

A woman with blonde hair tied back, wearing a black face mask and white gloves, is performing a cosmetic procedure on a client's face. The client is lying down, and the woman is using a small tool to work on the client's lips. The background is a solid purple color.

ID Liner
**PERMANENT
MAKEUP
TRAINING
ACADEMY**

Beginner | Intermediate | Advanced

IDLiner

— TG PROFESSIONAL —

KNIGHTSBRIDGE · LONDON

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About ID LINER®

So much more than just a Permanent Makeup brand, ID Liner is a collective of the best Permanent Makeup training, equipment, and artists from around the world, brought together in one place by industry leader Tracie Giles.

With over 25 years professional experience, Tracie Giles is a leader in Permanent Makeup both in the UK and globally. After many years in the industry, Tracie Giles London was launched in 2003, capturing the attention of the national press and amassing a following of the country's biggest celebrities and media personalities.

With a growing team of world-famous artists, Tracie Giles London moved to Knightsbridge in 2009 and within two years had become the UK's first ever high street Permanent Makeup clinic with five floors solely dedicated to the art of cosmetic tattooing.

Passionate about the Permanent Makeup industry, Tracie launched ID Liner in 2015 after noticing fundamental flaws in many of the products available on the market and in response to a growing demand to share her experience, knowledge, and skills with both new and established Permanent Makeup artists.

Since then, ID Liner has grown to become the first choice for new and experienced artists worldwide, winning multiple awards and being met with international acclaim.

Our goal is to enable the next generation of artists and seasoned pros to enhance their industry presence and stand out in this increasingly saturated market – and we believe that starts with the best, most comprehensive training.

“

ID LINER WAS DEVELOPED BY ARTISTS, FOR ARTISTS, AND IS DESIGNED TO HELP YOU ACHIEVE BEAUTIFUL AND SAFE PERMANENT MAKEUP FOR YOUR CLIENTS AND ADVANCE IN YOUR CAREER TO BECOME THE BEST ARTIST YOU CAN POSSIBLY BE.

”

-Tracie Giles

As seen in

COSMOPOLITAN

GRAZIA HELLO!



TATLER

GET THE GLOSS
EXPERT HEALTH AND BEAUTY

PROFESSIONAL
beauty

The Telegraph

Why Choose ID LINER®?

At our multi award -winning ID Liner Permanent Makeup Academy you will learn from the best in the industry, using the very best equipment to give you the experience, knowledge and skills that will set you apart from your competitors.

We offer training courses for all levels of Artist - from total beginners looking to take the first steps in their career, to advanced Artists with many years of experience wanting to enhance their skills.

We have a totally new training offering for 2023, with new courses, new products, a new online platform and a totally unique Professional Progression Programme – all in a brand-new training environment!



UNRIVALLED CAREER PROGRESSION

The ID Liner Professional Progression Programme is a 4-step programme that mentors you from a beginner through to an advanced artist. Unique in the world of Permanent Makeup this programme helps you to continue to progress and develop as an artist throughout your career with a clear structure and the support of our industry-leading team. Starting your Permanent Makeup journey can sometimes be daunting or overwhelming, and ongoing expert support is essential. Our trainers will be available to guide you throughout your journey.

TRAIN IN THE UK'S LEADING PERMANENT MAKEUP CLINIC

With 6 treatment rooms, a training studio, and a team of 11 world-class artists with a combined 150+ years of experience, Tracie Giles London was the UK's first high street clinic dedicated to the art of Permanent Makeup! Our Permanent Makeup Training School is based within the Tracie Giles London clinic, so ID Liner students get unrivalled industry exposure by training alongside the world's most experienced artists in a busy working clinic – not just an isolated training studio with no real-world experience.



TRAINING CENTRE
OF EXCELLENCE

TRAINING SCHOOL
OF THE YEAR



WORLD RENOWNED PRODUCT RANGE

To create the ID Liner product range our Pro Team of Permanent Makeup Artists cherry-pick the latest and most innovative equipment from the leading global brands, bringing them together in one place - at ID Liner. These products are extensively trialled before they are launched as part of the ID Liner range, so you can be sure that you are getting the very best Permanent Makeup products, loved by artists worldwide. Permanent Makeup kits containing everything you need to complete your training course and perform future treatments are available for most training courses.

VTCT ACCREDITED TRAINING PROVIDER

At the ID Liner Permanent Makeup Training School our Fundamental Beginners training courses are fully comprehensive and form the basis of the VTCT Level 4 qualification – the highest government approved accreditation in Cosmetic Tattooing.

MAKE IT BESPOKE

Our students all have different backgrounds and experience levels, and we understand that sometimes our training schedule doesn't fit yours. With our bespoke Permanent Makeup training options, we can cater your training course to your individual needs to create your optimum training experience.

