

# PERMANENT MAKEUP TRAINING

*Brochure*



**By Lauren Heames**  
**@themicroclinic.\_**

Our courses have been carefully designed to teach you everything you need to know about permanent makeup.

We have taken time to master our craft and expand our knowledge on permanent makeup.

During our courses we aim to not only give you additional skills and knowledge but enhance your existing ones.

We hope you enjoy the course as much as we have designing it!

LET'S GET  
INTO IT

@thelabtrainingacademy



# A LITTLE BIT About Me

My name is Lauren Heames and I am a permanent makeup artist based in Liverpool, UK.

I started out in the beauty industry in 2015 as a makeup artist and have grown and expanded through the industry over the years.

Back in 2021 is where my career in the permanent makeup industry began where I trained in lip blush. This sparked a new passion for me and I am now a lip blush specialist and permanent makeup educator.

In such a short space of time I have been able to achieve so much and I want to take a moment to thank each and every one of you for being with me along this journey.

In 2023 I had the honour of becoming a Killer Beauty Affiliate Artist and Trainer!

Use my code for your next Killer Beauty order:  
THE MICRO CLINIC

A close-up photograph of a person's face, focusing on the cheek and lips. The skin is fair with some freckles. A hand with light-colored nail polish is positioned near the cheek, with fingers slightly curled. The background is a neutral, light grey.

# LEARNING OBJECTIVES

## For Our Courses

- The courses teach you the fundamental theory and practical skills of the semipermanent tattooing you have chosen.

### Learning Outcomes

- At the end of the course you will be able to consult, plan and prepare for treatment, carry out the treatment, work safely and effectively and provide aftercare.
- You will know how to correctly select pigments, machine speeds and needles.
- You will be able to predraw for the chosen treatment and reshape lips where appropriate.
- You will understand the in-depth information behind the procedure and will be able to relay this information to your client when necessary.
- You will understand how pigments are made and how they settle in the skin
- You will understand basic colour theory and use it appropriately during the procedure.

# More About Your Lead Educator

Lauren is an accredited and affiliate trainer who has been an educator in the beauty industry since the 2015. Her passion lies in educating others to the highest level leaving no stone unturned in making you the best artist you can be whatever the treatment. Lauren prides herself on the ability to teach complete beginners as she has found most beginners courses she has taken over the years to be lacking in essential knowledge to help you carry out your work to the highest standard, know how to correct yourself and know why things work in certain ways.

Lauren has spent years developing courses to flood her students with knowledge so that they leave the course feeling confident and content with their training and information provided. Lauren found her passion for SPMU after spending 9 years in the makeup industry. A never-ending passion for makeup and beauty!

Its needless to say, Lauren is an extremely experienced educator, and you are in safe hands when entering her courses. A mass amount of time and further education has bought together what we believe to be the most thorough SPMU courses on the market.



# More About Your Lead Educator

Lauren's passion for education stands second to none and she is devoted to helping you be at the top of your game. She will put you at ease from the get-go and bring out your very best potential when guiding you into this new career or developing a new skill set.

Here at The Micro Clinic we pride ourselves on our natural lip blush technique and the ability to mix the perfect custom pigment for our client. Our goal is to provide our clients with the utmost natural outcomes, by using our signature techniques and professional knowledge. We are extremely excited to teach you how to provide these results for your clients, along with how you can keep them coming back for more.

Our training course isn't your standard training course. It was designed to set you up for success. The beginners course is packed with knowledge and we listen to your needs throughout the duration of the course and tailor sections around what you feel you need more help on. Our classes are small to allow for maximum learning potential a maximum of 2 people will be on the course at a time.

The 1:1 course and masterclasses are completely bespoke, and tailored to your needs. You will get a lot of hands-on tattooing practice we want you to leave the course feeling totally confident.

What about after the course? You will have a lot of online help, including a Facebook group and WhatsApp support. We are here to help you every step of the way.

We make the course super relaxed so you feel so comfortable, remember no question is a stupid question at The Lab; as we say... the more you ask the more you will know. We will teach you the in and outs of the industry and you will learn from Lauren's beginner mistakes and she has bridged the gap between other courses in the industry where knowledge is lacking for beginner students.



