
REAN BROW SHOP

OMBRE
POWDER BROW
FUNDAMENTALS
FOR BEGINNERS

COURSE INSTRUCTOR

IREAN LI

OWNER OF REAN BROW SHOP

YOU'RE TIRED OF WORKING FULL TIME

You're sick of dreading your 9-5 M-F work week with someone else telling you what to do and when to have it done by. You're ready for the freedom and flexibility of making your own schedule.

YOU'RE TIRED OF WORKING FOR SOMEONE ELSE?

You're working so hard even putting in over time to achieve someone else's dreams, while someone else enjoys the fruits of your labor. It's even worse when you feel unappreciated and unfulfilled. No more!

YOU'RE READY TO WORK FOR YOURSELF?

You're willing to put in the work, as long as you are doing what you love. You want to start your day knowing that your success is going to be a direct result of the amount of work you put in that day.

YOU'RE FEELING UNFULFILLED?

You want to spend your days doing work that you are hella passionate about and on your own terms. No more doing the same daunting tasks day in and out.

YOU'RE SO READY TO TAKE CONTROL OF YOUR LIFE!

Opportunities don't just happen, you need to create them. If you are ready to finally live up to your potential and have a career in PMU then what are you waiting for?

If you wait, you'll be in the same place you are now. 1 year from now, you'll wish you had just started now!

YOU'RE IN THE RIGHT PLACE IF...
HI WELCOME!



OMBRE POWDER SHADING FUNDAMENTALS

5 DAY BEGINNERS TRAINING

ABOUT

Location:

Rean Brow Shop
55 Cathedral High Street
Markham ON

WHO IS THIS FOR

The Ombre Powder Shading Fundamentals Course at Rean Brow Shop is suitable to artists of all abilities, and no prior experience is necessary. This course covers detailed comprehensive knowledge as well as the hands-on experience required for a novice artist to grow and establish oneself as a master in the permanent make up field.

After completing this training, you will be able to perform ombre powder shading, one of the most popular brow methods. This technique is suitable for all skin types and ages, making it an excellent choice for clients and a must-have skill.

PAYMENT BREAKDOWN

A \$400 non-refundable deposit is required to secure your spot. The remaining balance is due on the first day of training.

Method of Payment: Cash, debit or email transfer

WHAT YOU WILL LEARN

- | | |
|--|---|
| Commonly Asked Questions | Ombre Machine Shading Technique |
| Skin Anatomy | Creating a Soft Outline |
| Skin Types | Creating the Perfect Ombre Fade |
| Infection versus Normal Healing | Medium and Bold Ombre Styles |
| Common Skin Conditions | Pre and Post Care |
| Identifying Skin Undertones | The Healing Process |
| Fitzpatrick Skin Types | 2-Step Numbing Process |
| Working on Fitzpatrick IV-VI Skin | Brow Shapes |
| Colour Theory | Brow Mapping |
| Colour Correction Theory | 3-Point Stretch |
| Recommended Pigment Line and Colour Choices | Needle Choice |
| How to Choose the Perfect Colour for your Client | Pigment Skin Testing |
| Pigment Fading and Affecting Factors | How to Know If I Can Correct a Brow |
| Client End-to-End Process | How to Avoid Problems |
| The Significance Of Common Medical Conditions | Troubleshooting for Common Healing Problems |
| Client Consent Form | Proper Infection Control |
| Client Health Form | Needle Stick Injuries |
| Important Procedure Chart Notes | How to Build Your Portfolio |
| COVID-19 Consent Form & Pre-Screening | Must Know Photography Skills |
| | Photo & Video editing |
| | Successful Marketing and Branding |



COURSE INCLUDES

Small Intimate Class (Max 2 Students)
In-Depth Theory
Hands on Skin Pad Practice
4 Model experiences: 1 Instructor Model Demonstration, 2 student virgin brow models and 1 touch up model
Full Machine and Kit Included
Discounted studio bed rentals exclusively for students
Certification of Completion
Additional instructor model shadowing

PREREQUISITE:

No prior PMU experience is required. Just a great attitude that is ready to learn!

HOW TO PREPARE:

We suggest that you source your own models for days 3 and 4/5. This way, you are more comfortable working with the client and can monitor the results.

If you are unable to find a model and would like a model allocated for you, please notify us once you have enrolled in the course by emailing reanbrowshop@gmail.com. There is an allocation fee of \$100 + tax required for each model.

WHAT YOUR COURSE KIT INCLUDES

This kit will include the tools that Rean Brow Shop has personally tested and uses. This kit will supply you with the tools needed to start working on your own clients.

