

IMANI ARTISTRY

PERMANENT COSMETICS

MICROBLADING COURSE

“3D BROW” OR “BROW EMBROIDERY” METHODS
SEMI-PERMANENT

Training Course Material:

PRE-COURSE STUDY MATERIAL
THEORY OF FUNDAMENTALS
MODEL DEMONSTRATION
HANDS-ON MODEL WORK
COLOR THEORY

Tuition:

\$2700

+ requires a \$500 deposit that goes towards your tuition

Starter Kit:

INCLUDED



WHY MICROBLADE?

This particular method is done using a very fine blade to deposit pigments into the epidermis. Because of the fine blades the strokes appear crisp and very defined. There is no “spilling” under the skin. This method is ideal for anyone wanting to enhance the existing look of their eyebrows. The results debut natural looking, hair-like strokes. The pigments used in this method have been formulated to match your original eyebrow color, and if the eyebrows are still present, blend perfectly into them. The results are a natural, flawless, fuller looking brow. Initially, the brows appear darker, but fade significantly over a two week period. It is absolutely crucial to have a touch up done, as it is very difficult to predict how well the skin will retain the pigment.

TIME EXPECTANCY

The results can last anywhere from 6 to 18 months, depending on different factors affecting the procedure. However, a touch up once a year on average is recommended to retain the shape and saturation of pigment.

FAQ's

How long does it take?

The procedure takes roughly about two hours, sometimes more sometimes less. Please allow a solid two hour window for your appointment. We likely won't need that much time, but this isn't something we want to rush.

Do I need to take a day off work?

No. There's no downtime associated with the treatment. Redness and swelling will dissipate within an hour after. Your brows will appear darker initially, but not so dark that you will be prevented from your activities of daily living.

How long does it take to heal?

Healing time varies from individual to individual. Usually, it takes about a week to ten days for the epithelial crust to form and slough off. Your skin will be considered healed after that happens. Then, the pigment takes some time to settle into the skin. A good month should pass before we consider the process complete.

What's the process like?

Microblading is a two step treatment, consisting of an initial procedure and then a touch up four to eight weeks after. After we take your before photo, we shape your eyebrows and decide on the color. Shortly after that, a topical anesthetic will be administered to ensure comfort. Once you're numb, the pigment is deposited. During healing, it's normal to experience some pigment loss; this is why we have the touch up in place. The process is considered to be complete 4 weeks after the first touch up. Annual touch ups are required to keep your brows looking fresh.

Starting Costs & Profits

Your Average Charge
(includes 2nd touch-up session)

\$300- \$600

Your Average Cost
(in one single procedure)

\$5- \$15

avg. profit of \$285 in an hour

Just doing 3 procedures a week at \$300
(which is 3hrs of work)

is a profit of

= \$3,600 a month

COURSE DYNAMICS

40 hours of at home prestudy training
20 hours (days) of hands-on training

Meeting Times

Typically evening hours (5-10pm) over a 4 day span.

Material Covered

- o Skin conditions that affect treatment
- o Students will learn how to form ideal shape and eyebrow symmetry
 - o Color Theory and Fitzpatrick skin types
 - o Factors that affect color and/or color lasting.
- o The correct depth and pressure of hand tool on client's skin.
 - o Different needles and needle technique
- o Hair strokes to create the most natural looking brows.
- o The First Day will include theory and practice drawing of eyebrows and strokes, plus practicing on fake skin.
- o The second day is demonstration on Live Model. If you are ready, you will practice on a live model.
- o (Note: Homework and practice night before is important)
 - o Proper before and aftercare is important to ensure proper healing and color retention.

MODELS

3 hands-on model training & 1 live model demonstration

You are required to line up your **own** models because the majority of your clientele will be from referrals. Recruiting your own models will help jumpstart your business!
Out of state students will receive help supplying models.

WHY IMANI ARTISTRY?

- o A course repeat policy that allows graduates of the introductory microblading course to shadow on Theory Day of future classes as an informational refresher (for no extra charge).
- o Ongoing technical support from our trainers and staff after class.
- o We are staffed by highly educated instructors with 13 years of experience in the field of permanent cosmetics and 7 years of experience as certified Softap instructors.
- o Trainings conducted using only the highest-quality permanent cosmetics machines, products, accessories and study material.

PROFESSIONAL + QUALITY TRAINING IS CRUCIAL!!!

The success of your business is directly related to the quality of training you receive! The method of Softap combined with quality training and an ambitious technician will result in an awesome business with permanent cosmetics.

If you would like any referrals or to speak to any previous students of ours please let me know and I would be more than happy to give you contact info!