BECOME PART OF A BRAND

By training with ID Liner, you are joining a team of global artists that represent a celebrated brand founded on the ethos of creating beautiful Permanent Makeup results skilfully, safely and diligently.

USE THE ID LINER NAME

Winning new clients can be challenging as a beginner in this competitive industry, but as a recognised ID Liner Artist you will have the right to use the logo and name alongside your own to reflect the excellence of your PMU training and equipment and to enhance your profile, already putting you ahead of your competition.

Finance Available

**IT'S IMPORTANT TO INVEST
IN THE BEST TRAINING
POSSIBLE TO GIVE YOURSELF
THE BEST CHANCES OF
SUCCESSFULLY MASTERING
YOUR CHOSEN PERMANENT
MAKEUP TREATMENTS AND
TECHNIQUES. WITH OUR
FINANCE OPTIONS YOU CAN
START YOUR TRAINING WITH
ID LINER NOW AND SPREAD
THE COST MONTHLY.**

Kick-start your **PERMANENT MAKEUP CAREER**

Fundamental Beginners Training

There has never been a better time to be a Permanent Makeup artist and enter this fast-paced and fulfilling industry. Demand is soaring, salons are recruiting, and skilful artists have the potential to earn very lucrative salaries and become their own boss.

Our Fundamental Beginners training courses are designed for new entrants to the world of PMU – even those with no experience or not from a beauty background – or those new to a specific Permanent Makeup treatment.

These courses focus equally on theory, technique, and practical skill set, providing you with the knowledge, equipment and support you need to kick-start your career and become a confident Permanent Makeup artist.

Completing your Fundamental Beginners training course is the first step in our Professional Progression Programme which mentors you from a beginner, through to intermediate, advanced, and eventually a Master artist. As a Master artist you will be in a position to develop your own signature techniques and host your own masterclasses.

Brows are big business and undoubtedly the most requested Permanent Makeup treatment. They are a must-have in your client offering but lots of new artists only specialise in this one area. Being able to also offer Permanent Eyeliner and Gloss & Go™ Lip Blush will set you apart from your competitors and will allow you to truly deliver the full package for your clients.



**DEMAND IS SOARING,
SALONS ARE RECRUITING,
AND SKILFUL ARTISTS
HAVE THE POTENTIAL TO
EARN VERY LUCRATIVE
SALARIES AND BECOME
THEIR OWN BOSS.**

Earn in excess of £100,000 per year **WITH A FOUR-DAY WEEKEND!**

Within your first year of qualifying, by carrying out just six treatments per week your earning potential could be well in excess of £100,000 per year...and with a four-day weekend! As a travelling Permanent Makeup artist your earning potential could be double that.

Opportunities for artists in the world of Permanent Makeup are limitless and we know what it takes to make an expert. It couldn't be easier for you to earn back your training investment that with a world-renowned company.

Your EARNINGS POTENTIAL

3 <i>New Treatments</i> PER WEEK	6 <i>New Treatments</i> PER WEEK	9 <i>New Treatments</i> PER WEEK
£395 <i>Average Price</i> OF TREATMENT	£495 <i>Average Price</i> OF TREATMENT	£595 <i>Average Price</i> OF TREATMENT
£1,185 <i>Weekly</i> TURNOVER	£2,970 <i>Weekly</i> TURNOVER	£5,355 <i>Weekly</i> TURNOVER
£56,880 <i>Annual</i> TURNOVER	£142,560 <i>Annual</i> TURNOVER	£257,040 <i>Annual</i> TURNOVER

Fundamental Beginners TRAINING COURSES

*Book your
BROWS SKILL UP
TRAINING DAY
Et save 50%!*



DIGITAL BROWS

Brows are big business! The main objective of the ID Liner Digital Brows training course is to teach students how to perform different brow Permanent Makeup treatments competently and safely, using a digital device to deliver beautiful results. As this is a beginners PMU training course we want to ensure our students learn a variety of different brow tattooing techniques, so we will spend two days learning the shaded brow effects possible with a digital device and three days focused on our most-requested 3D Hairstroke Brows.

STUDENTS WILL LEARN

- Fundamental Cosmetic Tattooing theory including but not limited to Health and Safety, Colour Theory, Needle Theory, Client Suitability, Consent, Anatomy & Physiology, Treatments and Tools
- The entire Digital Brows treatment process including aftercare and retouch appointments
- Hairstroke & shading techniques on latex and live models
- Consultation, patch testing, and pre-procedural & aftercare advice
- Room, bed & trolley set up & clean down
- Pre-drawing & colour mixing
- Safe and acceptable treatment protocols
- Licensing & insurance
- Correct terminology
- Photography
- Running your business
- ...and more!

