeup provided by 2012 Fiorio Beauty Academy Graduate Sean MacDonald



Hair and Makeup provided by 2010 Fiorio Beauty Academy Graduate Aimee Smith

# OUR APPROACH

The approach at the Fiorio Beauty Academy is unique in that we focus on the individual. We understand that every student has unique goals, learning types, and confidence levels. Our approach to teaching, is understanding our students, helping them discover their goals, and providing them with the tools to achieve them.

## Professionalism

Professionalism plays a huge part in the success of each student. At Fiorio, we strive to achieve the up most in customer service. Individuals that have the ability to present ideas clearly, will go far in this industry. The Fiorio Beauty Academy prepares students for this by giving them a strong structural foundation, a professional pristine white dress code, and code of ethics. Along with attendance, client/stylist role playing, and client services, students are graded on all of the above behavioral teachings.

## Client Services

At the Fiorio Beauty Academy, students provide a wide range of services to a large demographic of clientele. The experience they gain from this is priceless. This gives them the confidence they need to succeed in a salon environment directly out of school.

## Review

Each month the academy director and lead instructor conduct student reviews. The reviews consist of multiple reports handed in by the instructors on each student. They outline the strengths and areas of improvement of each student and highlight the areas that need focus. Based on the reports, the instructors will suggest customized teaching methods to aid in the learning of that individual. The purpose of these reviews, are to inform the student of the area that needs focus and motivate and encourage them to utilize their strengths. Each student is encouraged to develop 3 unique goals at each review and are given the learning tools to achieve them. Reviews are based on academic and technical skills, as well as professionalism, communication and presentation skills.

## Teaching Methods

Visual Presentations, Live Demos & Videos

Hands on practice on Mannequins

Hands on advanced training on Live Models & Clients

Role Play

Homework readings

## Educators

Our educators are some of the best the industry has to offer. Selected from all over the world, they come from a background of Platform Work, Salon Chain ownership, Media (editorial and tv), and Destination Services. The selection process to become a Fiorio Educator is extensive, having multiple interviews with Maurice Fiorio. We ensure all Educators have a full understanding and belief in the Fiorio Philosophy before signing them onboard.

## Industry Exposure

Giving our students exposure to the different types of job opportunities, media, and event work, helps define their direction and goals. We give our students ample opportunity to participate in Fashion Shows, Photoshoots and Special industry events. At the Fiorio Beauty Academy, It is important to us to provide knowledgeable mentors that can give them a real view of what this industry has to offer.



# REGISTRATION

## Requirements

1. Proof of successful completion of grade 12 in Ontario or equivalent. (Transcript)
2. A one page essay explaining why you have decided to attend The Fiorio Beauty Academy.
3. A proof of Photo ID, (only drivers license, Provincial ID, Citizenship cards or passport is accepted.)
4. A proof of Social Insurance Card
5. To process your application, a one-time Application Processing Fee of \$100.00 must accompany your application and essay. Please send a cheque, payable to the Fiorio Beauty Academy. Do not send cash.

## How to Register

Step 1: Select your program

Step 2: Fill out the Application Form attached in this package. It is also available on our website at [www.fioriobeautyacademy.com](http://www.fioriobeautyacademy.com)

Step 3: Please send application form, together with all required documents listed above, to the address below:

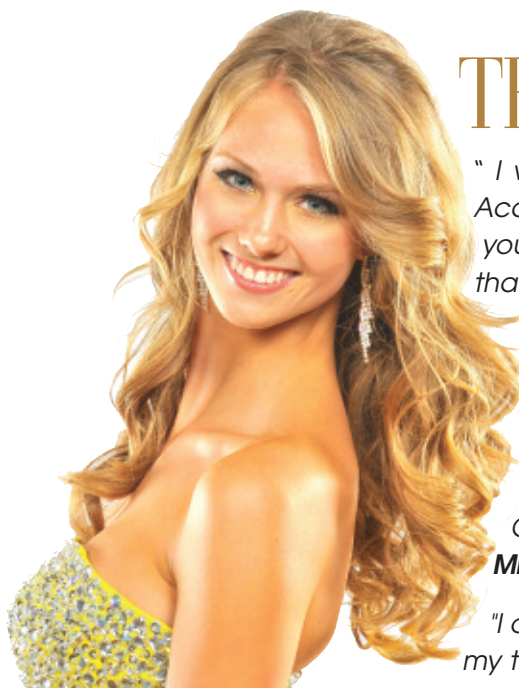
**Fiorio Beauty Academy**  
**1920 Yonge Street, Suite 100C**  
**Toronto, Ontario**  
**M4S 3E4**

## The Process

Recommendation of acceptance by the admissions committee will be made upon completion of the registration application and attendance to an interview. We will contact you for an interview once your application and essay have been reviewed.

