



Meet Brensha 'Shay' Searcy

Founder & School Director
Ohio's 1st & Only State-Accredited PMU School



@BEBROWEDETC

The Visionary Behind OIPMU

I founded *The Ohio Institute of Permanent Makeup* to elevate PMU standards in Ohio, empower artists, and create lasting career pathways.

As Ohio's first and only PMU school authorized by The Ohio State Board of Career Colleges & Schools (License #2273), our programs blend artistry, safety, and professional development.

Graduates launch credible careers and give back through restorative tattooing.

PMU Education. Elevated.

Graduate Outcomes

100%
JOB PLACEMENT

Reporting Year 2025
"Placed" = employed or self-employed in PMU;
verified via license, business registration, or
employer confirmation.

Student Satisfaction

100%
"WOULD
RECOMMEND"

Reporting Year 2025.
Required end-of-program surveys per Ohio
State Board of Career Colleges & Schools

Eyebrow Pricing

\$400-\$800
AVG EYEBROW
PRICING

(Ohio) Ranges vary by city and artist
experience; some markets trend higher.
Ohio's providers (accessed Oct 2025)
Source line: Byrdie

PMU Artist Earnings

\$59K
U.S. MEDIAN SALARY

National self-reported averages;
earnings vary by services/market.
Source line: ZipRecruiter National
PMU artist data



As Seen On FOX 8 News
Featured on Cleveland Chain Reaction Season 8

@ohioinstituteofpmu

OIPMU

THE OHIO INSTITUTE OF PERMANENT MAKEUP

ENTREPRENEURSHIP IN PMU

87% OF PMU ARTISTS ARE SELF-EMPLOYED*

Most PMU professionals work for themselves – setting their own schedules, pricing, and creative direction. Permanent makeup is one of the few beauty careers where you can train once and earn for years.

“Be your own boss. Build your own brand.”

THE MARKET IS BOOMING



The global permanent makeup service market was estimated at USD **\$2.5 billion in 2024** and is projected to reach USD **\$4.0 billion by 2029**.



The U.S. permanent makeup industry is described as **“experiencing rapid growth”** with increasing demand for long-lasting beauty solutions.



North America is a rapidly expanding market for permanent makeup services — **your opportunity is growing locally and nationally**.



YOUR CAREER POTENTIAL

- **EARN \$50K–\$120K+ DOING WHAT YOU LOVE.**
- **PMU IS IN HIGH DEMAND** — BROWS, LIPS, AND LINER ARE BOOMING.
- **START EARNING FAST:** JUST 10–15 CLIENTS CAN COVER TRAINING.

“Be your own boss. Build your own brand.”

Your future starts here.

**TRAIN ONCE.
EARN FOR YEARS.**

OIPMU

THE OHIO INSTITUTE OF PERMANENT MAKEUP

WHY CHOOSE

*The Ohio Institute of
Permanent Makeup?*

BUILT TO ANSWER THE CALL.