COURSE STRUCTURE

- 40 hours at home pre-study
- Online portal access
- 5 days in-house training (2 x shading, 3 x hairstrokes)
- Written assessment based on pre-study
- Written homework plus template and mat practise
- Case studies to be submitted in order to gain Bronze Artist Certificate of Completion

WHAT'S INCLUDED

- Stylish portable carry case packed with your Handpiece, Power Supply, Needles, Brow Pigments, Pre-Draw Pencils & Pigment Cleanser
- Brow Measures
- Latex Skins
- Headlamp
- Client Aftercare Kit – Crème Rescue Serum & PTSC Spray
- ID Liner branded towel & apron
- Marketing materials to promote your business
- Fully comprehensive training manual (including VTCT Level 4 content)
- Online portal access including live webinars and 6 x workbooks
- Working on up to 6 models
- Ongoing support

COST

- Small Group Learning **£5,350 + VAT**
- 1-2-1 Private Training **£7,000 + VAT**



MICROBLADING

Microblading has become one of the biggest beauty trends and this Microblading training course is ideal for students that want to specialise solely in Microbladed Brows. With lower start-up costs, Microblading has become an attractive career choice both as an add-on treatment offering and in its own right.

STUDENTS WILL LEARN

- Fundamental Cosmetic Tattooing theory including but not limited to Health and Safety, Colour Theory, Client Suitability, Consent, Anatomy & Physiology, Treatments and Tools
- The entire Microbladed Brows treatment process including aftercare and retouch appointments
- Hairstroke technique on latex and live models
- Consultation, patch testing, and pre-procedural & aftercare advice
- Room, bed & trolley set up & clean down
- Pre-drawing & colour mixing
- Safe and acceptable treatment protocols
- Licensing & insurance
- Correct terminology
- Photography
- Running your business
- ...and more!

COURSE STRUCTURE

- 40 hours at home pre-study
- Online portal access
- 3 days in-house training
- Written assessment based on pre-study
- Written homework plus template and mat practise
- Case studies to be submitted in order to gain Bronze Artist Certificate of Completion



WHAT'S INCLUDED

- Stylish portable carry case packed with 25 x Microblades, Brow Pigments, Pre-Draw Pencils & Pigment Cleanser
- Brow Measures
- Latex Skins
- Headlamp
- Client Aftercare Kit – Crème Rescue Serum & PTSC Spray
- ID Liner branded towel & apron
- Marketing materials to promote your business
- Fully comprehensive training manual (including VTCT Level 4 content)
- Online portal access including live webinars and 2 x workbooks
- Working on up to 3 models
- Ongoing support

COST

- Small Group Learning **£2,495 + VAT**
- 1-2-1 Private Training **£3,900 + VAT**



PERMANENT EYELINER

Book your
EYELINER SKILL UP
TRAINING DAY
Et save 50%!

A beautiful eyelash enhancer (also known as a lash definer) is a fine eyeliner that will give the impression of a thicker, darker row of lashes and add more definition to the eyes. The objective of the ID Liner Permanent Eyeliner course is to teach you how to achieve this look for your clients. It is the perfect solution for clients who struggle to draw on their own eyeliner or who just want an expertly enhanced look 24/7. With extremely subtle results, this is a great treatment choice for clients new to the world of Permanent Makeup and an easy up-sell for your existing brow or lip clients.

STUDENTS WILL LEARN

- Fundamental Cosmetic Tattooing theory including but not limited to Health and Safety, Colour Theory, Needle Theory, Client Suitability, Consent, Anatomy & Physiology, Treatments and Tools
- Pigment Chemistry: Oxides vs Carbon for Eyeliners
- The entire Permanent Lash Enhancer treatment process including aftercare and retouch appointments
- Lash Enhancer technique on latex and live models
- Consultation, patch testing, and pre-procedural & aftercare advice
- Room, bed & trolley set up & clean down
- Pre-drawing & colour mixing
- Safe and acceptable treatment protocols
- Licensing & insurance
- Correct terminology
- Photography
- Running your business
- ...and more!

