

# PermaLine<sup>®</sup>

c o s m e t i c s

THE ACADEMY



FUNDAMENTAL  
TRAINING

# PermaLine Cosmetics

## ACADEMY

Welcome to an exciting opportunity to learn one of the fastest growing and most profitable industries in America. The PermaLine Cosmetics Academy's objective is to provide the best micropigmentation education available to our students. Our goal is to develop you into a competent specialist in a safe, educational environment. The program has been carefully designed to ensure that you are prepared to meet all necessary requirements to become a professional in the field of semi-permanent make-up. We have built our reputation as an industry leader by supporting our graduates with all the tools necessary to succeed. We measure our success by watching yours.

The PermaLine Cosmetics Academy maintains small class sizes in our Fundamental Training to ensure that you will receive hands on attention and knowledge, maximizing your potential in the field of micropigmentation. You will graduate as a capable, knowledgeable, and motivated professional. Our teaching methods are designed to provide you with the tools for success.

### **BLOOD BORNE PATHOGENS CERTIFICATION (Pre-Requisite)**

**Before enrolling into our Fundamental Training course, the Occupational Safety and Health Administration (OSHA) along with the NYS Department of Health, require all students to study and pass a Blood Borne Pathogens/Communicable Diseases certification. The training can be completed online.**

## **FUNDAMENTAL TRAINING**

This course covers the manual, workbook, and practical "hands on" model procedures. During 5 consecutive weekdays, you will learn basic techniques. Each day you will have additional homework assignments for the next day's class. The Fundamental Training consists of 2 parts:

### **PART 1: PRE-STUDY MANUAL (40 study hours)**

Upon registration into the Fundamental Training course, you will receive the Pre-Study Manual. The manual is intended for self-study and explains all of the basic concepts of micropigmentation, in addition to basic color theory. It is absolutely essential that you study this book before the Fundamental Training Course. Your pre-study manual is provided upon completing registration and deposit for your class.

### **PART 2: FUNDAMENTAL TRAINING (5 consecutive weekdays, 40 hours, 9AM-5PM)**

In the All-Around Basic Training, you will learn the essential cosmetic micropigmentation techniques to apply hair-stroke eyebrows, eyelash enhancements, and lip shading. The training consists of theoretical training, practice training on artificial mannequin heads, and practice training on models. After successfully completing the Fundamental Training, you will receive your certificate and can immediately start pursuing your career in micropigmentation. You can also enhance your education by taking our advanced Master Classes to further develop your skills.

**TOTAL CLASS TUITION- \$6,850 + \$150 (One-Time) Registration Fee**

### **All Materials Included.**

During your Fundamental Training, all the products you will need for practice and procedures performed at the Academy (i.e. pigments, needles, gloves, supplies, etc...) are included in the Total Class Tuition. A micropigmentation device will also be provided by PermaLine Cosmetics for you to work with during the class at no charge.

## AFTER TRAINING

### DEVICE

After the training, you can decide to purchase one of our devices. Your trainer can assist you in making the right choice that will meet your individual requirements. The three choices are:

1. Nouveau Contour Simplicity \$1,395.00
2. Nouveau Contour Digital 1000 \$2,795.00
3. Nouveau Contour Intelligent \$3,495.00

### STARTER KIT

After your training, you will need products to get started with your new career. Our Starter Kit consists of Nouveau Contour products and additional micropigmentation supplies that you will need for your daily practice. The kits come at a special rate of \$350 and are only available during your Fundamental Training.

Kits consist of the following: 5x Safety Needles 1 Point Round, 5x Safety Needles 3 Point Round, 5x Safety Needle 5 Point Round, 1 CIS Book, 3 Pigments 10ml, 50 Pigments cups with ring, 1 Dot C Blue

**10% DISCOUNT ON PURCHASES! All Fundamental students will receive a 10% discount on Nouveau Contour products while in training.**

## ADVANCED CLASSES

We are proud to also offer Master and Focus classes to you after you have completed Fundamental Training.

### MASTER CLASSES

Become a specialist and master all the advanced techniques for either eyebrows, eyes or lips.

1. Advanced Eyebrow Micro-strokes (1 Day blend of microblading and digital pen)
2. Advanced Hybrid Brows (1 Day of hair-stroke and shading)
3. Advanced Eyeliner (1 Day)
4. Advanced Lips (1 Day)
5. Areola Restoration (1 Day)

### FOCUS CLASSES

For more in-depth knowledge, we also have Focus Classes available.

1. Color Theory (1 Day)
2. Needles & Techniques (1 Day)
3. Advanced Brow Symmetry (1 Day)
4. Coaching: Individual Evaluation (1 Day)

If interested, please ask for more details on our ADVANCED & FOCUS TRAINING classes.

**It is the student's responsibility to contact all of the state and local board of health agencies regarding the rules and regulations for practicing permanent cosmetics in their area.**

**Our classes fill quickly- don't wait!** Call us today to reserve your place and begin your exciting new career.



Look who's been talking about us...



