

# 2024 Permanent Cosmetic Makeup Course Curriculum and Tuition Packet

instructor Jessica Marie



**Become a 'CERTIFIED' Permanent Makeup Artist**

**UNIQUE BROW DESIGN ACADEMY**

1625 W Gentry pkwy Suite 102 St. Tyler, Tx 75701

[www.TheMicrobladingSchool.com](http://www.TheMicrobladingSchool.com)



# FULL GLAMOUR PMU BOOTCAMP



2024

10 WEEK PROGRAM

Feb 15th - April 28th

ALTERNATING IN PERSON AND ONLINE

1625 W Gentry  
pkwy Suite 102 St.  
Tyler, Tx 75701

ENROLL TODAY. YOUR NEW FUTURE AWAITS

10 WEEKS OF INTENSE, INTERACTIVE INSTRUCTION AND ROLE-PLAY GIVE A THOROUGH UNDERSTANDING OF A PERMANENT MAKE UP PROVIDER.

SCAN TO ENROLL IN  
FULL GLAMOUR  
PMU BOOTCAMP



## The bootcamp coursework includes:

### Program schedule

- Theory & Study
- Hands-on practice
- Biz prep assignments

### Kit and material

- Study guide work book
- Kit tools & machine
- Practice ink

### Working on clients

- Observe a live session
- Mapping on models
- Work on 3 models
- Guided 1-on-1 session

### Business coaching

- Weekly meetings
- 60 day access
- Grow your business

### Applied practice

- Machine techniques
- Microblading techniques
- Daily progression

### Legalities

- State inspection prep
- Texas licensing prep
- Proper procedures
- Manage taxes

## WHO SHOULD ATTEND? Someone who...

- Is an absolute beginner.
- Has never taken a course.
- Has only had 1 certificate.
- Has been studying youtube videos.
- Has taken a course over a year ago.
- Wants to learn all current PMU techniques for brows, eyes and lips.

## CERTIFICATION:

- **Fundamental certification:** Permanent eyebrow, eyeliner and lip blush techniques with 92.5 hours.
- **Exceptional Certification:** Permanent eyebrow, eyeliner and lip blush techniques with 92.5 hours + Extra credit up to 32 hours.
- **Special Accolades and awards:** for Maximum attendance.
- **Blood borne Pathogen certification**
- **Standard Certification:** Permanent eyebrow, eyeliner and lip blush techniques with below attendance 92.5 hours.
- **Summa cum laude diploma:** for achieving an A on the final exam.
- **Magna Cum Laude diploma:** for passing the final exam.

**OUR GUARANTEE** You will find value and ideas for business and PMU technique development.

# INTRODUCTION TO EDUCATION

- In this course, we train absolute PMU beginners who are motivated to become their own boss to create financial freedom and a flexible work schedule. If you are being sponsored by a spa or salon, we will teach you how to bring business to your team.
- This course includes a practice kit, business building kit online, student licensing, training certificate, ongoing support, online resources, business coaching, practice work on 3 models, client documentations and policies.

## BROWS

- Microblading
- Combo brows (blade and shade)
- Nanoblading (machine nano stroke)
- Microshading
- Ombre brows
- Powder brows
- Eyebrow correction
- Advanced touch ups

## LIPS

- Lip blushing
- Lip lining
- Lipstick tattooing
- Ombre lip blush
- Advanced touch ups

## EYELINER

- Permanent winged eyeliner
- Bottom lid eyeliner
- Colored eyeliner
- Correcting old eyeliner
- Color correcting grey eyeliner
- Advanced touch ups

## Our master education offer:

- Beginner students have the opportunity to attend private events with other students to grow their experience.
- We grant access to facebook page for questions and support.
- Learn at a steady pace with daily advancement and growth through 5 weeks.
  - decipher undertones
  - color theory and pigments for skin tones
  - sanitation
  - sterilization
  - business coaching
  - media presence
  - connection with past students
  - photos of yourself behind the scenes learning In the class



*Jessica Marie*

Jessica Marie  
Master Educator

# RETURN OF INVESTMENT

Attend our classes and events

Unique Brow Design Academy

**Based on Salary 50 weeks per year with 2 weeks of vacation**

Average time for beginner artists is 2-3 hours

You can charge per session. The first appointment has the most expensive charge and touch up rates can be half of the cost.