WHAT'S INCLUDED

- Stylish portable carry case packed with Handpiece, Power Supply, Needles, Eyeliner Pigments, Pre-Draw Pencils & Pigment Cleanser
- Latex Skins
- Headlamp
- Client Aftercare Kit – Crème Rescue Serum & PTSC Spray
- ID Liner branded towel & apron
- Marketing materials to promote your business
- Fully comprehensive training manual (including VTCT Level 4 content)
- Online portal access including live webinars and 2 x workbooks
- Working on up to 2 models
- Ongoing support

COURSE STRUCTURE

- 40 hours at home pre-study
- Online portal access
- 2 days in-house training
- Written assessment based on pre-study
- Written homework plus template and mat practise
- Case studies to be submitted in order to gain Bronze Artist Certificate of Completion

COST

- Small Group Learning **£2,999 + VAT**
- 1-2-1 Private Training **£4,900 + VAT**



GLOSS & GO™ LIP BLUSH

*Book your
LIP SKILL UP
TRAINING DAY
Et save 50%!*

Gloss & Go™ Lip Blush is a trademarked technique developed by Tracie that infuses the lips with a full blush of beautiful colour, correcting the shape and adding fullness, volume and definition. On successful completion of the ID Liner Gloss & Go™ Lip Blush training course, students will not only be given the skills and tools to offer this incredibly popular treatment to their clients but will also be permitted to advertise the trademark, giving them an edge in a competitive market.

STUDENTS WILL LEARN

- Fundamental Cosmetic Tattooing theory including but not limited to Health and Safety, Colour Theory, Needle Theory Client Suitability, Consent, Anatomy & Physiology, Treatments and Tools
- The entire Gloss & Go™ Lip Blush treatment process including aftercare and retouch appointments
- Gloss & Go™ Lip Blush technique on latex and live models
- Consultation, patch testing, and pre-procedural & aftercare advice
- Room, bed & trolley set up & clean down
- Pre-drawing & colour mixing
- Safe and acceptable treatment protocols
- Licensing & insurance
- Correct terminology
- Photography
- Running your business
- ...and more!

WHAT'S INCLUDED

- Stylist portable carry case packed with your Handpiece, Power Supply, Needles, Lip Blush Pigments, Pre-Draw Pencils & Pigment Cleanser
- Latex Skins
- Headlamp
- Client Aftercare Kit – Crème Rescue Serum & PTSC Spray
- ID Liner branded towel & apron
- Marketing materials to promote your business
- Fully comprehensive training manual (including VTCT Level 4 content)
- Online portal access including live webinars and 2 x workbooks
- Working on up to 2 models
- Ongoing support

COURSE STRUCTURE

- 40 hours at home pre-study
- Online portal access
- 2 days in-house training
- Written assessment based on pre-study
- Written homework plus template and mat practise
- Case studies to be submitted in order to gain Bronze Artist Certificate of Completion

COST

- Small Group Learning **£3,250 + VAT**
- 1-2-1 Private Training **£4,900 + VAT**

Mix & Match Your Ultimate COURSE COMBINATION

ID Liner offer 4 main Fundamental Beginners courses: Digital Brows, Microbladed Brows, Permanent Eyeliner and Gloss & Go™ Lip Blush. Each course can be purchased individually, but with our mix & match system students can combine courses to benefit from rapid progression, added value and savings of up to £5,145.



EYELINER



GLOSS & GO™
LIP BLUSH

SAVING
UP TO
£3,400

Eyes & Lips
SMALL GROUP LEARNING
£4,800 + VAT
1-2-1 PRIVATE TRAINING
£6,400 + VAT



DIGITAL BROWS



OR



EYES OR LIPS

SAVING
UP TO
£3,100

Digital Duo
SMALL GROUP LEARNING
£6,300 + VAT
1-2-1 PRIVATE TRAINING
£8,000 + VAT



DIGITAL BROWS



EYES & LIPS

SAVING
UP TO
£5,900

Full Face
SMALL GROUP LEARNING
£6,900 + VAT
1-2-1 PRIVATE TRAINING
£10,800 + VAT



DIGITAL BROWS



MICROBLADING

SAVING
UP TO
£1,695

Brow Queen
SMALL GROUP LEARNING
£6,300 + VAT
1-2-1 PRIVATE TRAINING
£8,800 + VAT

SAVING
UP TO
£6,800



DIGITAL BROWS



EYES



LIPS



MICROBLADING

+ HALF/FULL SHADOWING DAY AT THE TRACIE GILES LONDON CLINIC*

SMALL GROUP LEARNING £8,450 + VAT
*free half day shadowing

1-2-1 PRIVATE TRAINING £13,900 + VAT
*free full day shadowing

ADD 5 DAYS OF SKILL-UP TRAINING FOR £999 + VAT – SAVING OVER £1,000!

