



THE
**MICROBLADING
INSTITUTE**

YOUR LEADER IN MICROBLADING TRAINING & SERVICES

Brows Deluxe 4 Day Training

- ▣ Learn Online Pre and Post Training
- ▣ Learn 4 PMU Brow Techniques In Live Session Days
- ▣ Work with your own Live Model
- ▣ Receive Your Certificate and **START EARNING**

In Partnership With



Overview

The Brows Deluxe Course is an intense 4-day training which covers microblading, micro-shading, machine ombre and the Moore Beauty Blend techniques. This training will equip you with all the tools and techniques necessary for you to create beautiful crisp and clean looking brows.

Not only will you learn the skills of how to become a great Brow Artist, but you'll also gain insight into how to grow your client demand for PMU brow services.

Just as important, you will receive foundational information on how to provide appropriate client consultations along with the understanding of various health and safety requirements.



This Training Course is Perfect For

- Anyone interested in learning semi-permanent makeup techniques to create beautiful brows and earning substantial income. (No Experience Necessary)
- Current Makeup Artist, Salon Owners, Cosmetologist, Tattoo Artist with current clientele looking to add additional revenue.
- Current PMU brow artists looking to be re-trained, refine or learn new skills.



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Course Benefits

Receive personalized one on one training and coaching from **Maya Moore Sr. PMU Brow Artist and Instructor.**



After taking this course you will:

- Be able to start taking new clients immediately after successfully completing training.
- Have an advantage over other artists who only can perform only one or two techniques.
- Receive continuous support and training through our institute and network of alumni artist.
- Receive a complete business starter kit full of artist supplies and a permanent makeup machine. (Total kit value can generate up to 20k to 30k in revenue)

Students taking this course can earn **\$400 to \$600 per service!**



If you're thinking of taking her course do it! You won't regret it. I grew my business rapidly in the span of 8 months and was able to **quit my full time job at Google!** This training has dramatically changed my life!

Julie C. [@3DBrowDoctor](https://www.instagram.com/@3DBrowDoctor)

Revenue Earning Potential

Average Cost Per Service	\$400 to \$600
Average Time Per Service	2 to 3 Hours
Weekly Revenue (5 Clients Per Week)	\$2,000 to \$3,000
Potential Annual Revenue from Services	\$96,000 to \$120,000

Numbers may vary based upon the amount of clients' artist may choose to see in a day or week.



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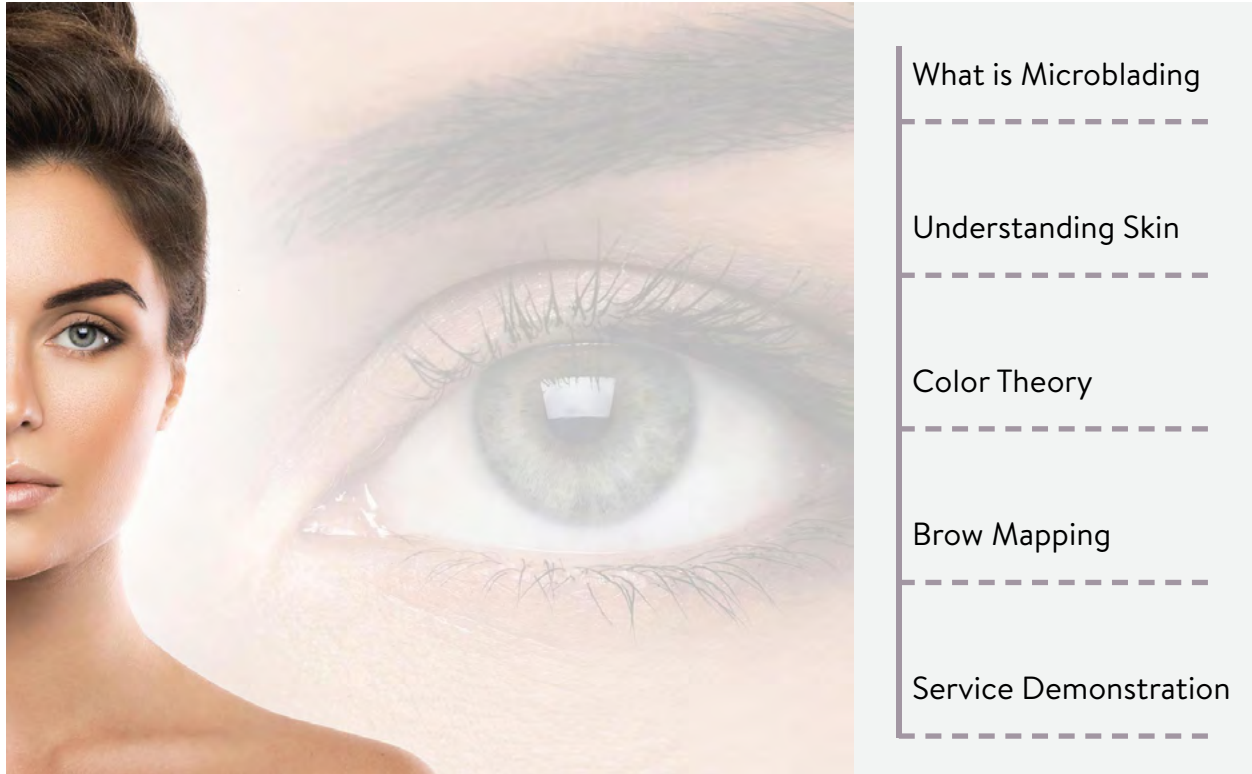
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Outline of Course Topics

Prior to the 4 Day training you start out online with Microblading Theory 101. You will have unlimited access to this course which includes, lectures, demonstrations, practice work and quizzes.