Class size is limited, call us today! 903-730-8861

Fee per session	1 per week	4 per week	6 per week
\$375	\$19,500	\$78,000	\$117,000
\$450	\$23,400	\$93,000	\$140,000
\$525	\$27,300	\$109,200	\$163,800

# WHY CHOOSE UBD ACADEMY?

**I have spent 10's of thousands \$\$ so you don't have to!**

- I have literally spent over \$30,000 in education for myself! I have worked as a full time permanent makeup artist since 2017, I have seen so many situations with this business that I can answer ALL of your questions.



**You can trust us with your Investment.**

- The standard course in Texas is 2 - 3 days and anywhere from \$1,000-\$2,500. After these day courses, you will need to take future courses at the same cost so that you can become a better artist
- We have designed a course that is daily for 5 weeks straight. This class will enforce accountability so that you can be guided slowly through the process of learning a new skill.



**Come to a fun learning environment. Get creative!**

- Let your artistic side evolve! If you have never felt like you could draw or had strong abilities with makeup, this is the perfect class for you to learn!
- In our class, we will get together and enjoy each others time with purposeful group assignments!

# Meet your instructor

Jessica is the owner of Unique Brow Design, a permanent make up studio in the heart of East Texas. She is a self-made business owner who studied from childhood to adulthood in fine art, digital media, performance art, and is now fully dedicated to the beauty of permanent makeup. Weeks prior to the global shutdowns in 2020, she took her three years of PMU working experience and made the move from contractor to starting her own business and raking in over 50 new clients. As businesses reopened, her clientele and business grew by the hundreds, she went from a 10 by 10 room to a 900 sq ft store front in less than 6 months. a year later, she moved to a building that could house her academy and studio altogether. Jessica is proof that even in hard times, your will to succeed can be stronger than anything. Through her years of personal and professional experience in this industry, she now believes that permanent makeup empowers the client, and creates a beautiful bond for the artist and their art. Unique Brow Design is more than a studio, it is a place where new artists can take a step in the right direction through courses, internship, apprenticeship, employment, one on one guidance, and mentorship. Her Academy is about empowering women to empower other women. Jessica is excited to keep sharing her journey to inspire others. She wants to create a family of artists that have everlasting growth and encouragement.

UNIQUE BROW DESIGN was originally founded in 2020 in Tyler, TX by owner and operating PMU Artist, Jessica Marie Mpiana. Prior to forming her own company, she worked as an apprentice and elite artist for 3 years in Irving, Tx. Jessica Marie's bachelor's degree in studio art and digital media tools, makes her a qualified instructor of new artists, advanced artists and a booming beauty business.

During Jessica's 3 year partnership with the PMU company in Dallas (2017), she learned marketing, branding, pristine customer service, microblading, microshading, permanent eyeliner, and permanent lip tattooing. Many of these techniques were "manual" and not machine. Upon starting her own company, Unique Brow Design, she took courses from prestigious artists around the United states to advance her skills in machine work. Her certificates are as follows: Advanced microblading with the Beauty Angels Academy by Tanny Diep from Sway Brows; Nano lines by Mary Ritcherson; Foxy liner and Lip blush with 5 Star Academy by Kristina Melnincenco; Saline tattoo removal and Mag'd lips course by Kara Gutierrez; Areola restoration by Terry Lively; and Pixel Brows Course by Victoria Glam.