PRODUCT	MASTER	FULL FACE	BROW QUEEN	DIGITAL DUO	DIGITAL BROWS	EYES & LIPS	MICRO-BLADING	EYES	LIPS
	DIGITAL BROWS, EYES, LIPS & MICROBLADING	DIGITAL BROWS, EYES & LIPS	DIGITAL BROWS & MICROBLADING	DIGITAL BROWS & LIP OR EYES	DIGITAL BROWS ONLY	EYES & LIPS	MICROBLADING ONLY	EYES ONLY	LIPS ONLY
CARRY CASE	✓	✓	✓	✓	✓	✓	✓	✓	✓
POWER SUPPLY	✓	✓	✓	✓	✓	✓		✓	✓
HANDPIECE	✓	✓	✓	✓	✓	✓		✓	✓
NEEDLES	✓	✓	✓	✓	✓	✓		✓	✓
BROW PIGMENTS	✓	✓	✓	✓	✓		✓		
LIP PIGMENTS	✓	✓		✓		✓			✓
EYE PIGMENTS	✓	✓		✓		✓		✓	
PINK PENCIL	✓	✓	✓	✓		✓			✓
BLACK PENCIL	✓	✓	✓	✓	✓	✓	✓	✓	✓
WHITE PENCIL	✓	✓	✓	✓	✓	✓	✓	✓	✓
BROWN PENCIL	✓	✓		✓	✓		✓	✓	
CLEANSER	✓	✓	✓	✓	✓	✓	✓	✓	✓
REEL SKIN	✓	✓	✓	✓	✓	✓	✓	✓	✓
CALLIPERS	✓	✓	✓	✓	✓		✓		
BROW STRING	✓	✓	✓	✓	✓		✓		
HEADLAMP	✓	✓	✓	✓	✓	✓	✓	✓	✓
MICROBLADES	✓		✓				✓		
HOLDERS	✓		✓				✓		
APRON	✓	✓	✓	✓	✓	✓	✓	✓	✓
TOWEL	✓	✓	✓	✓	✓	✓	✓	✓	✓
CRÈME RESCUE	✓	✓	✓	✓	✓	✓	✓	✓	✓
PTSC SPRAY	✓	✓	✓	✓	✓	✓	✓	✓	✓
TRAINING DAYS INCLUDED	12	9	8	7	5	4	3	2	2

ADD 5 DAYS SKILL-UP TRAINING - £999

✓

✓

ADD VTCT LEVEL 4 IN MICROPIGMENTATION - £500

✓

✓

ADD VTCT LEVEL 4 IN MICROBLADING - £500

✓

✓

✓

Level-up your PERMANENT MAKEUP SKILLS

Intermediate Training

Once you have mastered the fundamental art of cosmetic tattooing and achieved your Bronze Artist Certificate of Completion (or you are already an established artist and have completed beginners courses elsewhere), you will be able to progress your professional development by enrolling in one of our intermediate courses.

Skill-Up Training

ID Liner run one Skill-Up training course per quarter to help students hone and develop their skillset. These courses review and improve how you currently work, introducing more advanced techniques to take you to the next level.

Skill-Up Permanent Makeup courses run for five days from Monday – Friday, and students can attend as many or as few days as they require. The price is £400 + VAT per day, and a 20% discount is applied if all 5 days are booked.

Each Skill-Up PMU training day counts as one CPD credit for the ID Liner Professional Progression Programme, enabling learners to advance to the Silver and Gold Artist Awards.

These intermediate days are hands-on; mornings are devoted to visuals and mat practice, whilst afternoons are reserved for models. Students must bring both their own device and their own models.

Cost

- **£400 PER DAY**
- **£2,000 FOR ALL 5 DAYS (20% DISCOUNT)**

Purchase 5 days of Skill-Up Training when you book a Full Face or Master Beginners Course Combination and save over £1,000!

Course structure

MONDAY & TUESDAY:

BROWS

- Intermediate hairstroke patterns to create brows that are both more natural and more complicated to achieve
- Intermediate shading technique
- How to put these techniques together to create Combination Brows

WEDNESDAY:

EYELINER

- How to advance a lash enhancer to a thicker, winged liquid look liner

THURSDAY & FRIDAY:

LIPS

- How to improve pre-drawing (for both template and to upsell)
- Intermediate lip shading techniques to improve appearance of pigment graduation
- Ombré shading
- Intermediate techniques to improve colour retention

SCALP MICROPIGMENTATION

Scalp Micropigmentation (SMP) is becoming one of the most sought-after treatments in the hair loss industry and is the fastest growing sector of the Permanent Makeup industry. SMP is a form of cosmetic tattooing where thousands of tiny dots are implanted into the skin to replicate hair follicles using a digital device and specialist precision needles. It is a non-invasive, non-surgical treatment which gives instant results for both men and women, minimising the appearance of baldness and hair loss and restoring your client's confidence.

This course is suitable for both intermediate Artists looking to add a new skill to their treatment offering, and total beginners with no Permanent Makeup experience wanting to start their career in SMP.

