

THE COMPLETE GUIDE TO BROW MASTERY BROW SHAPING | HYBRID TINT | LAMINATION

BROW ARTISTRY

EDUCATOR JINA CHAENG



BROW APHRODITE



Meet Your Trainer

Hi! I'm Jina— a Brow/PMU artist and Sugarist, with a combined 5 years of experience in the beauty industry. Solely operating as an **independent artist**, my journey started from a home based studio to becoming a full time renter and **educator in brows and sugaring**. I have completed my training/mentoring my with BROW BY G, MJP BEAUTY, and KIANA JADE PMU in a six month apprenticeship for PMU. Now, it's my turn to help my own students master techniques with confidence and skill. With a commitment to delivering natural beauty enhancements and quality results, I'll guide you through your first steps into your Brow Artistry journey, or refine your skills as an intermediate brow artist, sharing insights from my own experience to ensure you feel confident to start your career as a solo Brow Artist. Here at BROW APHRODITE, I will teach you the foundational skills of **BROW ARTISTRY** that propelled my career into PMU brow artistry and educating.

3-IN-1 BROW TRAINING

LEARN 8 BROW TECHNIQUES

MAPPING SKILLS

- facial muscle movements/pull
- **signature black + white string mapping**
- marking the cleanest lines
- measuring for symmetry with callipers
- eyeballing/freehand judgements
- carving to map

WAXING

- **learn soft wax technique**
- skin contraindications
- how to apply wax
- how to hold the skin
- post wax care
- skin lifting theory

TWEEZING

- tweezing properly
- **precision tweezing:** identify which hairs to remove vs keep
- minimizing pain for clients

TRIMMING

- why it's the most essential part of shaping
- how to **trim properly from top and bottom**
- **thinning brows with trimming**
- vertical vs horizontal trimming

CARVING

- **lift and map the brows with light concealing**
- concealing to preview a brow shape

STYLING

- how to fill in brow
- **how to highlight brow bone**
- how to style with gel
- how to take photos (IPHONE + digital photos)

HYBRID TINT | BRONSUN HYBRID TINTS

- custom formulas
- **spot tinting**
- **stamping method**
- after care

LAMINATION | THUYA LAMINATION

- how to use THUYA (steps 1, 2, 3)
- shaping + trimming laminated brows
- tinting laminated brows
- styling
- after care
- contraindications
- over-processed brows theory

BEGINNER + INTERMEDIATE
ARTISTS

BROW TRAINING

Brow Fundamentals Course

SHAPING

HYBRID TINT

LAMINATION

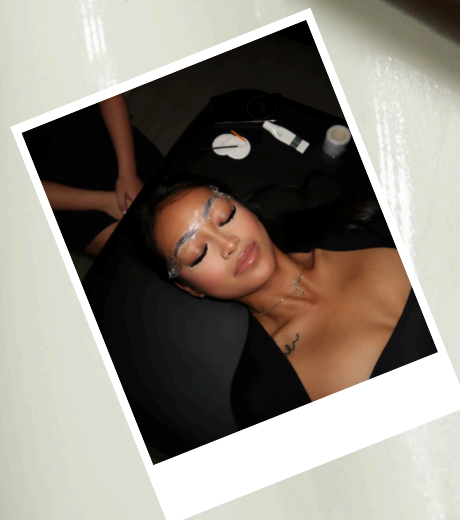
My 3-IN-1 Brow Artistry course covers 8 Fundamental Brow Techniques; **mapping**, **trimming**, **waxing**, **tweezing**, **tinting**, **lamination**, **carving**, and **styling**.

Students will be able to offer **3 Signature Brows Services**; Brow Shaping, Tint, and Lamination. Designed for beginners and intermediate artists. This course has a heavy focus on **hands-on practice** paired with a **generous amount of time** for each service that allows any student to thrive and work as an independent artist.

A **TWO-DAY**, 1-on-1 training designed at a **slower pace** to build a solid foundation of brow artistry.

Students get:

- **three demo models in class**
- **quality content** to use to start up their marketing
- **two-month post brow mentorship** for direct case studies
- **one shadowing session**: prior to your training to watch a live brow service by myself in studio



Payment Plans Available

Get in touch with us for more info!

\$2500 Beginner 2-Day Brow Artistry Training

Includes a \$500+ premium kit featuring BRONSUN, THUYA, SATIN SMOOTH, TWEEZERMAN products, servicing 100+ clients.

A \$500 non-refundable deposit must be sent to secure your spot. The full cost of the course must be paid two weeks prior to the class date. A customized payment plan will be an option for students wanting to pay in increments

