



HB SMALL GROUP  
TRAINING

# WHY THIS COURSE IS RIGHT FOR YOU



## EARN MORE MONEY

This course will teach you the PMU skills you need to be able to earn a 6 figure income

## CREATE THE LIFE YOU WANT

Work and earn on your own terms with your own Cosmetic Tattoo business

## BE BUSINESS READY

This course will teach you the foundations for building your Cosmetic Tattoo business

## GAIN CONFIDENCE

This course is built to have you leave with the confidence to start treating clients on your own

## QUALITY RESULTS

Learn the key factors to ensure quality healed results

## ACCESS TO KEY NETWORKS AND SUPPLIERS

You will have ongoing access to Jessica key networks and suppliers including exclusive student discounts

## STUDENT KIT AND MACHINE AVAILABLE

Beginners kit and own machine available

## UNLIMITED SUPPORT

Have access to unlimited online support via our exclusive Facebook group

## FINANCE AVAILABLE

Payment plans available



## WHAT IS COSMETIC TATTOOING?

Cosmetic Tattooing, also called Micropigmentation or Permanent Makeup, is a cosmetic treatment involving the controlled insertion of safe colour pigments into the epidermis layer of the skin, instantly improving the appearance and adding definition to certain facial features for a semi-permanent effect. This is a cosmetic treatment that defines your eyes, brows or lips with a soft, natural appearance that looks, and stays looking for some time, like perfectly applied make-up or the most subtle of enhancements. All cosmetic tattooing will fade, lighten or metabolise to some degree over time which is due to a number of individual factors.



# WHO IS THE FOUNDER & CREATOR?

Owner of Wollongong's leading Cosmetic Tattoo salon, Jessica is the face and transformative artist behind the House of Brows empire.

An expert Cosmetic Tattoo artist with a keen eye and precision stroke, Jessica's love for facial symmetry and naturally 'wow' brows, lips and eye liner has seen her business boom over the last five years, becoming the most in-demand artist within the Wollongong and surrounds.

Perfecting the art of Eyebrow Feathering, Ombé, Combination brows, and stunning Lip Blush transformations, Jessica understands the importance of a custom treatment and is constantly inspired to find her client's perfect fit. Supported by her growing team, Jessica's warmth and knowledge within the industry proceed her, as reflected by her online following and glowing reviews.

After her growth and success within the industry, Jess is thrilled to share her mastery of Cosmetic Tattoo and empower the next generation of boss babes with the launch of HB Academy. "I've completed over 300 hours of professional training to become a leading artist within the industry and now I want to share my skills to enable you to become your own brow boss."



## WHY TRAIN WITH HB ACADEMY?

Our Small Group Training caters to both existing artists and absolute beginners looking to jump into a fulfilling career with solid foundations in Cosmetic Tattoo.

Covering all the necessary knowledge from legal requirements, hygiene, skin, colour theory, mapping and design, through to client consultations, social media strategy and business tips and tricks. Jessica has left nothing out.

## FACE TO FACE TRAINING INCLUDES

- ✓ Live demonstration of the complete process performed by Jessica
- ✓ You will gain confidence working on live models with complete supervision by Jessica
- ✓ Comprehensive beginners kit included
- ✓ 3 months access to HB Academy Online
- ✓ Unlimited Q&A throughout
- ✓ Certificate of completion
- ✓ Unlimited ongoing support from Jessica via exclusive HB Academy Student Facebook Group



## WHAT HAPPENS WHEN I ENROL IN HB ACADEMY SMALL GROUP TRAINING?

Join Jessica for 2 days of intensive face to face training in our state of the art dedicated training space. PLUS Receive 3 months access to HB Academy Online where you can watch and rewatch the online course content as many times as you like to master your technique.

Jessica is also passionate about supporting you to start, market and grow your own cosmetic tattoo business so you can start your own business immediately.

Receive your HB Certification and ongoing support throughout your training and beyond to ensure you succeed in the industry.

You will have access to Jessica's key networks including coaches and suppliers.



## WHAT IS INSIDE THE COURSE?

- Skin penetration, hygiene and safety
- Client suitability/skin types
- Contraindications and precautions
- Colour theory/corrections
- Client preparation and aftercare
- Jessica's preferred equipment, tools, products and pigments with complete supplies list with websites for reference
- List of legalities that need to be met to operate in the industry
- Treatment room and trolley set up and preparation
- Jessica's signature design and mapping techniques
- Extensive coverage on stretch, depth, speed, projection, hand motion and grip
- How to create the perfect outline
- How to perfect the front fade
- Rules to create flawless healed results every time
- HD video demonstrations of all components of the treatment
- Jessica's comprehensive client consultation
- HD video demonstrations of Jessica's outline technique on practice mats
- HD video demonstration of Jessica shading technique on practice mats
- HD video demonstration of full procedure on a model
- HD video demonstration of how to perform a cover-up/colour correction
- Photography: how to quickly and easily take the perfect picture and video every time
- Smart apps to edit your photos and videos
- Social media essentials

# WHAT HB ACADEMY IS ALL ABOUT?

HB Academy is about empowering you to escape your 9-5 and build a life on your terms.

HB Academy is here to support you while you pursue your passion in the beauty industry while learning from an industry expert to create work that exceeds the competition.

HB Academy equips future artists with everything they need to know to confidently step out of the classroom and into their own business.

We offer you everything you need to know! Covering all the necessary knowledge from legal requirements, hygiene, skin, colour theory, mapping and design, through to client consultations, social media strategy and business tips and tricks. HB Academy has left nothing out.

EDUCATE AND EVOLVE  
WITH HB ACADEMY TODAY

VISIT  
HB ACADEMY

ENROL  
NOW





# WHAT WILL I RECEIVE?

Ready to change your life?

WATCH A LIVE  
DEMONSTRATION OF  
THE COMPLETE  
PROCESS PERFORMED  
BY JESSICA

YOU WILL GAIN  
CONFIDENCE  
WORKING ON LIVE  
MODELS WITH  
COMPLETE  
SUPERVISION BY  
JESSICA

BEGINNERS KIT  
INCLUDING MACHINE  
(WHERE APPLICABLE)

HOUSE OF BROWS  
EXTENSIVE THEORY  
GUIDE BOOK, YOUR  
BIBLE TO KEEP!

UNLIMITED Q&A  
THROUGHOUT AND  
UNLIMITED ONGOING  
SUPPORT

LUNCH PROVIDED

# WHAT HAPPENS AFTER TRAINING?

After your training, you will have unlimited online support from Jessica. Jessica can give feedback on your work, offer advice when it comes to working with clients or starting or growing your own PMU business.

Jessica aims to ensure you feel empowered with the tools to become your own boss and build a career that can easily earn you a 6-figure income.

You will also enjoy a lifetime discount at PMU Nation for all your PMU needs!