STUDENTS WILL LEARN

- Causes and types of hair loss
- Client suitability
- Anatomy and physiology of the scalp
- Colour theory
- Equipment and pigments
- Health and safety
- How to carry out a SMP treatment
- Hairline design
- Application and blending
- Aftercare

WHAT'S INCLUDED

- Stylish portable carry case packed with Handpiece, Power Supply, Scalp Pigment Series, Pre-Draw Pencils & Pigment Cleanser
- Latex Skins
- ID Liner® branded apron, towels and marketing materials to promote your business

“

THE TRAINERS AT ID LINER ARE SO TALENTED AND HAVE BETWEEN THEM UNDERTAKEN SO MANY DIFFERENT COURSES WITHIN THE INDUSTRY, THAT YOU HAVE THE ASSURANCE YOU ARE LEARNING FROM THE VERY BEST.

”

-Katie Murphy
ID LINER GRADUATE & ARTIST

COURSE STRUCTURE

- 40 hours at-home pre-study
- 3 days in-house training on models
- Written homework plus template and mat practise
- Case studies to be submitted in order to gain Bronze Artist Certificate of Completion

COST

- **£2,900 + VAT** without kit
- **£3,500 + VAT** including kit



PERMANENT MAKEUP LASER REMOVAL

Highly sought-after and already an extremely lucrative industry, laser tattoo removal is set to be the biggest beauty trend of 2023! Train to become a Permanent Makeup Laser Removal Specialist now to position yourself as an expert, stay ahead of your competition, and maximise client bookings & ROI.

More clients than ever are needing correction or removal for bad or botched brows. Many clients also have years of pigment build up or just want to refresh their Permanent Makeup or change their style as techniques advance. With thousands of potential clients needing PMU Laser Removal, this is the very best treatment you can add to your service offering.

The ID Liner Permanent Makeup Laser Removal course is full CPD accredited and trains students using the highly specialised N-Light-10 Laser.

N-LIGHT-10 LASER

Whereas most Lasers only remove black ink body tattoos, our super-advanced N-Light-10 Laser is designed for Permanent Makeup removal - safely breaking down coloured pigment, including stubborn browns and reds.

Not just for Permanent Makeup removal, The N-Light-10 Laser can also be used for removing body tattoos and carbon facials.

STUDENTS WILL LEARN

- Laser legislation, compliance & regulations
- Skin anatomy & physiology
- Tattoo structure, tissue placement & composition
- Key technologies & principles of laser tattoo removal treatments
- Indications & contra indications of laser tattoo removal
- Environment requirements
- Client consultations
- Treatment requirements
- Specific methods of practical delivery of laser tattoo removal treatments
- Specific technologies for laser tattoo removal
- Management of unwanted side effects & adverse incidents and complications
- Importance of preparation before practical application

All course materials including pre-study documents and presentations will be provided as well as live models.

COURSE PRE-REQUISITES

No previous experience needed, Level 3 Anatomy & Physiology or equivalent required (this can be provided by ID Liner at an additional cost)

COST

- Training with laser **£8,995 + VAT**
- Training without laser **£1,800 + VAT**
- Laser without training **£8,995 + VAT**

10% off
**WHEN YOU PURCHASE ANY
PERMANENT MAKEUP
TRAINING COURSE!**

Microblading to Digital CONVERSION COURSE

Microblading has become one of the most popular treatments in recent years, but results are limited to hairstroke brows and frequently clients will request some shading which is more easily achieved with digital Permanent Makeup.

More and more artists are expanding their offering to include digital shading techniques and our three-day in-house conversion course will give you the knowledge and skills you need to enhance your existing brow expertise to include digital tattooing.

Students will be introduced to their Permanent Makeup device and tools, and perfect their hairstroke and shading patterns on mats before moving to live models for the remainder of the course.

WHAT'S INCLUDED

- Handpiece
- Power Supply
- Needles

COURSE STRUCTURE

This intensive three-day course will focus on one technique each day.

- **DAY 1** Hairstroke Brows
- **DAY 2** Shaded Brows (Ombré/Powder)
- **DAY 3** Combination Brows

COST

- **£3150 + VAT** including kit



Master Advanced Permanent MAKEUP TECHNIQUES

Advanced Masterclasses

ID Liner is a collective of some of the most talented Master Artists from around the world headed up by industry leader Tracie Giles. Throughout the year, the ID Liner Artists host their own masterclasses showcasing the latest and most innovative techniques and trends from around the world.

The ID Liner Masterclasses count as CPD credits towards the Professional Progression Programme.

