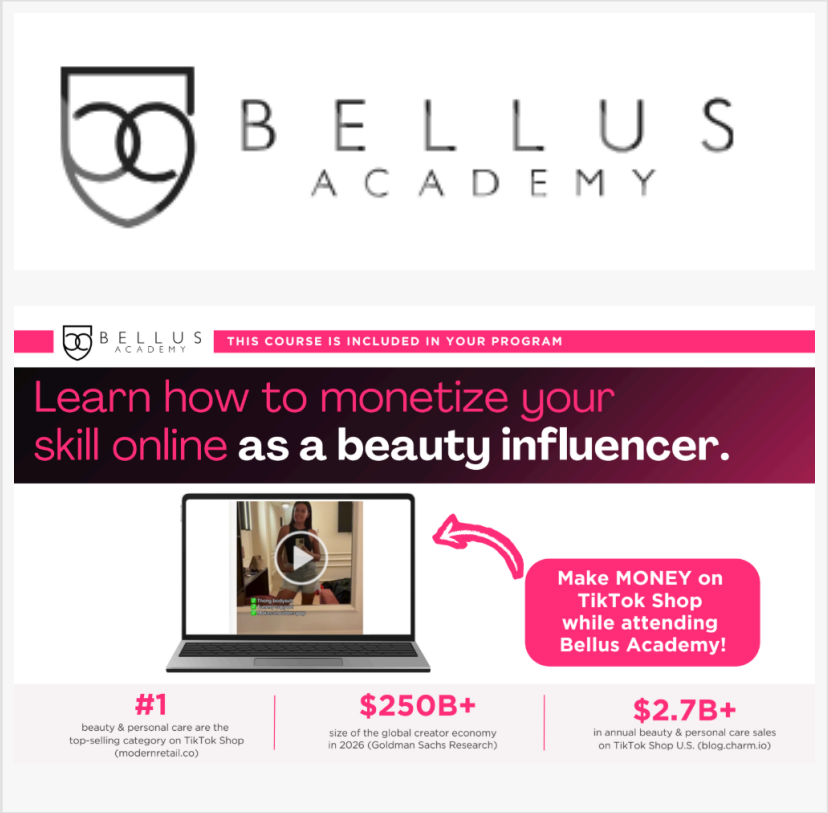
Bellus Academy Incorporates TikTok Shop Training Into The Beauty School's Business Training Curriculum

Bellus Academy brings TikTok Shop Training to San Diego and Kansas, teaching beauty students social commerce, branding and content creation.



POWAY, CA, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- Bellus Academy, a leader in beauty and wellness education, is expanding the business skills its students develop with the addition of TikTok Shop Training to its curriculum. According to Bellus Academy, the school is among the first beauty schools in the nation to incorporate this type of training into its curriculum and is currently the only beauty school offering it in the state of Kansas and the San Diego area.

TikTok Shop Training is included with every Bellus Academy program and is available to students at the academy's Chula Vista, El Cajon, and Poway campuses in California and its Manhattan campus in Kansas. The specialized business curriculum training is incorporated into students' programs at no additional cost.

The initiative reflects a major shift in how beauty professionals can build their businesses. Social media is no longer simply a place to showcase before-and-after photos or follow beauty trends. Platforms such as TikTok have become powerful retail and marketing channels where beauty professionals can build personal brands, connect with clients, promote products, and develop additional sources of income. Health and beauty represented 79% of U.S. TikTok Shop sales in 2024, totaling approximately $1.34 billion, according to Capital One Shopping research cited by Bellus Academy.

Through Bellus Academy's TikTok Shop Training, students learn skills including personal branding, content creation, beauty retail sales, on-camera confidence, brand partnerships, and analytics and growth. Students learn how to develop their own look and voice, create content for beauty and wellness audiences, turn engagement into potential product sales and bookings, understand performance analytics, and explore the fundamentals of working with beauty brands. In comparison to other beauty schools' programs which lack this training, graduates of Bellus Academy will enter the workforce with practical, real world knowledge of how to monetize their skills through TikTok Shop.

The training was created by Jenn Lyles, a leading TikTok Shop creator, and Bellus Academy has licensed her course to bring her real-world social commerce strategies directly to students. Lyles has generated more than $8 million in creator sales and built an audience of more than 100,000 followers.
Powered by Qnity Learning, the "How to Make Money on TikTok Shop" training is delivered through 11 short, self-paced modules. Modules take students from set-up to scaling, covering everything from TikTok basics to Posting 101 to Leveling-up on TikTok. Importantly, the TikTok Shop Training does not replace students' technical beauty education or provide a separate professional license or credential. Instead, it complements the hands-on and technical skills students develop in their core programs with modern business, marketing, retail, and personal branding skills.

The skills learned in the TikTok training course extend beyond TikTok itself. Understanding personal branding, creating compelling content, communicating confidently on camera, developing product knowledge, and interpreting performance data can help future beauty professionals market themselves across multiple platforms. Graduates may apply these skills whether they pursue careers in salons, spas, resorts, beauty retail, or eventually build businesses of their own.

TikTok Shop Training is incorporated into each of Bellus Academy programs' disciplines of barbering, cosmetology, esthetics, and nail technology. This new course empowers students to learn how to apply social commerce skills to their particular area of the beauty and wellness industry while they prepare for their careers. By bringing TikTok Shop Training into the classroom, Bellus Academy continues to evolve beauty education alongside the industry itself, helping students develop not only technical abilities but also the contemporary business skills that can support their careers after graduation.
To learn more about TikTok Shop Training at Bellus Academy, visit the Bellus Academy website at https://www.bellusacademy.edu/ or call (888) 990-7094.

About Bellus Academy
Bellus Academy provides career-focused education for aspiring beauty and wellness professionals at campuses in Chula Vista, El Cajon, and Poway, California, and Manhattan, Kansas. Programs include Advanced Cosmetology, Cosmetology, Esthetics, Esthetics 102, Esthetics 103, Nail Technology, Spa Nail Technician, Barbering Cosmetology, and Barbering

Foundation, with offerings varying by campus. Bellus Academy combines technical education, hands-on experience, and business training to help prepare students for careers in the evolving beauty and wellness industry.

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