# Payment Plans

**Starting a new career can be very daunting – taking the plunge is never easy; but we speak from experience when we say its definitely worth it! With hard work, dedication and the right training and support, you CAN achieve anything you put your mind too and we would love to share this journey with you.**

We currently offer payment plans through PayPal. They offer two interest free payment options; PayPal credit and PayPal pay in 3. PayPal credit is an interest free payment option where you can pay off over a 4-month period in instalment sizes of your choice – similar to a credit card. PayPal pay in 3 is the second interest free payment option where the payment is split evenly over 3 months and comes out automatically.

To apply you need to create a PayPal account and apply directly through the lender. We cannot give any guidance on the application as it is solely done through PayPal themselves. Once the finance has been confirmed, you can purchase the course on our site. From there we will confirm your payment on your chosen course. Begin your application and find out more information on the finance packages by clicking the link below.

It is up to you to select the best plan for yourselves. The Micro Clinic & The Lab are NOT responsible for any payments, miss payments or charges you may incur from the plan. Once chosen you will be sent to the lender directly.







# 4 DAY BEGINNERS LIP BLUSH TRAINING

**NO PREVIOUS EXPERIENCE NECESSARY - PRICING:**

**Small Group Training With Full Starter Kit £2700**

**Small Group Training Without Full Starter Kit £1500**

**Private 1:1 Beginners Training With Full Starter Kit £3700**

**Private 1:1 Beginners Training Without Full Starter Kit £2500**

This course was created for complete beginners in mind. Its perfect for those with no previous experience in the PMU or beauty industry.

Training Includes:

- In Dept Training Manual
- Certificate of Achievement
- Facebook Page Support
- Continuous Online Support

Day 1: All about the theory we go over everything from the basics like hygiene to colour theory and pigment mixing.

Day 2: More theory this time going over tattoo machine and needle theory. Then some machine practice and pressure testing finished by a live model demo.

Day 3: Final day of the block training - 2 live models for student to work on.

Day 4: Assessment/recap day (arranged after completion of first 3 days of the course)

How long would it take me to earn back the cost of the course?:

With kit: 10.5 clients

Without kit: 6 clients

*Charging at £250 per blush including top up*



# 4 DAY BEGINNERS LIP BLUSH TRAINING

In-class learning:

Overview of The Course Content:

- Introduction to Lip Blush
- Salon Hygiene
- Health and Safety
- Personal Protective Equipment
- Personal Presentation
- Code of Ethics & Conduct
- Contra-indications & Contra-actions
- Patch Testing
- Viral Infections
- Anatomy and Physiology of The Lip
- Lip Tissue Types
- Anatomy and Physiology of The Human Body
- Structure of The Skin
- Lip Skin VS Regular Skin
- Fitzpatrick Classification Scale
- Melanin Info
- Lip Tissue Colours
- Colour Theory
- Colour Terms
- Types Of Lip Tattoos
- Lip Blush and Filler
- Tattoo Machine and Needle Theory
- Hand Speed and Machine Speed
- Hand Movements and Tattoo Techniques
- Pressure
- Machine Angle
- Machine Choice
- Needle Selection
- Needle Brands
- Three Point Stretch
- Picking Pigments
- How Pigments Are Made
- Pigment Brands
- Pre Procedure Information
- The Pre Draw
- Healing Process
- The Lip Blush Procedure
- Regulations
- Aftercare & Aftercare Pack
- Cleft Lips & Dark Lips – Why Is It An Advanced Technique Only? (LEARN DARK LIPS WITH US!)
- Patch Test Consultation Form

Starter kit available to purchase: worth over £1500 containing all of our favourite and essential goodies:

Enough supplies to carry out 20 treatments - this alone could earn you your first £6000+

FX XIONS SPECTRA MACHINE – a PMU pen which can be used for many other PMU and medical treatments.

Critical Atom Power Supply – the best plug in power supply on the market.