3D HYPER-REALISM BROWS

The latest advancement in Permanent Makeup, Hyper-Realism Brows are the most realistic brow style yet. Learn Hyper-Realism Brows from multi award-winning world master artist Miriam Beganova (@limitlesspmu) at her one or two-day Masterclass – exclusively hosted by ID Liner!

Hyper-Realism Brows are the most challenging but also the most natural-looking, creative, and rewarding form of permanent brows.

The latest advancement in eyebrow tattooing, the hyper-realism technique creates the appearance of super realistic fluffy brows which are currently right on trend.

Hyper-Realism Brows uses a specialised technique mastered by only a handful of Artists worldwide to create overlapping hairs, rather than individual hairstrokes. It mimics the natural wave of the hairs, with hairs tattooed in different directions creating a fluffier brow, rather than the straighter, tidier style of the Hairstroke Brow.

COST

- One-Day Masterclass **£995 + VAT**
- Two-Day Masterclass **£1,750 + VAT**
- 1-2-1 Private One-Day Training **£2,500 + VAT**

Includes a fully comprehensive training manual & ID Liner goodie bag!

MASTERCLASS GOALS

- Understanding different skin types and how to achieve the best healing results
- Knowing your needles
- Appreciating the value of tone
- Mastering the universal pattern
- Adjusting the hairstroke pattern to each individual client
- Discovering the secrets behind Hyper-Realism Brows



3D HYPER-REALISM AREOLA

The 3D Hyper-Realism Areola treatment uses a new areola tattooing technique designed by award-winning world master artist Miriam Beganova (@limitlesspmu). Building on the success of her world-famous Hyper-Realism Brows, Miriam designed her 3D Hyper-Realism Areola technique to create incredible, natural areola and nipple tattoos that are indistinguishable from the real thing!

Areola Micropigmentation can be the final step back to normality after breast reconstruction or augmentation by using cosmetic tattooing to restore the natural appearance of the areola and camouflage scarring with amazing results. An areola and/or nipple can be tattooed in a colour to closely match the client's own, creating 3-Dimensional, realistic looking results.

Although ideal after most kinds of breast surgery (including augmentation, reduction and uplift treatments, as well as post-breast cancer), some women may also just want to darken a naturally light areola or correct the shape. Permanent Makeup provides the perfect solution and is undetectable from the natural colour.

During this intensive two-day Hyper-Realism Areola Masterclass, students will be taught how to perform these life-changing treatments and achieve beautiful, natural looking results. As we will often be working on scar tissue or skin that has been compromised, this course is for intermediate artists only who are already confident in performing digital cosmetic tattooing treatments.

MASTERCLASS GOALS

- Anatomy and Physiology
- Managing Client Expectations
- Skin Trauma
- Pigment Selection
- Needle Size, Speed & Technique
- How to carry out a 3D Hyper-Realism Areola treatment
- Application and Blending
- Aftercare
- Equipment and Pigments
- Colour Theory
- Health & Safety

COST

- Small Group Learning **£1,695 + VAT**
- 1-2-1 Private Training **£2,295 + VAT**

Includes a fully comprehensive training manual & ID Liner goodie bag!



Online Permanent MAKEUP TRAINING

Permanent Makeup is one of the fastest growing sectors of the beauty industry, and once you have finished your fundamental training courses, started to build your client base, and explored the resources available to you online, you can often feel overwhelmed with the influx of new information. You will work with clients with different skin types and preferences and will also need to learn how to tattoo over the work of another artist and for this you need different tools and techniques.

Our online courses look closely at how to overcome these issues, broadening your knowledge and understanding, and equipping you with the skills that you need to take your treatments to the next level – all from the comfort of your own home or salon!

OUR ONLINE COURSES INCLUDE

- Hyper-Realism Brows online masterclass
- When to remove and when (& how!) to colour correct
- The science of micropigmentation needles
- Skin tones & types
- SMP needles
- The science of pigment

Cost

Hyper-Realism Brows online masterclass
£795 + VAT

All other online courses are available for
£150 + VAT PER COURSE

The full series is available at a reduced price of
£650 + VAT

1-2-1 BESPOKE TRAINING

Sometimes artists require something slightly more specific to enable them to master certain techniques. The beauty of training with ID Liner is that we are able to offer bespoke 1-2-1 training to suit your individual needs, allowing you to benefit from the undivided attention of one of our expert trainers.

Depending on your chosen treatment or technique, we will assign you the best trainer to spend the day teaching you exactly what you want to learn at the pace that you need to learn it!



Qualifications & AWARDS

Level 4 Qualification in **MICROBLADING & MICROPIGMENTATION** APPROVED OFQUAL Regulated

Once you have completed your Fundamental Beginners training in Digital Brows, Permanent Eyeliner, Gloss & Go™ Lip Blush or Microblading and gained your Bronze certificate of completion you will be eligible to enrol for the VTCT Level 4 qualification in Micropigmentation and/or Microblading.