Detailed Course Manual	1 Roll of Grip Tape
Materials Case	10 Brow Razor
1 Wireless Tattoo Machine (Mast Tour)	100 Micro Swabs
20 Cartridge Needles	100 Pigment Rings
2 Bottles of Favourite Pigment Colours	2 Design Wax Pencil
1 Zensa Numbing Cream	1 Ruler
1 Secondary Numbing Gel	10 Alcohol Wipes
1 Brow Tweezer	10 Dental bibs
1 Brow Scissor	1Pack of wipes
	2 Practice Skin Pad
	Additional supplies available for purchase

OUR GOALS:

Powder brow Fundamental provides a comprehensive education with a strong foundation to help you master the powder brow technique. My intention throughout this training and your career is to prepare you as much as possible and to equip you with the confidence to work on your own. The most challenging times can be the first couple appointments and year of trying to master your skill.

To help my students overcome the early obstacles, I make myself accessible for help after the course. I encourage my students to take advantage of discounted bed rentals for your initial appointments where I will physically be there if needed to assist. In addition to that, following each procedure you have completed I can provide helpful feedback to help accelerate your progress.

DAY 1**FOUNDATIONAL
THEORY + OMBRE
SHADING
FUNDAMENTALS****9AM-12PM WELCOME TO PMU + COLOR THEORY**

Commonly Asked Questions
 Skin Anatomy
 Skin Types
 Infection versus Normal Healing
 Common Skin Conditions
 Identifying Skin Undertones
 Fitzpatrick Skin Types
 Working on Fitzpatrick IV-VI Skin
 Colour Theory
 Colour Correction Theory
 Recommended Pigment Line and Colour Choices
 How to Choose the Perfect Colour for your Client
 Pigment Fading and Affecting Factors

12PM-1PM LUNCH**1PM-PM OMBRE SHADING FUNDAMENTALS**

Ombre Shading Technical Theory
 Rean Brow Shop Signature Powder Ombre Design
 Instructor Live Demonstration on Skin Pad
 Medium and Bold Shading Styles
 Creating a Soft Outline
 Creating the Perfect Ombre Fade
 Student Hand on Skin Pad Practice
 Day 1 Take Home Assignment

DAY 2**INSTRUCTOR MODEL
DEMONSTRATION &
BROW MAPPING****9AM-10AM ASSIGNMENT REVIEW**

Student Skin Pad Practice

10AM-12PM BROW MAPPING & SHAPING

Brow Shapes
 Brow Mapping

12PM-1PM LUNCH**1PM-4PM INSTRUCTOR MODEL DEMONSTRATION**

Demo Client End-to-End Process

4PM-5pm Hand on Skin Pad Practice

Day 2 Take Home Assignment



DAY 3**STUDENT LIVE MODEL PRACTICE + END-TO-END PROCESS****10AM-11AM PM ASSIGNMENT REVIEW**

Student Alternate Skin Practice

11AM-12PM END-TO-END PROCESS

The Significance Of Common Medical Conditions

Client Consent Form

Client Health Form

Important Procedure Chart Notes

COVID-19 Consent Form & Pre-Screening

Client End-to-End Process

Pre and Post Care

The Healing Process

2-Step Numbing Process

Pigment Skin Testing

How to Know If I Can Correct a Brow

How to Avoid Problems

Troubleshooting for Common Healing Problems

Proper Infection Control

Needle Stick Injuries

12PM-1PM LUNCH**1PM-5PM STUDENT LIVE MODEL PRACTICE**

Client End-to-End Process

Question & Answer

Day 3 Take Home Assignment

DAY 4**STUDENT LIVE MODEL PRACTICE + BUSINESS STRATEGY****10AM-11AM ASSIGNMENT REVIEW**

Student Skin Pad Practice

11AM-12PM BUSINESS STRATEGY

How to Build Your Portfolio

Must Know Photography Skills

Photo & video editing

12PM-1PM LUNCH**1PM-5PM STUDENT LIVE MODEL PRACTICE**

Client End-to-End Process

Question & Answer

DAY 5**STUDENT LIVE MODEL PRACTICE TOUCH-UP**

(SCHEDULED 8 WEEKS LATER)

10:00AM-12:00PM STUDENT LIVE TOUCH UP MODEL

*Please note: order of topics covered throughout the course or course content may be subject to change at the discretion of the trainer. Scheduled times are a guideline and may fluctuate.

Who is your trainer?

Hello there! I'm Ilean, and I'm passionate about teaching and helping ambitious women learn cosmetic tattooing to start their own flourishing businesses.

