



*Beauty Everlasting*  
PERMANENT COSMETICS & TRAINING ACADEMY

**BEAUTY EVERLASTING  
PERMANENT COSMETICS TRAINING**

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# Introduction

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Welcome to the exciting and rewarding career of permanent cosmetics.

Here at Beauty EverLasting's primary training course, we offer an ultimate educational experience. This intensive information packed course will give the beginning student a solid fundamental education to get started in the permanent cosmetic industry.

We are a licensed institute with an approved training program by the American Academy of Micropigmentation(AAM) & Brenda Wolk is a certified trainer member of the Society of Permanent Cosmetic Professionals (SPCP). Brenda is also a Certified Micropigmentation Instructor (CMI) with the AAM. Our training course follows all Society of Permanent Cosmetic Professionals (SPCP) guidelines which are the highest in the permanent cosmetics industry. The SPCP is the largest international organization in the permanent cosmetics industry and the only organization that officially approves permanent cosmetic trainers.

This 111 hour primary course is an excellent introduction to permanent cosmetics (40 hours of home study and 71 hours of class room study). Come and learn the necessary skills that will set you apart from other technicians starting out in the business.

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# ABOUT OUR TRAINING

## *Mission Statement – Our Courses*

EDUCATE -- ENCOURAGE -- EMPOWER

EDUCATE each student with valuable knowledge and skills necessary to reach their professional goals.

ENCOURAGE each student to advance their knowledge and learning at the highest level through continuing education.

EMPOWER each student to have the desire to extend their vision and apply their knowledge.

## *For Trainees*

Whether you are novice or an experienced professional, Beauty EverLasting can provide you with the required theoretical and practical knowledge to master and refine the technical skills needed to practice permanent cosmetics in a safe and efficient manner. We aim to ensure that our trainees experience the benefits of a professional standard of the Industry's required permanent cosmetics instruction and qualifications.

Our goal is to provide you with a solid theoretical foundation coupled with practical experience. We recognize that every student has a different learning curve, which is why many trainees will benefit from our educational approach. Our one-on-one, hands on training, allows us to custom tailor our curriculum to meet your particular needs.

Why study permanent cosmetics?

To start your own business, set your own hours and be your own boss

To gain job satisfaction, by helping others

To receive word of mouth referrals – what they see, they will believe

To acquire good income, either as a main- or side-line business

To begin a new career or augment this as an additional career

To train quickly – permanent cosmetics training is perfect for women and men who cannot take the time out of their busy lives to go and train for weeks or months on end. *(Continued education classes are highly recommended throughout your profession.)*

## *Starting your own business/career*

Beauty EverLasting offers you an excellent business opportunity to train as a Permanent Cosmetics Technician, thus providing you with a business and/or career. Your earning potential can be substantial,

but the satisfaction remains unsurpassed in helping women and men enhance their own images, whether for purely aesthetic or for medical reasons.

Please remember that when you treat people with humility, care and respect, showing the right attitude and approach, your clients will become regular clients and provide referrals based on the service you provide them.

*Is permanent cosmetic training for you?*

Permanent cosmetic training is certainly not for everyone. In order to be successful in this industry, individuals should possess the following skills and traits:

- Passion and commitment to being first-class
- A steady hand, capable of precise work
- Having good eyesight without impairments that can limit your abilities
- Having a good eye for lines and proportions
- Having a good eye for color
- Having an eye for enhancing a person's features without overdoing it
- Being artistic

If you believe that you have these traits, we will assist you in becoming the best that you possibly can be.

*Personalized and Professional Training*

With Beauty EverLasting, it is rest assured that you will receive the highest standard of training, to ensure you are equipped with all the necessary permanent cosmetics skills and qualifications. We offer friendly and very informative training and instruction. You will leave with the confidence and skills you need to get started in this lucrative and very rewarding business.

Additional Information:

- You will receive a Certificate of Completion upon passing a written and practical evaluation.
- Students require a High School diploma or a GED.
- Students are responsible for obtaining information on their local and state guidelines for training.
- Students will receive continued support via phone and email and are welcome to observe procedures at Beauty EverLasting through the following year after training at no charge.
- Beauty EverLasting also offers an *additional apprenticeship program* as well as *private specialized training* sessions as based on your individual needs.