In some regions it's now compulsory to hold a government approved Level 4 qualification in order to be licensed and ID Liner are one of the only VTCT accredited training academies in the UK. You will be required to create an evidence portfolio and attend assessment days demonstrating ability and skill.

The cost to an ID Liner artist wanting to enrol on the VTCT Level 4 Micropigmentation or the VTCT Level 4 Microblading qualification is reduced to **£500 + VAT**. The costs to artists that have trained elsewhere is **£1,200 + VAT**.

Artists wanting to enrol on the VTCT Level 4 Micropigmentation or the Permanent Makeup Laser Removal training need a minimum of Level 3 Anatomy & Physiology. We offer a fast-track option for this qualification for **£550 + VAT**.



ID Liner Professional PROGRESSION PROGRAMME

Discovering Talent | Nurturing Ambition | Making Master Artists

The global Permanent Makeup industry is worth around \$1billion – and it's growing fast with no sign of slowing down. Artists are constantly pushing the boundaries, developing new technologies and innovative techniques to meet the soaring demand for both incredibly natural and more glamorous results.

To remain competitive, an Artist's learning should not end after their Fundamental Beginners course. The world's top Artists, including the team at Tracie Giles London, frequently attend CPD courses and masterclasses to stay at the top of their game, despite having many years of experience.

The ID Liner Professional Progression Programme has been designed by Tracie and the ID Liner trainers to provide a clear path of professional development, supporting and mentoring you from beginner to advanced level.

Having trained hundreds of students, the programme was founded with a clear ethos: to discover talent, nurture ambition and encourage Artist to become the next world masters.

The ID Liner Professional Progression Programme consists of 4 stages: Bronze Artist, Silver Artist, Gold Artist and Master Artist.

Students will receive a Certificate of Attendance after they have attended any of our training courses. This certifies the name and date of the course attended. In order to receive a Certificate of Completion and advance to the next stage of the programme, students must have completed the following:

Bronze Artist

- Completed 16+ hours in-house training
- Passed the foundation written assessment
- Produced 3 detailed proficient independent case studies (beginner level)



Silver Artist

- Been practising for a minimum of 1 year
- Completed 24+ hours in-house training
- Attended 1 ID Liner CPD course / masterclass
- Produced 3 detailed independent case studies (intermediate level)



Gold Artist

- Been practising for a minimum of 2 years
- Performed minimum 100 treatments
- Completed 32+ hours in-house training
- Attended 3 ID Liner CPD courses/masterclasses
- Produced 1 detailed independent case study (advanced)

Only the very best artists will progress to Gold Artist and this demonstrates an advanced level of excellent artistry and in-depth knowledge. It is at this stage that Artists are encouraged to think for themselves; they must find, develop and hone their skills and talents, advancing an area of specialty to create a signature advanced technique.



“

WOW IS ALL I CAN SAY ABOUT MY LAST 2 WEEKS OF TRAINING... I HAD THE BEST TEACHERS, I COULD NOT THANK THEM ENOUGH. I TRULY FEEL LIKE I HAVE BEEN TAUGHT BY THE BEST. ID LINER HAS BEEN THE MOST LUXURIOUS BRAND TO WORK WITH AND I CANNOT WAIT TO USE ALL THE PRODUCTS AND REPRESENT THIS AMAZING BRAND.

”

-Ellie King

ID LINER GRADUATE & ARTIST



Master Artist

To progress to a Master Artist you then need to create your own masterclass with the help of our team to showcase their work on the world stage, leading and inspiring others.

In order to obtain the coveted Master Artist award, artists must:

- Have satisfied all Gold Award criteria
- Have developed a signature advanced technique in a chosen area of speciality
- Have successfully formulated and delivered an ID Liner Masterclass on their signature technique

ID Liner Master Artists will be formally presented their award and will be permitted to distribute exclusive ID Liner products alongside their masterclasses.

ID Liner Skill-Up Courses and Masterclasses count as CPD credits towards each stage of the Professional Progression Programme. ID Liner will leverage its own social media and marketing channels to promote ID Liner artists at each stage.



IDLiner

— TG PROFESSIONAL —

KNIGHTSBRIDGE · LONDON

ID LINER A DIVISION OF TRACIE GILES LONDON

24 Beauchamp Place, Knightsbridge,
London, SW3 1NH

T: 0207 5841005

W: www.idliner.co.uk

E: training@idliner.co.uk

 [@id_liner_pmu](https://www.instagram.com/id_liner_pmu)