Jessica is a licensed Micropigmentation artist with the department of state health services. Her company is located in the Oldest shopping center of Texas. In this cute "hallmark movie" feel of a location, it makes her clients feel welcomed and at home. Our company strives to make the customer feel like the most important person in the building, because they are! We will always strive to improve our skills and bring the best possible to the client.

While studying studio art, film and digital design at the University of Texas at Arlington; Jessica was selected to be part of an apprenticeship program. She simultaneously earned her bachelor's degree while also gaining full time knowledge and experience as a PMU artist in Irving, Tx. As time grew on, Jessica's desire to start her own teaching program and develop young artists grew so she expanded to Tyler to open her own small studio which grew bigger than she anticipated. She is motivated by the love from her family and her passion for growth, knowledge and life experience.

Since her move from Dallas to Tyler, Clients still drive far distances to see her, and now students drive from all over Texas and even Louisiana and Arkansas to receive PMU or training from Jessica. She attributes her success to her motto, "it's not about what you say or what you do but how you make the person feel that they will remember you by."

With Jessica's growing connections in the world wide beauty industry and the local community, she wants to see all her students and associates succeed. In her private life, she is a dog mom, with an amazing husband and extremely loving extended family. When her time isn't spent on UNIQUE BROW DESIGN, she is being a social butterfly, relaxing on the couch, or working on her personal self growth.





# SCHEDULE & CORE CURRICULUM



## WEEK 1-5

FULL GLAMOUR PMU BOOTCAMP		
100 HOUR HYBRID ON ZOOM AND IN PERSON COURSE		
Feb 15th - April 28th, 2024		
5:30pm-9pm (3.5 hrs Daily)	Thursday 5pm-9pm	Sunday 10am-5pm
<b>Week 1</b> Class is hybrid, may be on zoom or in person, wifi is necessary to attend class. Thursday date: 2/15 Sunday date: 2/18	Class introduction syllabus Campus tour Watch everyone's tik tok about me video Group activity Tik tok group creation	Safety and Asepsis glo germ activity Biology facial anatomy Physiology disease transmission Cleanliness practices "Theory and application of micropigmentation Tools and equipment comprehension supplies websites"
<b>Week 2</b> Class is hybrid, may be on zoom or in person, wifi is necessary to attend class. Thursday date: 2/22 Sunday date: 2/25	bloodborne pathogen 3 hour video Quiz Certificate Email certificate to <a href="mailto:jessica@uniquebrowdesign.com">jessica@uniquebrowdesign.com</a>	Sample state inspection form PPE Disinfection and sanitation Sharps disposal Machine knowledge tools breakdown Shading and lining techniques on skin pad microblading curved lines on skin pad
<b>Week 3</b> Class is hybrid, may be on zoom or in person, wifi is necessary to attend class. Thursday date: 2/29 Sunday date: 3/3	Drawing sketching value shape contour "Professionalism Legal Issues Performing micropigmentation procedures Tray set up After care"	Color theory Color draw downs iron oxides and lakes what to look for in pigments-do's and don'ts msds-material safety data sheets maximizing pigment retention "Microblading pattern development Shading combination of shading and microblading eyeliner shading lip shading " observe your instructor perform the full glamour on a client, brows, eyes and lips
<b>Week 4</b> Class is hybrid, may be on zoom or in person, wifi is necessary to attend class. Thursday date: 3/7 Sunday date: 3/10	Consultation services guidelines for before and after photos documenting procedure schedule and coordinate appointments Building a portfolio technical Skills practice	Skin texture Fitzpatrick scale Skin density Skin types Skin analysis assignment technical Skills practice
<b>Week 5</b> Class is hybrid, may be on zoom or in person, wifi is necessary to attend class. Thursday date: 3/21 Sunday date: 3/24	Mapping and designing methods Brows Design Eyes Design Lips Design "Logo creation mood board for business business color theme and fonts Research artists around the world, highlight your favorite artists" technical Skills practice	Consent forms release forms Medical contraindications technical Skills practice