## PRE-CLASS REQUIREMENTS\*

The following information covers the pre-training requirements for the Beauty EverLasting's permanent cosmetics primary training program.

Phone or Skype Orientation	1 hour
SPCP – Permanent Cosmetics: The Foundations of Fundamental Applications Textbook (2 <sup>nd</sup> Edition)	20 hours
SPCP Workbook* (2 <sup>nd</sup> Edition)	12 hours
SPCP Glossary of Terms*	3 hours
Brow Project	1 hour
OSHA Bloodborne Pathogens (Standard Class Online class – <a href="http://yourtrainingplace.com">http://yourtrainingplace.com</a> )	4 hours

*\*All course materials are included in the price*

# CURRICULUM & LESSON PLAN

The following information covers the curriculum & lesson plan of Beauty EverLasting's permanent cosmetics primary training program.

- |            |  |               |
|------------|--|---------------|
| <b>I.</b>  | <b>Introduction to Permanent Cosmetics</b>   | <b>1 hr</b>   |
|            | <ul style="list-style-type: none"> <li>❖ Brief History of tattoos as it applies to permanent makeup</li> <li>❖ Facts about Permanent Cosmetics                             <ul style="list-style-type: none"> <li>➤ <i>Method: Lecture/PowerPoint</i></li> <li>➤ <i>Materials: Permanent Cosmetics: The Foundations of Fundamental Application</i></li> </ul> </li> </ul>  |               |
| <b>II.</b> | <b>Safe Practices for the Permanent Cosmetics Technician</b>   | <b>2½ hrs</b> |
|            | <ul style="list-style-type: none"> <li>❖ Technician Safety                             <ul style="list-style-type: none"> <li>• hand washing</li> <li>• gloves</li> <li>• Personal Protective Equipment (PPE)</li> <li>• Hepatitis B vaccination</li> <li>• contagious diseases (know your ABC's)</li> <li>• Exposure Control Plan (EPC)</li> </ul> </li> <li>❖ Equipment &amp; Procedure Room                             <ul style="list-style-type: none"> <li>• acceptable forms of sterilization</li> <li>• disinfectants &amp; antiseptics</li> <li>• learn standard precautions</li> <li>• sharps containers</li> <li>• regulated waste</li> <li>• standard housekeeping</li> </ul> </li> <li>❖ Bloodborne Pathogens                             <ul style="list-style-type: none"> <li>• cross contamination</li> <li>• universal/standard precautions</li> <li>• CDC Guidelines</li> <li>• OSHA Guidelines</li> </ul> </li> <li>❖ Proper Handling of All Equipment &amp; Supplies</li> <li>❖ Sanitary Measures during Procedure Setup</li> <li>❖ Sanitary Measures during Procedure Cleanup                             <ul style="list-style-type: none"> <li>➤ <i>Method: Lecture, Visual Aids/PowerPoint</i></li> <li>➤ <i>Materials: Permanent Cosmetics: The Foundations of Fundamental Application Copy of OSHA Bloodborne Pathogens Standards</i></li> </ul> </li> </ul> |               |

- *Objective: The Student will understand the importance of standard practices being mandated by the industry and governing agencies to ensure safety during Permanent Cosmetics Procedures*

**III. Introduction to machines and devices** **1 hr**

- ❖ Manual
- ❖ Coil
- ❖ Rotary
- ❖ Digital (being used in training)
  - *Method: Lecture/PowerPoint*
  - *Materials: SCPC Equipment Manual*
  - *Objective: student identification of the different machines, devices available in the marketplace and understand how they work.*

**IV. Machine Theory** **½ hr**

- ❖ Review Digital Machine being used during Training
  - operation & maintenance
  - use: speed, pressure and angle
  - *Method: Lecture/PowerPoint, demo, hands on, practice*
  - *Materials: Digital machine being used*
  - *Objective: Knowing all aspect of the digital machine*

**V. Needles** **1 hr**

- ❖ Needle Selection
  - group, number and configuration overview
    - concentrating on # 3 liner, #5 shader, #7 round
  - different strokes for different folks
    - how mechanically used in the skin
    - different movements to create different effects
    - depth control
- ❖ Maintenance (only pre-sterile, all disposable)
  - check for damage
  - storage & disposal (Sharps)
  - *Method: Lecture/PowerPoint, demo, hands on, practice*
  - *Materials: all groups of needles concentrating on 3 liner, 5 shader, 7 round*
  - *Objective: understand the different uses for different needle groups*