RCA Cable

Petroleum Jelly

In-Depth Training Manual

20 x Needles

6 x Pigments

100 x Gloves

250x Ink Cups

250 x Clip Cord Sleeves

100 x Aprons

125 x Lab Cloths

1200 x Barrier Film

50 x Skin Care Wipes

20 x Clinical Waste Bags

20 x Vitamin A & D Aftercare

Practice Latex

Colour Wheels

And More ...

# LIP BLUSH EARNINGS

An insight into your new potential earnings with lip blush!

TREATMENTS PER DAY	DAILY INCOME	WEEKLY INCOME (5 DAYS)	POTENTIAL ANNUAL INCOME
2	£600	£3,000	£135,000
3	£900	£4,500	£202,500
4	£1,200	£6,000	£270,000
5	£1,500	£7,500	£337,500

\*based on £300 per treatment, 5 days a week with 6 week holidays



# 3 DAY MACHINE PMU TO LIP BLUSH CONVERSION TRAINING

**MACHINE EXPERIENCE & PMU CERTIFICATION NECESSARY**

**PRICING:**

**Small Group Training £1500**

**Private 1:1 Training £2500**

Both course options include a kit containing all of our favourite products (machine not included but can be added on).

This course is designed for artists who are already trained in another form of SPMU. You must have a good knowledge of tattoo machine and needle theory to attend this course. This course is perfect for advanced machine artists who want to add lip blush tattooing to their services.

Training Includes:

- In Dept Training Manual
- Certificate of Achievement
- Facebook Page Support
- Continuous Online Support

Day 1: All about the theory we go over everything from the basics like hygiene to colour theory and pigment mixing, then some machine practice and pressure testing finished by a live model demo.

Day 2: Final day of the block training - 2 live models for student to work on.

Day 3: Assessment/recap day (arranged after completion of first 3 days of the course).

How long would it take me to earn back the cost of the course?:

Without kit: 6 clients

*Charging at £250 per blush including top up*



# LIP BLUSH ADVANCED MASTERCLASS

**MUST BE QUALIFIED IN LIP BLUSH**

**PRICING:**

**1:1 – 1 Day Masterclass £900**

**Mini Kit included containing some of our favourite goodies.**

**In-Class Learning:**

This is the perfect bespoke course for advanced lip blush artists. We create this course bespoke to suit your needs, we tailor the theory and practical sections of the day all around you! If you are struggling with something in particular, let us know! We plan the class in advance and make sure you will get the most out of the day. We want you leaving the class feeling confident and filled with new knowledge.

For example;

- We can teach you more about tattoo machine and needle theory if you feel you are lacking in that area.
- We can teach you how to make a borderless blush.
- If you need to scrub up on your colour theory we have got you!
- If you wanted to gain more confidence when working on people with filler with cool lips, we can help provide models who fit this brief.

We can work on any area to specifically boost your skills and knowledge.

You choose how you want the day to run! If you want to sit and observe Lauren working on a model, you want to work on a model together or, you would like to work on a model with guidance and assistance from Lauren this is all easily arranged.

**Training Includes:**

- In Dept Training Manual
- Certificate of Achievement
- Facebook Page Support
- Continuous Online Support

How long would it take me to earn back the cost of the course?:

3.5 clients

*Charging at £250 per blush including top up*



# DARK LIP NEUTRALISATION TRAINING

**MUST BE QUALIFIED IN LIP BLUSH FOR ATLEAST 12 MONTHS**

**PRICING:**

**1 Day Masterclass £900**

**2 Day Full Course £1200**

**Mini Kit included containing our favourite neutralisation products.**

**In-Class Learning:**

This is the perfect bespoke course for advanced lip blush artists. The course is jam packed with intense colour theory and practical sections. Our jam packed dark lip neutralisation manual is the perfect bible for you to take away with you after the course and recap all your knowledge.

**FULLY ACCREDITED WITH CPD!**

**Training Includes:**

- In Dept Training Manual
- Certificate of Achievement
- Facebook Page Support
- Continuous Online Support

Please bring your machine and preferred needle brands with you in 0.30-0.35 1RL.