# SCHEDULE & CORE CURRICULUM



## WEEK 6-10

<p><b>Week 6</b>  <b>Class is hybrid, may be on zoom or in person, wifi is necessary to attend class.</b>          Thursday date:3/28          Sunday date:3/31</p>	<p>Machine and manual tool trouble shooting during procedures          Color and pigment trouble shooting during procedures          *Taxes          business strategies          Social media          Develop an advertising piece          brochures          Landing page creation          google ads          facebook and instagram ads          confidence on camera          thinking of a name for PMU business"</p>	<p>Color correction for brows, eyes, lips          Color boosts,          Touch ups,          Video demonstrations of these sessions          understanding the needs of the client          "PMU session case studies          Client messaging case studies          color correction case studies          " technical Skills practice</p>
<p><b>Week 7</b>  <b>Class is hybrid, may be on zoom or in person, wifi is necessary to attend class.</b>          Thursday date:4/4          Sunday date:4/7</p>	<p>Removal? Why does someone need removal?          Understanding the market, research the competition          Develop your social media accounts</p>	<p>Bring mapping models to class (family or friend)          We will work on models, photograph the work and then swap models,          Your model should plan to be in class the entire class period.          Practice photography on these models</p>
<p><b>Week 8</b>  <b>Class is hybrid, may be on zoom or in person, wifi is necessary to attend class.</b>          Thursday date: 4/11          Sunday date: 4/14</p>	<p>Technical skills practice and business building</p>	<p>Technical skills practice and business building and class models scheduled with jessica on a specific date and time of the week.</p>
<p><b>Week 9</b>  <b>Class is hybrid, may be on zoom or in person, wifi is necessary to attend class.</b>          Thursday date: 4/18          Sunday date: 4/21</p>	<p>Technical skills practice and business building</p>	<p>Technical skills practice and business building and class models scheduled with jessica on a specific date and time of the week.</p>
<p><b>Week 10</b>  <b>Class is hybrid, may be on zoom or in person, wifi is necessary to attend class.</b>          Thursday date:4/25          Sunday date: 4/28</p>	<p>Technical skills practice and business building</p>	<p>"100 question test          Editing model photos          editing videos          Set up coaching schedule          Display the skin pads and work that you have done during the course          Graduation ceremony party          Time TBD</p>



# AFTER GRADUATION: BUSINESS COACHING

ATTENTION NEW BUSINESS OWNERS: THIS FREE PROGRAM IS INCLUDED IN THIS COURSE

**SPECIAL FREE OFFER**

see below

## HOW TO PROVIDE PROFESSIONAL BUSINESS PRACTICES TO CLIENTS AS A NEW BUSINESS OWNER...

...As a freshly graduated permanent makeup artist, you will encounter situations that need mentorship.

You will receive 60 days of FREE COACHING with weekly 1 hour group zoom meetings!

Receive 24/7 access to your instructor by text for 60 days after graduation! Your weekly zoom calls will be scheduled with your group graduation day. You will love our coaching!

Sign up for monthly coaching after your 2 months free and only pay \$1000 per month.

**This is unlimited help like never seen before!**

## YOUR FREE BUSINESS COACHING AWAITS AFTER TRAINING

- ✓ Business fundamentals
- ✓ Customer relationship problem solving
- ✓ Technology and software management
- ✓ Website management
- ✓ Advertising
- ✓ Customer service
- ✓ Client relationship management
- ✓ Creative direction
- ✓ Setting long term goals
- ✓ Marketing strategy

BUSINESS ANALYSIS, BUSINESS STRATEGIES, MARKETING STRATEGY, PROBLEM SOLVING

**TRAINING AND PARTNERSHIP WITH YOUR INSTRUCTOR,**

REGULAR  
**PRICING \$1000**  
PER MONTH



1 hour zoom call meeting with your instructor and small group every week for 8 weeks.



Complete your custom pathway weekly and track your growth.