**VI. Color & Pigment Theory** **2 hrs**

- ❖ Introduction of the Color Wheel
  - Building blocks of all colors start with the primary colors
    - secondary color
    - intermediate color
    - tertiary color
    - complementary colors
  
- ❖ Cool & Warm
  - Blue
  - Yellow
  - Red
  
- ❖ Understanding Color with Permanent Cosmetics
  - Permanent Cosmetics Color Theory (PCCT)
  - Skin tone & Pigment = healed results
  
- ❖ Pigments
  - Suppliers & different types of pigments
  - Preparation, mixing
  - Storage & dispose
  - *Method: Lecture, visual aids*
  - *Materials: Color wheel, Permanent Cosmetics: Foundations of Fundamental Application*
  - *Objective: The student will have a basic understanding of pigments and color theory as it pertains to Permanent Cosmetic (skin tone, pigment and healing results)*

**VII. Facial Morphology & Permanent Cosmetic Design** **2 hrs**

- ❖ Facial Proportions
  
- ❖ Face Shapes
  - Oval
  - Square
  - Round
  - Pear
  - Oblong/Rectangular
  - Diamond
  - Heart
  
- ❖ Creating the Illusion of Symmetry
  - Placement
  - Design
    - Eyebrows
    - Eyeliner
    - Lips

- ❖ The Aging Face
  - What to expect
  - Be conservative
  - *Method: Lecture, visual aids*
  - *Materials: Permanent Cosmetics: Foundation of Fundamental Application*
  - *Objective: Students will have an understanding of proper placement of procedural design to create the illusion of symmetry in relation to the client facial morphology now and as the client ages.*

## VIII. Skin Anatomy

2 hrs

- ❖ The Sub Dermis
  - The deepest layer of the skin
    - Stores fat
    - Protects organs from injury
    - Insulation layer to conserve body heat
- ❖ The Dermis
  - The middle layer of the skin
  - The dermis has 2 layers
    - The papillary is the outermost layers
    - The reticular is the lower layer & thicker than the papillary

*Note: The papillary-reticular Junction of the skin is the desired area to deposit the pigment when applying Permanent Cosmetics*

- ❖ Epidermis
  - The upper layer of the skin
    - Stratum Basale
    - Stratum Spinosum
    - Stratum Granulosum
    - Stratum Corneum
- ❖ The Healing Process
  - what to expect
  - the time required for healing
  - how to care for your new Permanent Cosmetics
- ❖ Long term care
  - Sunscreen daily
  - Refrain from product with Retinol, etc. on Permanent Cosmetic care
  - Chemical peels, etc.
  - MRI - inform your doctor
  - blood donation – check if restriction apply
  - touch ups when needed
  - *Method: Lecture/PowerPoint*
  - *Materials: SPCP Esthetics for Permanent Cosmetics*
  - *Objective: Students will have an understanding of all layers of the skin & the exact placement of pigment into the proper layer to produce beautiful Permanent*

*Cosmetics*

**IX. Pain & Anesthesia 1½ hrs**

- ❖ Over the Counter Strength Topical Anesthesia
  - Manufacturers guidelines
  - Application on unbroken skin
  - Application on broken skin
  - Anesthesia for the eye area
  
- ❖ Mind Over Matter
  - Create a nice atmosphere
  - Encourage trust
  
- ❖ Expectations
  - Prepare the client with information
  
- ❖ Controlled Techniques
  - *Method: Lecture, visual aids*
  - *Materials: Permanent Cosmetics: Foundation of Fundamental Application*
  - *Objective: Students will have an understanding of the different types of topical anesthetics used in the permanent cosmetic industry, how to apply them, how they work, along with mind over matter and other controlled techniques.*

**X. Identify Undertones & Pigment Selection 2 hrs**

- ❖ Types of Undertones
- ❖ Fitzpatrick Scale
- ❖ Physical Variables
- ❖ Pigment Selection
  - *Method: Lecture/PowerPoint, visual aids*
  - *Materials: Permanent Cosmetics: Foundation of Fundamental Application*
  - *Objective: Students will have an understanding of skin undertones and will be able to recognize them for pigment selection.*