I took a leap of faith and dived into PMU over 8 years ago, and like you I was scared, there was no guarantee that I would succeed but I knew I had to at least try (what did I have to lose?). Fast forward years of refining my PMU skills and here I am living out my dreams of having my own PMU business with the flexibility I've always wanted.


It was not always rainbows and sunshine, but i'm so thankful for it now, as I believe it has made me a better PMU artist and instructor. I want to share my own experiences, knowledge and skills with other like minded women so that they are able to achieve the same successes that I have.

I've crafted this certification training with everything that I wish I had been taught when I first started. I believe a great PMU course teaches a strong foundation, doesn't take short cuts and supports their students even after completion of their course.

I'm so looking forward to growing with you and seeing all the amazing brows you will create in and after this program!



COMMONLY ASKED QUESTIONS:



ARE THERE ANY OTHER MATERIALS OR TOOLS I NEED TO PURCHASE TO GET STARTED WITH PMU?

Disinfectant Solution/Wipes \$90
Massage table \$180
Rolling chair \$60 Trolley \$30
Barrier + PPE \$50-\$100
LED Light \$80

In addition, you will receive a exclusive 15% off discount codes to some of PMUS biggest suppliers.

WHAT IS THE REFUND POLICY?



To reserve your seat, a \$200 non-refundable deposit is required. Once the course has begun, there are no returns. Your success is important to me, so please let me know if there are any areas where you would want more guidance, and I would be pleased to assist you with any more training you may require.



HOW WILL I RECIEVE THE ON-GOING SUPPORT?

You will face new obstacles as you continue to develop and refine your skills. After your training, you will have direct access to me through email to assist answer any concerns and troubleshoot. I will respond within 24 to 48 hours. Past students are also eligible to return and shadow for additional teacher model days at no additional fee.

WHAT IS MY POTENTIAL INCOME



On average, newly trained artists can start earning \$250-\$400 each client and with experience have the potential to create a full time income with an earning potential of 40K-100K annually.

Charging \$300 per client means you will make back your investment of the training within 10 clients.

You will have the flexibility to decide how much you want to work and earn!



IS THE PMU MARKET TOO SATURATED?

The PMU industry is thriving, with more artists joining, but there is also an increase in demand for the technique. For artists that are say it's "too saturated, i cant get clients" we need to look at other reasons why they are struggling. There is so much more than just posting a brow photo to attract clients. Are they marketing & branding themselves properly? Are their aesthetic and photographs consistent? In this course, I'll teach you my business tactics for making you STAND OUT!

WHAT DO I NEED TO SUCCEED?



- Commitment to practice
- Willingness to get out of your comfort zone and try new things
- Grit to not give up
- Willing to invest in the growth of your skill and knowledge
- A comprehensive training that provides continuous support & hands on practice
- A mentor that is genuinely interested in your success

**REAN
BROW
SHOP**

COMMONLY ASKED QUESTIONS:



WHY IS THE COURSE 5 DAYS LONG? (some are only 1-3 days)

Tattooing brows appears to be a straightforward task to an uneducated eye. However, as you can see from the long list of topics covered in this class, there is a lot of in-depth theory that goes into making a brow. Equally crucial is having adequate time to practise the skill itself with someone who can correct and advise you as you grow your talent. I've picked an extensive training period to ensure that I have enough time to complete ALL of this without feeling overwhelmed or pressured.

What is more important in the long run? Taking a course that is faster and saves a little money, or one that genuinely provides you with the knowledge and support you need to build your skill??

IS IT HARD TO GET CLIENTS?



It is entirely up to you!

Yes, if you're just sitting around waiting for clients to come to you.

No, if you're prepared to put yourself out there and offer your services. Offer them to relatives and friends in order to gain the experience you require to grow your skill. Make use of the branding, marketing, and business techniques taught in this course!



HOW WILL I KNOW IM READY TO TAKE THIS COURSE?

Ready is a lie. You're never going to feel completely ready to do anything. It's never going to be the perfect timing. You're never going to feel like you're good enough or be confident enough. You simply need to take action before you're ready and just trust in yourself completely. Fear isn't your enemy; it's the waiting to feel ready that is, and I'm here to help you every step of the way!

AFTER THIS TRAINING HOW DO I GET STARTED?



Okay, I've completed my course; now, how can I get started doing this properly? Don't worry, I've got you covered!

It might be overwhelming trying to figure out need or don't. That is why I include all of this material in my training, along with all of the specifics you may want like licencing, health inspections, insurance, where to work out, and so on.

Got More Questions?

DON'T BE SHY! E-MAIL US AT
REANBROWSHOP@GMAIL.COM