



Approved by the Ohio Board of Career Colleges & Schools  
Registration #2273

## **COURSE CATALOG**

**Permanent Brows AAM 100 Hours Program  
(Certificate Program)**  
2025 Edition

9425 Olde 8 Rd #2  
Northfield Center, OH 44067  
(216) 200-8071

## TABLE OF CONTENTS

1. Introduction .....	3
2. Administrative Staff, Faculty, Facilities .....	4
3. Admission Requirements .....	5
4. Class Schedule .....	5
5. Process and Grading .....	5
6. Enrollment Procedures .....	6
7. Graduation Requirements .....	6
8. Attendance, Dismissals, & Reentrance Policies .....	6
9. Dress Code and Conduct .....	7
10. Refund Policies, Grievances, & Appeals .....	8
11. Placement Policy .....	9
12. Holiday.....	9
13. Program Outline .....	10
14. Tuition .....	15

## Message from the Director

Welcome to The Ohio Institute of Permanent Makeup and congratulations on your decision to join us in the amazing world of permanent cosmetics! OIPMU is passionate and dedicated in the field of permanent cosmetics to provide quality PMU education with higher standards. We intend to educate and nurture skilled, confident, and capable permanent cosmetic technicians. This work requires an immense responsibility that is also very rewarding. The OIMPU difference falls hugely on making a difference on the integrity of education standards within the PMU industry by helping to ensure the public receives competent technicians for cosmetic work.

You will find a safe, friendly, professional learning environment that is student focused with individual attention given to every student, as well as advanced level student interaction for guidance and additional support until you are confident in your skills.

You will need to show up every day with dedication, both in and out of the classroom. We make this same promise of dedication to you and are committed to your success.

Welcome to The Ohio Institute of Permanent Makeup!

Best,  
*Brensha "Shay" Searcy*, BSc, DiAAM  
School Director

## **Administrative Staff, Faculty, Facilities**

**Brensha Searcy, B.Sc., DiAAM**

*School Director/AAM Board Certified Trainer*

The school is designed for the training of students for the study of permanent cosmetics, with a focus on brow tattooing techniques – Powder Ombre and Combination Brows. Our current space is 1400 sq. ft and is equipped to provide students with classroom & hands-on training. There is a maximum of 3 students per class in our current setting.

OIPMU is located at 9425 Ole 8 Rd #2, Northfield Center OH 44067. There is plenty of parking at the front entrance of the building.

In our classroom, we use a variety of tools such as latex, silicone & mannequin heads for students to train with that simulate working on skin. Students will be shown how to properly execute tattooing techniques & understand depth, pressure, & will be educated on BBP requirements.

## **Professional Memberships & Associations**

OIPMU is a member of the following organizations:

*American Academy of Micropigmentation (AAM)*

## **Admission Requirements**

Students must present a valid photo identification, be over the age of 18 and have a valid bloodborne pathogens (BBP) and First Aid/CPR certificate. All applications for class will be reviewed by the director for approval. No one will be denied admittance base on age, sex, race, or religion. We are an equal opportunity school with a diverse student base.

## **Class Schedule**

### **In-Class Course (5 Days)**

Monday-Friday 11:00am to 8:00pm by appointment only.

**Direct Hands-On Procedures Requirement** (20 hours) to be completed within 8 weeks from last day of class (all models will be scheduled by appointment only).

## **Process And Grading**

Students will be graded daily to ensure that the work is being understood and completed. Students must complete a practical exam with a grade of 80% or higher. The practical exam is designed to prepare students for the American Academy of Micropigmentation (AAM) board certification exam. Upon successful completion of the course, a training certificate will be issued.

***Satisfactory Progress Policy*** – A variety of methods including observation, hands-on client work, class participation and the final exam are used to determine student progress. A minimum grade of 80% on the final practical exam and the successful completion of model work is required to successfully complete the program. Missed or unsatisfactory performance on the final exam and hands-on client model work must be made up within 14 days. Students making unsatisfactory progress are given options to improve skills. These options include attendance at additional classes, shadowing opportunities, tutorials, and supervision.

***Course Repetitions*** – A student must repeat the program if the student fails to meet the requirements. Full fees must be paid for the program.

## Enrollment Procedures

Before attending class, each student must complete an application form and a student enrollment form. Space is limited, a registration fee must be paid to book your seat for class. Balance must be paid 2 weeks before the 1<sup>st</sup> day of class.

## Graduation Requirements

- Successful completion of 100 clock hours.
- Achieve 80% or higher on final practical examination.
- Successful completion of 6 client brow procedures to be evaluated by Instructor (a minimum of 2 procedures must be fully supervised by Instructor).
- Sit for the AAM Board Certification Examination

## Attendance, Dismissals, & Reentrance Policies

Student attendance is required to complete the course. Students must give the school advanced notice of any intended absences. Classes that are missed must be rescheduled to the next available date to complete the course. All rescheduled courses will be made by the instructor. If the student is absent 2 times within the week course, that will result in dismissal if a valid reason is not given to the school. If the student requests a leave of absence, it will be reviewed by the school instructor or director for approval and will be valid for 6 months to reschedule classes and/or client procedures missed. After 6 months, the student will be dismissed from the program. Students have the right to an appeal by submitting a written appeal letter within 48 hours of being notified of dismissal. Once the appeal has been reviewed, and if the decision has been approved for reinstatement, the student will be able to reschedule class at no additional cost.