**XI. Consultation 2½ hrs**

- ❖ Meet & Greet
  - Always greet your client when they first walk-in
  - Ask your client to fill out paperwork
    - client information
    - medical history
    - informed consent
  
- ❖ Client Profile
  - Time to get acquainted
  - Is the client a good candidate for Permanent Cosmetics
  
- ❖ Client expectation
  - ask questions & listen carefully to the clients responses

- use your experience to alleviate their concerns
- inform them of the benefits of Permanent Cosmetics
- discuss the entire process, including the responses
- show client photos (before & after)
- design a brow on client (eyeliner & lipliner)
- discuss pre-procedure & post procedure care
- be sure to answer all questions
- ❖ Forms
  - Review Medical History
    - Potential problems for Permanent Cosmetics
      - medicines, herbal remedies, illnesses
    - determine when Physician review is needed
  - Discuss informed consent
    - Liability
  - Chart Notes
    - About consultation
    - How to chart and document notes
- ❖ Scheduling the Procedure Appointment
  - never rush the client
  - if client is unsure
    - tell them to take their time and think about it
  - if client is ready
    - schedule them for their appointment before leaving
  - let them know you are available to answer any questions if needed
- *Method: Lecture/PowerPoint, demo, practice*
- *Materials: Charts & Forms*
- *Objective: The student will understand the importance of asking the right question to ensure the client is a good candidate for Permanent Cosmetics & the knowledge of all required forms.*

**XII. Room & Table Set-up**

**1 hr**

- ❖ Wash hands & put on gloves
- ❖ All area that could be touched during the procedure must be protected by applying a protective barrier such as film
- ❖ properly disinfect table & work area
- ❖ Supplies Needed
  - clean disposable bed cover
  - clean disposable table cover (dental bibs)
  - cord covers
  - machine cover (plastic wrap)
  - unopened sterile needle
  - pigment/anesthetic holders
  - ring cups
  - Vaseline
  - baby wipes

- cotton rounds
  - Q-tips
  - Brows add
    - disinfected, sharpened eyebrow pencil
    - disinfected measuring tools
  - Eyeliner add
    - disinfected sharpened eyeliner pencil
    - eye wash with container protected with barrier film
  - Lips add
    - disinfected sharpened lip liner pencil
    - lip guard
  - mirror with barrier film
  - protective covering for client (dental bib)
  - tissues for client (not to be placed on work table)
  - waste receptacle
  - water receptacle
- ❖ Personal Protection Equipment (PPE)
- disposable gloves – several pair
  - mask
  - protective eyewear
  - disposal apron
- *Method: Lecture, demo, practice*
- *Materials: All supplies used during Prep & Procedure*
- *Objective: The student will know the importance of a well prepared room and table set up and what supplies are needed for each procedure*

**XIII. Client Preparation**

**1 hr**

- ❖ Greet Client
- Escort client to procedure room
  - Engage in conversation and make them feel comfortable
  - Take “Before” photo
- ❖ Prep
- drape client with bib
  - clean and apply anesthesia to area to be treated
    - wait for anesthesia to take effect
- ❖ Design
- while client is getting numb discuss design
  - draw design
- ❖ Start Procedure
- *Method: Practice*
- *Materials: All supplies needed to prep client*
- *Objective: Student will understand how to prep client and make them feel comfortable*

- XIV. After care** **1 hr**
- ❖ Discuss after care
    - give client written after care instructions
    - ask if client has any questions
    - have client sign after care instructions, make a copy and give to client, put original in client file
    - Take “After” photos
  - ❖ make follow-up appointment (4 to 6 weeks)
  - ❖ tell client you are available if they have any questions or concerns
  - ❖ optional: give them your cell phone #
  - ❖ Document all notes in client charts
    - *Method: Lecture, practice*
    - *Materials: SPCP after care form*
    - *Objective: Student will understand how important it is to make clear to the client all aspects of their after care through verbal and written instructions, with the clients signature*
- XV. Photography** **1 hr**
- ❖ Why it’s important
  - ❖ Documenting
  - ❖ How to take before and after photos
    - *Method: Lecture, demo, practice*
    - *Materials: Camera, manual*
    - *Objective: Student will know the proper way to take before and after photos and understand the importance of correct documentation and photo selection*
- XVI. Office/Workplace Setup** **1 hr**
- ❖ Equipment for procedure Room
  - ❖ Supplies
    - a contact list for supplies and vendors will be given to each student
  - ❖ Creating a nice atmosphere
    - *Method: Lecture/PowerPoint*
    - *Materials: Resource list with supplies and vendors*
    - *Objective: The importance of proper planning*
- XVII. Business Set Up** **1 hr**
- ❖ Marketing & Advertising
    - Business Building & Marketing techniques
    - Networking to build your business
  - ❖ Legal Requirements
    - State and local requirements
  - ❖ Insurance/Liability
    - Why you need it
    - Where to get it