Certification of completion.





# Your Deluxe bootcamp kit

**\$800  
VALUE**



## All kits assembled by Unique Brow Design

- Starter kit pigments: (Permablend brand; Value \$150) Blow Out Brown, Cougar, Fresh Fancy, Passion Red, Double black.
- Needle cartridges for machine: 1RL, 3RL, 5RS, 7RS, 9CM.
- Microblading handles and microblading needles: Angled and curved.
- Mapping material: Caliper, Q-tips, measurement stickers, 2 black sharpie pencils, pencil sharpener, white pen, and red sharpie marker.
- Machine: PMU WIRELESS MACHINE with extra battery (Value \$150)
- 10 skin pads, 10 Ink wells
- Cotton pads, green soap mixture for class use, wash bottle bags for machine, grip tape for machine, burn gel after care packs and aquaphor after care packs.
- Alcohol wipes
- Eyebrow plastic wrap, Ink rings, eyebrow hair razor, 10 pairs of gloves for use In class.

This Is meant to be a simple starter kit, if you run out of any items during the bootcamp, you can purchase more from our academy and from one of our suggested online resources.

# Licensing with Texas Department of State Health Services



Texas Department of State  
Health Services

## Tattoo and Body Piercing Program Update

All paper applications with fees are to be sent to this address:

Department of State Health Services  
Cash Receipts Branch – MC 2003  
PO Box 149347  
Austin, TX 78714-9347

**Tattoo studio license Application website**  
<https://vo.ras.dshs.state.tx.us/datamart/mainMenu.do>

### How do you license with the state?

There is a common misconception about licensing in Texas for permanent cosmetics. In fact, there is no board exam to get your license. You must pay a licensing fee to the state of Texas, you can not receive the legal license from your Academy. This license must be paid each year to renew with the state. There will be an Inspector who will randomly inspect your building and services every year. We teach you how to pass your Inspections In our course!

### When do you license with the state?

We are not responsible for your license, licensing must be done by TEXAS DEPARTMENT OF STATE AND HEALTH SERVICES. This is a separate fee and Is not related to your course with our academy. You do not need to get the license right away once graduating. What you can do Is wait until you find a location or studio to work out of, and then send In the tattoo studio application with a "zoning verification letter" from the city.

### How much Is the fee to apply for a license?

The cost of application can be up to \$1,000 yearly. It can go up or down, It just depends on what the state wants to charge.

### What Is my classification under the state?

Upon applying for the tattoo studio license, you are recognized as a tattoo studio. This Is what Is shown on the official website.

### Intradermal Cosmetics

"Intradermal cosmetic studios (sometimes referred to as permanent makeup studios) are becoming more and more common in Texas. The permanent makeup is generally applied to the eyebrows, eyelids and lips. Some studios use traditional tattoo equipment, while others use devices that work on the same principle, but are smaller and look like pens. Generally the components of the pen-type machine come pre-sterilized from the manufacturer and are disposable (one-time use) items."

# COURSE TUITION



**\$1,000**

Enrollment  
deposit fee  
(applied to the balance)

**\$5,000**

10 week  
bootcamp  
total tuition

**\$0**

2 months of free  
business coaching  
after graduation

**COURSE  
TUITION**

Kit included

*Full Glamour*  
**PMU BOOTCAMP**

**CALL TODAY**  
ENROLL NOW & CHANGE  
YOUR FUTURE FOREVER.

**903-730-8861**

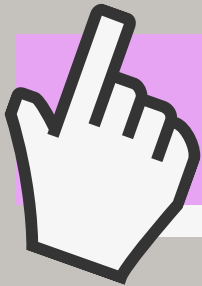
**ADMISSIONS DEADLINE**  
Jan. 31st, 2024

# PAYMENT PLANS



## ***APPLY FOR A LOAN***

Partnered with Cherry



<https://pay.withcherry.com/uniquebrowdesign>