**Reentrance** – Students dismissed for unsatisfactory performance and who have proven themselves incapable of doing the work required will not be permitted to reenter. If a student has previously withdrawn, all current application and admission procedures must be followed as if the student is a new applicant. Full tuition, at current rates, must be paid

## **Dress Code and Conduct**

Students are expected to conduct themselves in an ethical and professional manner. Behavioral conduct such as dishonesty, harassment, theft, damage to school property, damage to another's property on school premises, verbal, or physical abuse to a OIPMU employee or student on or off the premises, and intentional disruption or obstruction of any school proceeding, may have consequences up to and including class failure and/or termination from the school.

OIPMU will follow all safety & sanitation protocols set forth from the Ohio Department of Health and the State of Ohio regarding infectious disease.

OIPMU has a zero on campus drug and alcohol policy. OIPMU will support any student and/or employee seeking treatment for drug or alcohol abuse.

OIPMU is a smoke-free campus, outside of specific designated smoking areas. This includes any vape devices. Persons with a strong smell of smoke may be asked to leave and return after removing the smell for hands on activities and labs.

Clothing should allow for full coverage and mobility as well as anti-slip shoes in procedure areas. Disposable aprons provided by the school must be used during procedures.

Rings should be removed during procedures. Fingernails must be modest in length and appropriate for hands on activities and procedures. Appropriate appearance and cleanliness are always expected, and you may be asked to leave and return prepared if not appropriate and clean.

If circumstances prohibit you from adhering to the above, please discuss with the administration as additional support options may be available.

## **Refund Policies, Grievances, & Appeals**

The school provides education and training services to the community. The registration of a student in the assignment of class space, the employment of instructors, and other provisions must be contracted in advance. A full refund of monies shall be returned to an applicant cancelling enrollment within five (5) business days of signing the enrollment agreement. After five (5) days, the application and registration fees will be non-refundable. Refunds will be made within 30 days of cancellation. Additionally, OIPMU reserves the right to delay and/or cancel a program start when the number of enrolled for that start date is too small to economically begin that class. Students may accept the new start date or have all monies refunded.

**The Ohio Institute of Permanent Makeup refund policy will follow the guidelines as established in the *Ohio Administrative Rule 3332-1-10* and refunds will be issued within thirty days of student's withdrawal.**

1. A student who starts class and withdraws before the academic term is fifteen percent complete will be obligated for twenty-five percent of the tuition and refundable fees plus the registration fee.
2. A student who starts class and withdraws after the academic term is fifteen percent complete but before the academic term is twenty-five percent completed will be obligated for fifty percent of the tuition and refundable fees plus the registration fee.
3. A student who starts class and withdraws after the academic term is twenty-five percent complete but before the academic term is forty percent completed will be obligated for seventy-five percent of the tuition and refundable fees plus the registration fee.
4. A student who starts class and withdraws after the academic term is forty percent completed will not be entitled to a refund of the tuition and fees.

If a student has any concerns, complaints, or grievances with their classes or instructors, the student is encouraged first to speak with the director. Every effort will be made to achieve resolution. A student may also direct any complaints to the Ohio State Board of Career Colleges and Schools, 30 East Broad St., Suite 2481, Columbus, Ohio, 43215, Phone 877-275-4219.



Students wishing to appeal a decision made by OIPMU may do so in writing within two days of the incident. Any mitigating circumstances should be included in the written statement for consideration and directed to the administration office. Students will be notified of the decision in writing within one week.

## **Placement Policy**

In Compliance with the Federal Trade Commission of Ohio State Law, OIPMU does not guarantee the student a job. The student understands that upon graduation, the tuition paid was for instruction, not job placement. Our school can advise on job placement or business startup assistance. Our school is designed to train in the profession of permanent cosmetics. Our goal upon graduation is that our beginner students will be ready to begin a career as a competent Permanent Makeup Technician.

## **Holidays**

There will be no classes on following holidays:

*NEW YEAR'S EVE*

*NEW YEAR'S DAY*

*MEMORIAL DAY*

*INDEPENDENCE DAY*

*LABOR DAY*

*THANKSGIVING DAY*

*CHRISTMAS EVE*

*CHRISTMAS DAY*

Any classes scheduled to start on a holiday will begin the following day. Instruction missed due to a holiday will be made up in a day and time designated by your instructor.

## **100HR AAM PERMANENT BROWS CERTIFICATE PROGRAM**

This curriculum exceeds the minimum requirements that have been set by the Ohio Department of Health for new permanent makeup technicians. The Ohio Department of Health regulates facilities for compliance and does not play a role in PMU education. The following curriculum has been approved by the American Academy of Micropigmentation (AAM) and students will be eligible to sit for the AAM board certification exam upon program completion.