*"well deserved 5 stars"*



*"the definitive expert in semi permanent makeup"*



**"best in the business"**

## YOUR NEW CAREER STARTS HERE

The PermaLine Cosmetics Fundamental Training will be the start of your new, successful career as a semi-permanent makeup technician. Once you have completed your training, you can immediately start with your new profession. It is of importance that the procedure price that you charge reflect your professionalism, as well as our high PermaLine Cosmetics standards. We recommend the following prices for your procedures:

<u>Procedure</u>	<u>Time Needed</u>	<u>Suggested Retail Price</u>
Eyebrows	1 1/2 hours	\$400 to \$600
Lash Enhancement	1 1/2 hours	\$350 to \$500
Lips	1 1/2 hours	\$500 to \$800

Procedures Per Week				
Fee Per Procedure	1	2	4	10
<b>\$350</b>	<b>\$18,200</b>	<b>\$36,400</b>	<b>\$72,800</b>	<b>\$182,000</b>
<b>\$450</b>	<b>\$23,400</b>	<b>\$46,800</b>	<b>\$93,600</b>	<b>\$234,000</b>
<b>\$550</b>	<b>\$28,600</b>	<b>\$57,200</b>	<b>\$114,400</b>	<b>\$286,000</b>
<b>\$650</b>	<b>\$33,800</b>	<b>\$67,600</b>	<b>\$135,200</b>	<b>\$338,000</b>
Revenue = Fee x 52 Weeks				

### WHAT IS MY COST

You will be in a creative profession, be able to determine your own daily schedule and enhance your client's natural beauty. There are many factors involved in choosing a career in semi-permanent make-up. An important aspect, of course, is the revenue. The average cost of a PermaLine Cosmetics procedure is \$25.00. This cost calculation is based on all the products you use for a procedure such as one use safety needles, pigments, gloves, cups, etc...

### WHAT IS MY PAYBACK PERIOD

When you start your career in semi-permanent make-up, your investment will consist of:

1. Fundamental Training \$6,850.00
  2. Device: \$2,795.00 (Nouveau Contour Digital 1000)
  3. Starter Kit: \$350.00
- TOTAL INVESTMENT: \$9,995.00**

Based on the above, we can now calculate the "payback period" which is the number of clients that you will need to have in order to recoup your initial investment. The average price for eyebrows is \$500. After deducting the average procedure cost of \$25, a profit of \$475 is made per treatment. Based on your total investment of \$9,995.00, your payback period is only 21 clients! After your first 21 clients, you will have already started earning sustainable income!



PermaLine<sup>®</sup>  
cosmetics

***your success starts here***



# COURSE INFORMATION

## CLASS HOURS

Classes are daily from 9:00AM - 5:00PM. You will have two 15 minute breaks and a 1/2 hour break for lunch. Occasionally, our classes run later so please be prepared to stay until the end. If you have any schedule restrictions, please let us know in advance.

## EQUIPMENT

PermaLine Cosmetics Academy classes are taught on Nouveau Contour devices only. You are not required to purchase a Nouveau Contour device. We will provide you with a device to use in class for the duration of your training. Nouveau Contour devices are available for purchase at your convenience. All Advanced students will receive a 10% discount on ALL products Nouveau Contour offers, except for devices, while in training.

## DINNING OPTIONS

It is very important that you feel comfortable during your week of training with us. As such, lunch, refreshments and snacks will be provided.

## MODELS

For the best training experience possible, PermaLine Cosmetics attempts to provide models for your procedures. On occasion we have problems with models not keeping their scheduled appointments. If you have models of your own, please notify our office upon registration. Family, friends and even clients will always be welcome, and we provide a very comfortable and friendly environment for them. If you are not able to find models, please let us know as soon as possible and we will attempt to assist you in finding them for your procedures. Model attendance is not guaranteed by the Academy.

## ATTIRE

We kindly ask that you wear scrubs and closed-toe shoes. If you have long hair, please make sure you have a way to pull it back.

## CAMERA

Please bring your camera. The taking of before and after pictures of your models is standard procedure for a professional technician and an integral part of the Client Waiver forms.

## YOUR DESTINATION

Please inquiry about our Manhattan courses as they fill very quickly.

Our main office is located conveniently in central Long Island. The village of Huntington is easily accessible by car or train and is within an hour of Manhattan and all NYC area airports. There are numerous accommodation and restaurant choices found within the immediate area.

## REGISTRATION

Course bookings are available on a first come, first serve basis. We highly recommend booking your class as soon as possible. In order to provide you with maximum attention, attendance is extremely limited. Please contact our office to enroll in one of our classes.

## PAYMENT

1. Deposit: Upon confirmation of your registration, you will receive the invoice for 50% of the Fundamental Training. Once we receive your initial payment, we will send the pre-study manual to you.
2. The total remaining balance is due 30 business days prior to the first day of training.

**Method of payment: Cash, Visa, MasterCard, Discover, or American Express**



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