*Please note we have limited space and acceptance into the program begins 6 months to a year prior to the commencement of class. In order to receive acceptance to your desired program please submit your application early.*





# TESTIMONIALS

*"I will always be grounded with the tools and foundation Fiorio Beauty Academy gave me. This school excels above the rest because it's training you as a professional. In a profession that some look at as a job. You learn that it can be your career if you're brave enough to go after what could be."*

**Kerry Battersby, Fiorio Colourist, Fiorio Beauty Academy Graduate 2001**

*"My experience at the Fiorio Academy was thoroughly enjoyable. I was trained by professionals with many years experience at extremely well known events. I was hired immediately after graduating and six months after that became a junior. I truly feel the Fiorio Academy is the best hair school in Canada and I would still recommend it to anyone."*

**Michael Medeiros, Fiorio Stylist, Fiorio Beauty Academy Graduate 2011**

*"I cannot speak highly enough of the valuable training that I received during my time at the Fiorio Beauty Academy. As a long time dream and significant career change, the selection of school was of the up-most importance to me. The Fiorio Beauty Academy is well - known throughout the industry in producing professional graduates in high demand. With leading industry experts providing the training in both the classroom and practical salon, I was supported and guided through every step. The Fiorio philosophy and love for what they do is evident in the exceptional dedication to each and every student. In addition to my training, I was given outstanding opportunities to network with salon owners, television producers and designers. This networking was invaluable. I cannot thank Maurice Fiorio, and his entire dedicated team of artisans enough for their wisdom, support and valuable inspiration."*

**Nerissa Haines, Fiorio Beauty Academy Graduate 2011**

*"The Fiorio Beauty Academy gave me the tools I need to truly succeed in the hairstyling industry. Over the course of my time here, I developed not only a confidence from within, but also watched my skills flourish into that of a true professional"*

**Sean MacDonnel, Fiorio Stylist, Fiorio Beauty Academy Graduate 2012**

*"I've had the pleasure of working with staff and students at the Fiorio Beauty Academy for almost a decade and one word comes to mind... FAB U LOUS!! When teaching at the academy the students were very attentive and eager to learn. Their go getting attitude and creative ability was exactly what I needed from the students hired on to work the Toronto ABA. Each graduating group gets better and better."*

**Andrea Sampson, Educational Representative, Dannyco**

*"My time at the Fiorio beauty Academy was an amazing experience. I learned a lot of lessons, not only about hair, but life as well. With knowledgeable teachers and small classes, you are able to express you creative passion and learn the fundamentals that will help you have a long successful career."*

**Raffaele Fiorante, Fiorio Stylist, Fiorio Beauty Academy Graduate 2009**

*Being a past student of the Fiorio Beauty Academy, as well as the manager of the Fiorio Victoria location I have worked with Fiorio students as well as students from other beauty academies. I am proud to say that there is a clear difference in the technique and professionalism. Fiorio Beauty Academy is one of the top beauty academies across Canada . After finishing the full year course, I felt fully confident in all the areas of hairstyling as well as all the business aspects of running a salon . The Fiorio Beauty Academy is very career oriented. If I had to choose again which school to train, I would choose the Fiorio Beauty Academy over and over again.*

**Nomi, Fiorio Stylist & Manager, Fiorio Beauty Academy Graduate**

# MAURICE FIORIO

With over forty-eight years of experience and expertise, Maurice Fiorio has earned his prestige as a significant figure in the international hair industry. Inspired by both the business and creative aspects of styling hair, he has built his salon empire one hair cut at a time.

Born in Italy and raised in France in a family of seven children, Maurice started cutting hair in the family home at age fourteen before landing a job in a small town in rural France. He moved to Canada in 1970, and after only three days was hired at Ivan's, a small salon at Yonge and Bloor in Toronto. It took Maurice only six short years to open his first salon at Yonge and St. Clair in 1976.

Maurice broke new ground when he cut hair from the inside out using texturizing shears. He dubbed this technique "texturizing", which has since been synonymous with his signature sexy cuts that flatter the individual with shape and movement.

Working tireless nights and weekends on shows, photographing editorial shoots, and working in the salon, Maurice has become known for his exceptionally high level of design. His passion is evident in every cut. All the hard work has led to the successful expansion of Fiorio Hair Design to ten salons, seven spas, and one academy throughout Canada.

As an official spokesperson for L'Oreal Professionnel, Maurice shares his experience and knowledge of the industry at demonstrations, lectures, and shows around the world. His work can be regularly seen on CityTV's CityLine and other various outlets. Maurice extends his heartfelt interest in educating new talent by teaching aspiring new stylists at his highly acclaimed Fiorio Beauty Academy.

Maurice Fiorio has been retailing his own hair care product line since 1992. Working side by side with a chemist, he spent two years developing each formulation to complete his Fiorio Hair Care Collection. The idea behind the line is simplicity. With a total of twelve products in the collection, each product compliments the other.





# FIORIO™

Where Beauty Comes Naturally

## Student Registration

Fiorio Beauty Academy Office:  
1920 Yonge Street Suite 100C  
Toronto, ON M4S 3B2  
academydirector@fiorio.com  
Phone: 416-968-1574 Fax: 416-968-0393

## Client Bookings:

Fiorio Beauty Academy  
1910 Yonge Street Suite 101C  
Toronto, ON M4S 3B2  
academy@fiorio.com  
Phone: 416-968-9996 Fax: 416-968-0393

## Public transit:

Conveniently located across from the  
Davisville subway stop along the Yonge/University line.

## Driving Directions:

Parking: Green P parking is available on the north/east corner of  
Yonge and Davisville, behind the Starbucks Coffee shop.  
Underground Parking is also available in the Davisville Centre at  
1920 Yonge street.

## Fiorio Salon and Spas:

To visit one of our salons and spas located throughout Canada,  
please visit our corporate website at [www.fiorio.com](http://www.fiorio.com)