### **Summary Of Curriculum**

#### **PRE-CLASSWORK & HOME STUDY (35 HOURS):**

- 2 Hours: Bloodborne Pathogen Certificate (Online Training)
- 33 Hours: Homework Assignments (5 hrs) & Home Study (28 hrs)
  - *Home Study Requirements: 2 weeks prior to class Students will receive the training guide & begin receiving additional guides (educational videos, info sheets) and are expected to complete 2 hrs per day reviewing and studying the material to count towards the home study requirement.*

#### **CLASSROOM & HANDS-ON TRAINING (65 HOURS):**

##### **DAY 1**

11:00 – 11:45

Welcome & AAM Overview

Apprenticeship Program Introduction

11:45 – 1:00

Program Overview & Intro to Permanent Makeup Lecture

Skin Anatomy & Types

Health Contraindications

Color Theory: Corrections & Wheel

Sanitation Standards

1:00 – 2:30

PMU Kit & Supplies Overview

Tattoo Needle Labels & Configurations

2:30 – 4:30

Latex & Mannequin Practice

Machine Mechanics

Techniques: Flicking, Pendulum, Pointillism, Back & Forth

Brow Outlining & Whip Shading (Video)

Microblading Head Strokes & Combo Brows

Balloon Practice

4:30 – 6:00

Brow Mapping Techniques

Line Placement

Eyebrow Anatomy

Hands-on Mapping Practice

6:00 – 7:00

Continued Latex & Mannequin Practice

7:00 – 8:00

Health Dept. Licensing Requirements

Cross Contamination Risks

In-Class Student Quiz

Homework: Latex Practice, Online Quizzes

## **DAY 2**

11:00 – 11:45

Microblading Head Strokes (Combo Brows Technique)

11:45 – 2:00

Latex/Mannequin Practice

Pigment Swatch Sheet Exercise

2:00 – 3:00

Brow Mapping Practice

3:00 – 6:00

Live Client Brow Demo by Shay

Tray Setup & Client Consultation Process

6:00 – 7:00

Needle Configurations & Label Reading

Quiz

7:00 – 8:00

Client Consent Forms & Documentation

Medical Profile Review

Record Keeping & Photo Releases

Watch: AAM Mastering Client Consultations Video Homework: Latex Practice, Videos, Online Quizzes

### **DAY 3**

11:00 – 12:00

Latex & Mannequin Practice (Machine & Combo Brows) 12:00 – 12:15

Workstation Setup

12:15 – 5:00

Student Model Practical #1

5:00 – 5:30

PPE & Workstation Breakdown

Review

5:30 – 6:00

Marketing & Photography

Photo Watermarking Apps

Pre & Post-Care Review

6:00 – 7:00

Continued Latex & Mannequin Practice

7:00 – 8:00

Brow Mapping Practice

Homework: Latex Practice, Videos, Online Quizzes

#### **DAY 4**

11:00 – 12:00

Pigment Selection & Topical Anesthetics

12:00 – 2:15

Latex & Mannequin Practice

2:15 – 2:30

Workstation Setup

2:30 – 6:30

Student Model Practical #2

Room Setup & Breakdown

Content Creation & Photos

6:30 – 7:00

Model Review & Q&A

7:00 – 8:00

Color Theory & Corrections

Mixing Colors

Brow Corrections & Neutralization Activity

Quiz

Homework: Latex Practice, Videos, Online Quizzes

#### **DAY 5**

11:00 – 1:00

Shading Practice on Latex & Mannequins

1:00 – 2:00

Microblading & Combo Brows Practice

2:00 – 4:00

Brow Mapping Practice

4:00 – 6:00

Advanced Shading Techniques

6:00 – 7:00

Final Quiz & Review

7:00 – 8:00

Sales & Marketing

Student Certificates & Final Photos

Online Presence, Apps, and Professionalism

Aftercare Products & Supplier List

Next Steps in the Program Homework: Latex Practice, Videos, Online Quizzes

### **Additional Models (4)**

In Class: 20 hours

- 4 Live Procedures

**\*Students will complete an additional 4 models at OIPMU under limited supervision that will be reviewed by instructor for satisfactory completion. Each procedure will count as (5) hours per model towards the 65-hour classroom instruction requirement.**

### **Additional Fees or Expenses**

**Models during the apprenticeship component will incur an additional expense of \$100 per model, to be paid at the time of scheduling. This fee is non-refundable. Liability insurance will be required for each student and will vary between \$500 and \$900 annually.**

## Fees

Registration Fee	\$125.00
<u>Tuition</u>	<u>\$5999.00</u>

**Total Cost                \$6124.00**

The tuition fee for the 100hr PMU Brows Certification is \$5999. A student kit including a tattoo machine, pigments, training book, guides, disposables, needles, etc. are included.

## Additional Fees or Expenses

Students wishing to sit for the AAM Board Examination will assume an exam fee of \$397. Liability insurance will be required and will vary between \$500-900 annually.