- *Method: Lecture/PowerPoint*
- *Materials: Examples of advertising, website, brochures, flyers, business cards, etc...*
- *Objective: The student will have an understanding of the different type of advertising and marketing available, along with state and local government regulations and the need for insurance and where to acquire i*

**XVIII. Practice – hands on 10 hrs**

- ❖ Using practice Materials
- ❖ Facial Morphology
- ❖ Eyebrow design, eyeliner design (ELE), lip shapes
  - *Method: Demo, practice*
  - *Materials: Mannequin and practice Materials and supplies*
  - *Objective: The student will have the working knowledge of the equipment and different groups of needles and techniques needed for Brow design, basic Eyeliner design and Lipliner*

**XIX. Demonstration on live models by instructor 6 hrs**

- ❖ Students will observe – from start to finish
  - Eyebrows
  - Eyeliner/enhancement
  - Lipliner
- *Method: Demo/Video*
- *Materials: All supplies needed from start to finish*
- *Objective: Student will observe instructor performing each procedure and be able to ask questions and become more familiar with various techniques and will become more comfortable with the overall process from start to finish*

**XX. Student Procedure – hands on with live models 18 hrs**

- ❖ **Students will complete 2 of each procedure**
- ❖ Brows
  - Room/table setup
  - Before photo
  - Intake
  - Preparation
  - Procedure
  - Aftercare
  - After photo
  - Chart notes
  - Schedule follow-up
  - Clean up
- ❖ Eyeliner/Enhancement

- Room/table setup
- Before photo
- Intake
- Preparation
- Procedure
- Aftercare
- After photo
- Chart notes
- Schedule follow-up
- Clean up

❖ **Lipliner**

- Room/table setup
- Before photo
- Intake
- Preparation
- Procedure
- Aftercare
- After photo
- Chart notes
- Schedule follow-up
- Clean up

➤ *Method: Hands on*

➤ *Materials: All supplies needed from start to finish*

➤ *Objective: Student will have a good understanding and working knowledge as well as hands on practical skills/training of performing the basics with Eyebrows, Eyeliner and Lipliner from start to finish.*

**XXI. Benefits of Membership**

**1 hr**

➤ *Method: Lecture*

➤ *Materials: SPCP website – SPCP Forms – SPCP Code of Ethics*

➤ *Materials: AAM website – AAM Forms – AAM Code of Ethics*

➤ *Objective: Student will understand the importance and advantages of being a member of a reputable organization (SPCP and/or AAM)*

**XXII. Class Review**

**9 hrs**

❖ **Everyday**

➤ *Method: Lecture*

➤ *Materials: Open discussion*

➤ *Objective: To ensure the student is understanding and retaining the information being presented*

**XXIII. Test & Certificate**

**3 hrs**

## CLASSROOM RULES

### PROFESSIONAL CONDUCT:

Each Student must conduct themselves in an honorable and ethical manner, showing professionalism, dignity and respect for your fellow Students as well as our Models.

### DRESS POLICY:

All Students are to maintain a professional appearance at all times. Regular slacks or skirts, scrubs and comfortable shoes may be worn.

### TELEPHONE:

Cell phones must be shut off during class. Calls can be made during breaks.

### LUNCH:

There are places to eat at walking distance or you may bring your lunch with you. The refrigerator is small, please small items only. You may place your lunch in the refrigerator. Please be sure to put your name on your lunch. If you bring food in Tupperware, please be sure it is marked with your name and taken home at the end of the day. Each individual is responsible for cleaning up after themselves. Please make sure the Microwave is cleaned after you use it.

### FOOD & BEVERAGES MAY NOT BE CONSUMED IN THE PROCEDURE ROOMS

OSHA Blood born Pathogen standard mandates that no food and beverages are allowed under any circumstance in the procedure rooms.