How long would it take me to earn back the cost of the course?:

3.5 clients for 1 day course

4.8 for the 2 day course

*Charging at £250 per blush including top up*



# EYELASH ENHANCEMENT TRAINING

**MACHINE EXPERIENCE & PMU CERTIFICATION NECESSARY**

**PRICING:**

**Small Group Training £900**

Course include a kit containing all of our favourite products (machine not included but can be added on).

This course is designed for artists who are already trained in another form of SPMU. You must have a good knowledge of tattoo machine and needle theory to attend this course. This course is perfect for advanced machine artists who want to add eyelash enhancement tattooing to their services.

Training Includes:

- In Dept Training Manual
- Certificate of Achievement
- Facebook Page Support
- Continuous Online Support

Cost per treatment: we charge £220 per treatment and it takes 60-90 minutes.

How long would it take me to earn back the cost of the course?:

4 Clients



# BEAUTY SPOT TRAINING

**MACHINE EXPERIENCE & PMU CERTIFICATION NECESSARY**

**PRICING:**

**Small Group Training £500**

Course include a kit containing all of our favourite products (machine not included but can be added on).

This course is designed for artists who are already trained in another form of SPMU. You must have a good knowledge of tattoo machine and needle theory to attend this course. This course is perfect for advanced machine artists who want to add beauty spot tattooing to their services.

Beauty spots is arguably the treatment that provides you with the biggest profit margin. We charge £50 for up to 3 beauty spots and block out 15 minutes for this treatment.

Training Includes:

- In Dept Training Manual
- Certificate of Achievement
- Facebook Page Support
- Continuous Online Support

How long would it take me to earn back the cost of the course?:  
10 clients

*Charging at £50 per treatment including top up*





# COMBINED EYELASH ENHANCEMENT AND BEAUTY SPOT TRAINING

**MACHINE EXPERIENCE & PMU CERTIFICATION NECESSARY**

**PRICING:**

**Small Group Training £1000 (SAVING YOU £400)**

Course include a kit containing all of our favourite products (machine not included but can be added on).

This course is designed for artists who are already trained in another form of SPMU. You must have a good knowledge of tattoo machine and needle theory to attend this course. This course is perfect for advanced machine artists who want to add beauty spot tattooing to their services.

Beauty spots is arguably the treatment that provides you with the biggest profit margin. We charge £50 for up to 3 beauty spots and block out 15 minutes for this treatment.

Training Includes:

- In Dept Training Manual
- Certificate of Achievement
- Facebook Page Support
- Continuous Online Support



# SALINE TATTOO REMOVAL TRAINING

**MACHINE EXPERIENCE & PMU CERTIFICATION NECESSARY**

**PRICING:**

**Small Group Training £900**

Course include a kit containing all of our favourite products (machine not included but can be added on).

This course is designed for artists who are already trained in tattooing or SPMU. You must have a good knowledge of tattoo machine and needle theory to attend this course. This course is perfect for advanced machine artists who want to add saline tattoo removal training to their services.

We believe that if you know how to apply tattoo pigment to the skin it is essential that you know how to remove it. This will also expand your clientele as you can take on correctional work.

Training Includes:

- In Dept Training Manual
- Certificate of Achievement
- Facebook Page Support
- Continuous Online Support

Cost per treatment: we charge £70 per treatment and it takes 60-90 minutes depending on the area; product costs are under £4 per treatment.



# DID YOU KNOW ...

THERE ARE ADDITIONAL COURSES YOU CAN DO WITH YOUR PMU QUALIFICATION

Ever wanted to dive into the aesthetics industry or help your PMU clients feel even better in the skin their in?

Why not add on skin boosters and fat dissolving to your treatment menu...

With a profit margin of £100 per treatment and a short treatment time of 15-30 minutes its the perfect way to boost your income and bring in a new stream of clients!

Training is available with us at The Lab.

VIEW OUR COURSES VIA THE FOLLOWING LINK

<https://www.thelabsalonandtraining.co.uk/salon-training>



Thank you enquiring about training with us!

# The Micro Clinic

Skin Micropigmentation Specialists



## THE LAB

TRAINING ACADEMY

@themicroclinic.\_

@thelabtrainingacademy

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