Introduction to Microblading

Microblading Theory and Stroke Fundamentals Online Self-Pace

Day 1 - Microblading Stroke Fundamentals and Eyebrow Mapping

Color Theory Workshop

As a PMU Artist it's extremely important you gain a solid foundation in color theory. You will spend this time continuing to build upon concepts learned in the online course and gain a deeper understanding of the following:

- The Color Theory 2.0
- Understanding color pigments and matching skin undertones
- How to initiate and complete the color correction process for client brows transitioning from an old to new color.

Brow and Fundamental Stroke Creation Working Session

Every good artist takes time to ensure they've created a good initial design that their clients will love prior to even starting service. In this working session you'll receive hands on instruction guiding your learning of brow mapping techniques which is another key skill needed in order to produce great looking brows. *You'll Learn About:*

- Various facial structures and how to create the right brow for the shape of your client's face.
- Essential steps to brow mapping and tips to great brow symmetry
- Eyebrow Design Exercises
 - Learn to draw the perfect brow shape using a specialized ruler
 - Learn Maya Moore's signature "Brows Made Simple" stroke technique breakdown.
 - Practice creating different hair stroke patterns (Various techniques for custom brow creation. Step by step strokes schemes.)
 - Review safety and sanitation practices



Day 2 - Stroke and Shape Practice, Machine Ombre Fundamentals

Activity: Student Brow Mapping Exercises **Lecture:** Let's Talk Ombre Brows

As you go along, you'll find the better you become at building brow designs and creating stroke patterns the more your skills will improve as you become an elite artist. This is why we start day two with more mapping and stroke exercises. We will also transition into introduction to machine ombre brow techniques.

In the student brow mapping exercise, you'll learn to:

- Refine your skill with more mapping exercises and practice building eyebrows
- Analyzing and creating various brows designs and stroke patterns
- Perfect stroke patterns and stroke depth on latex skin, a high- quality rubber with that offers a very realistic feel.
- Second pass stroke practice (tracing original strokes without going outside lines)

In the Ombre Lecture we'll discuss:

- Understanding the various types of needles for ombre shading work.
- Selecting the appropriate needle usage for your machine ombre work. This is very important when wanting to achieve specific results you are looking for.
- The appropriate machine positioning before starting the service.
- Correct hand movements while performing the service and critical mishaps you need to avoid.
- The Stretching technique to ensure good pigment coverage of the skin
- And the 4 step Ombre' technique.
- Review safety and sanitation practices.



Day 3 – Micro-shading, “MooreBeauty-Blend” and Mock Student Practical

Now you are ready to take what you’ve learned from Days 1 and 2 to begin creating micro-shaded eyebrows and the MooreBeautyBlend technique. Learning these techniques alone will set you apart from other PMU Brow Artists. Here’s what we’ll cover:

Pigment Preparation

Understanding how to appropriately prepare your pigment prior to the start of the service is also key to ensuring your ombre shading comes out just right. We will discuss:

- In what cases should you dilute or not dilute your pigment.
- Detailed explanation to the advantages and disadvantages of dilution.
- Learn and understand what the difference is on the ombre results.



The Micro-shading Technique and “MooreBeautyBlend”

The micro-shading technique is an advanced skill that offers clients a more filled look of both strokes and shading in the brow. The “MooreBeautyBlend” is Maya Moore’s signature technique which is an advanced stroke and shading pattern. We will cover the following:

- Micro-shading vs “MooreBeautyBlend”, what’s the key differences.
- The step by step process and breakdown of the Microshading and “MooreBeautyBlend” technique.
- Student practice on latex skin of both techniques with instructor oversight.

After Care

After you’ve performed any of the PMU brow services, you’ll need to understand what the Do’s and Don’ts are to aftercare so that your clients have good healed results.

You’ll Learn:

- TOP rules you should follow for achieving good HEALED results
- The important role of after care and critical best practices everyone must follow.

Preparation for Student Practical Day

After 3 intense days is now time to test your knowledge and prepare you for the final day which is your student practical day.

- Practicing an entire brow appointment from set up to completion of service.
- Mock service exam on mannequin face



Day 4 – Student Live Model Practical Day

On this day you'll create your first set of beautiful brows on your own live model! The practical training will be conducted with the oversight of your instructor to help support you through the entire process. Prior to the live model practical we will review the homework assignments to ensure every student is completely ready to work on their live model. Please note the following:

Homework must be completed after each class session. If homework is not sufficient, the model practical day and certification will be delayed. You will have the option of joining the practical day of another training at no additional cost to you.

- You must bring your own live model, or one can be provided for you, for a small fee.

Once the student practicals are complete we will conclude the training with:

- A final training discussion and Q&A session
- Issue of student certificates



What You'll Receive If You Train with Us

- Unlimited access to our online microblading training course
- Permanent Makeup Machine with Complete Service Kit



After successfully completing our training course you will receive a certificate of completion

- Apprenticeship Opportunity
 - Keep learning even after the course with our apprenticeship program. Ask our team for more details.
- Post Training and Business Support
 - You'll have access to the team to answer any questions you might have about any of the service techniques or even if you need more support with growing your clientele, we will be here for you.
 - We offer opportunities to job shadow at our facility to watch us in action
 - You can also submit photos of your work for us to review and give feedback as you begin taking clients.



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