### CLIENT PHOTOS:

Our Models have agreed to allow you to take their before and after photos. Please bring a camera with you to class. You may photograph the procedure area, procedure table, stretching positions etc. It is the responsibility of the student to take before and after photos of the models.

### POLICY ON ADULT / CHILDREN IN TREATMENT ROOMS:

We ONLY allow the Models and Students in the Procedure Rooms during class time. We do not allow children in the Procedure Rooms nor do we allow children to be left unsupervised in the Lobby. We do not allow friends or family members in the Procedure Rooms during class time. Please ask your friends and relatives to meet with you after class.

### SMOKING:

This is a non-smoking facility. You may smoke outside during lunch or a scheduled break.

### CLASS TIME:

**7-day Course:** Monday thru Sunday -- 9:00am to 7:30pm  
Breaks are provided as needed.

### FLEX-SCHEDULES AVAILABLE

**This is special class scheduling for the students with busy schedules.**

# BEAUTY EVERLASTING LIFETIME SUPPORT GUARANTEE

Upon successful completion of the Beauty EverLasting Permanent Cosmetic Training Program all graduates are entitled to **LIFETIME** permanent cosmetic training support to assist with becoming a permanent cosmetic technician and help ensure your business is successful. This support includes the following:

- **Phone/Email Assistance:** Ongoing support pertaining to procedures, products, business setup, client issues and any permanent cosmetic topics.
- **Procedure Shadowing:** Graduates can schedule time to sit in on client procedures. Each appointment will be first approved by the client to ensure client confidentiality.
- **AAM & SPCP Testing Support:** All graduates will be provided with all the details and assistance needed to take the certification exams provided by the AAM & SPCP. Beauty EverLasting will provide each certifying group the needed information to take the exam as well as provide help with test preparation.
- **Additional Apprenticeship Sessions:** Graduates can schedule additional apprenticeship appointments to help perfect their technique and increase their procedure knowledge.

**Our Goal is to See You Succeed!**



## BEAUTY EVERLASTING PERMANENT COSMETIC APPRENTICESHIP PROGRAM

After completing the 7-day Permanent Cosmetic Primary Training Program with Beauty EverLasting, it's time to hone your skills. The best way to do that is to continue your training with our Apprenticeship Program.

If practicing in the state of New Jersey, an apprenticeship under the direct supervision of a qualified technician is a requirement to obtain a license to do business. For those students outside of New Jersey your state may or may not require an apprenticeship. (It is your responsibility to determine the requirements of your state.)

The New Jersey requirements for apprenticeships are to successfully complete a total of 15 procedures. These procedures include a minimum of 5 of each of the following procedures:

**5- Eyebrow                      5- Lipliner/Full Lip Color                      5- Eyeliner/Eyelash Enhancement.**

Procedures completed during the students primary training 2 brow, 2 lip and 2 eyeliner procedures, count towards the required 15 procedures. The cost for the apprenticeship program is \$400.00/procedure. The payments are to be made the day of each procedure.

Each Student is responsible for providing their own models and it is at the Students discretion if they wish to charge their Models for their procedures. Keep in mind, these Models will be your clients.

To begin your apprenticeship program, complete the Beauty Everlasting Permanent Cosmetic Apprenticeship Program form and call to schedule your appointments.

# WHAT IS YOUR EARNING POTENTIAL?

## Potential Income Based on Conservative Figures

Fee for Procedure	1 Procedure per week	2 Procedures per week	4 Procedures per week	6 Procedures per week	10 Procedures per week
\$350.00	\$17,500	\$35,000	\$70,000	\$105,000	\$175,000
\$450.00	\$22,500	\$45,000	\$90,000	\$144,000	\$225,000
\$550.00	\$27,500	\$55,000	\$110,000	\$165,000	\$275,000
\$650.00	\$32,500	\$65,000	\$130,000	\$195,000	\$325,000



The above chart shows your potential income, based on a 50-week year with a minimum price of \$350 for each procedure. Depending on your price structure and how many procedures you can do in a week, you can use the above chart to get an idea of your income potential.

For more information call:

**Brenda Wolk** CMI AAM, CPCP, SPCP Trainer member  
**Beauty EverLasting - 732-627-5000**