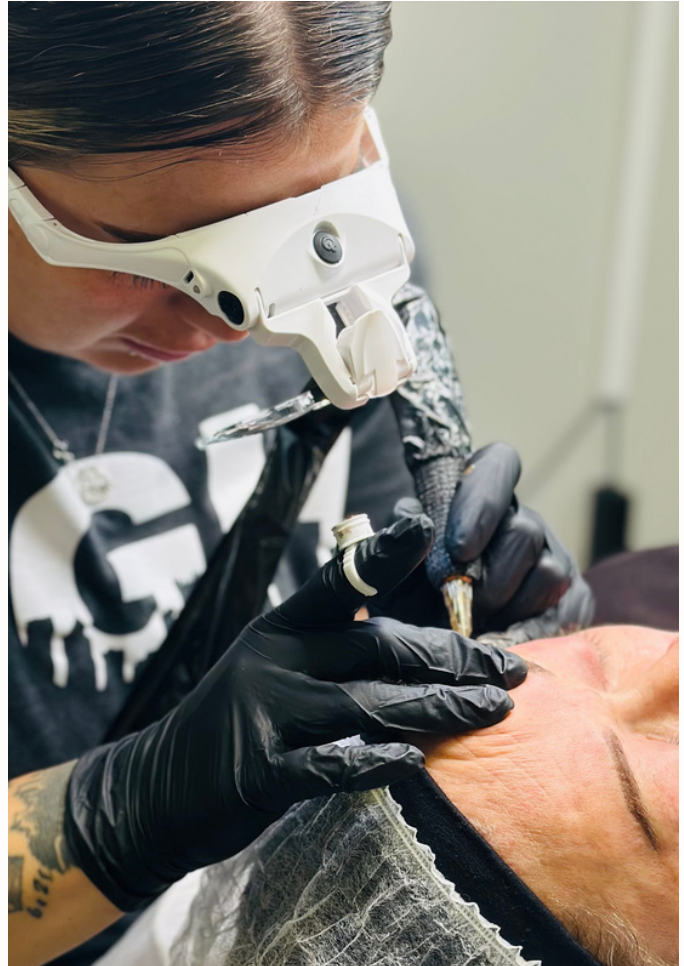
Aspiring PMU artists have been limited to 2-day workshops, no supervision, and zero licensing structure. OIPMU was founded to fix that. **We became Ohio's 1st & only state-accredited PMU school**, setting a higher bar for safety, skill, and professional credibility.

THE INDUSTRY NEEDED A SCHOOL LIKE THIS.

Across the U.S., there are no national training standards for PMU artists. That means inconsistent results, safety risks, and a lack of career credibility. **OIPMU exists to change that.**

REAL EDUCATION, REAL RESULTS.

- Competency-based curriculum with real clinical hours
- State-approved instructors and structured programs
- Training that blends science, art, and professionalism
- Education that builds career-ready technicians, not crash-course artists



THE OIPMU ADVANTAGES

- ✓ **STATE-LICENSED & ACCREDITED**
- ✓ **PROVEN GRADUATE SUCCESS**
- ✓ **CAREER-FOCUSED CURRICULUM**

EMPOWERING ARTISTS. PROTECTING CLIENTS.

OIPMU

THE OHIO INSTITUTE OF PERMANENT MAKEUP

100-Hour AAM Permanent Brows Certificate Program

Board Certification Track

Objective: Prepare students for professional PMU practice and AAM Board Certification with in-depth training, advanced techniques, and six live model procedures. This program emphasizes artistry, safety, and client care at the highest level.

- ✓ AAM-approved curriculum (American Academy of Micropigmentation)
- ✓ 6 live models with instructor evaluation
- ✓ Comprehensive theory + advanced business preparation
- ✓ Tuition: \$6,124 (kit included)
- ✓ AAM Exam Fee: \$397 (paid separately)
- ✓ Model Deposit: \$100 (refundable)

50-Hour Powder Ombre & Combo Brows Certificate Program

50-Hour Powder Ombre & Combo Brows Certificate Program

Objective: Strengthen and refine skills in brow artistry through classroom instruction and supervised apprenticeship. Students gain confidence and consistency with five live model procedures.

- ✓ Builds on fundamentals with advanced shading, depth, & pressure techniques
- ✓ 5 live model procedures (1 during class + 4 in apprenticeship)
- ✓ Instructor review + apprenticeship supervision
- ✓ Tuition: \$4,124 (kit included)
- ✓ Apprenticeship Model Fee: \$100

30-Hour Fundamentals of PMU Brows Certificate Program

Objective: Introduce students to the foundational skills of PMU brows, focusing on Powder Ombre and Combo techniques. Students will learn theory, practice on latex/mannequins, and perform one live model procedure.

- ✓ Learn Powder Ombre & Combo Brows
- ✓ Includes brow mapping, color theory, and best practices
- ✓ 1 live model + practice on latex & mannequins
- ✓ Tuition: \$3,424 (kit included)