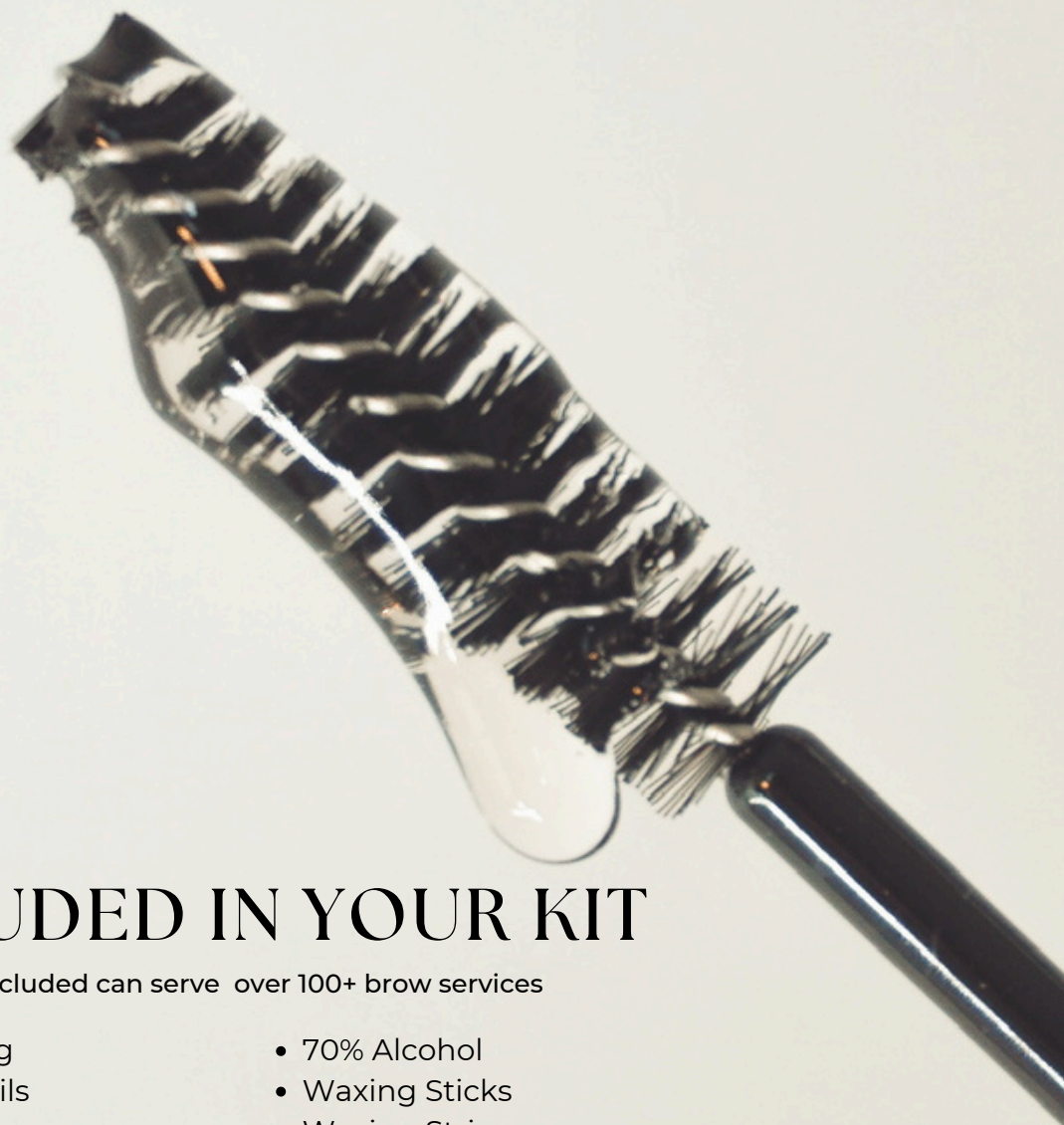
Students will have access to the online training manual to study and familiarize before class

Payment Plans : \$2500 Introductory Pricing

Deposit		\$500
Week 1		\$500
Week 2		\$500
Week 3		\$500
Week 4		\$500

Total cost must be paid prior to your training

FIRST 10 VIP STUDENTS GET THE UPDATED
E-BOOK VERSIONS UP TO ONE YEAR AFTER
THEIR TRAINING + EXTRA SHADOW
SESSIONS (CONDITIONS APPLY)



INCLUDED IN YOUR KIT

Products included can serve over 100+ brow services

- Mapping String
- Mapping Pencils
- Tweezerman Tweezers
- Brow Scissors
- Pre/Post Cleanser
- **BRONSUN HYBRID TINT** (two colours)
- **BRONSUN** Cream Developer
- Brushes
- **THUYA STEP 0, 1, 2, 3**
- Tint glass
- Brow Pencil
- Brow Gel
- Brow Lamination Aftercare x2
- 70% Alcohol
- Waxing Sticks
- Waxing Strips
- Spoolies
- Flock Brush
- Interdental Brushes
- Cling Film
- Golden Mean Calipers
- Calipers
- Razor Blades
- Cotton Pads
- Practice Skin Pad

VALUED OVER \$500

Why choose to learn

WITH US?

TWO DAY (1-ON-1) TRAINING

HYBRID TRAINING: IN PERSON + ONLINE

CERTIFICATION & CONTENT TO USE FOR
YOUR MARKETING

SHAPING + HYBRID TINT + LAMINATION

SHADOW SESSION(S)

100+ PAGE TRAINING E-BOOK

TWO MONTH CASE STUDY REVIEWS +
LIFETIME SUPPORT

MUST-HAVES + SUPPLIERS + DISCOUNTS

THREE LIVE MODELS

\$500 TRAINING KIT FOR 100+ SERVICES

BENEFITS

TRAINING DAY 1

TRAINING DAY 1 (4 Hours) - 1 LIVE MODEL

10:00AM-12:00PM | PREP + BASICS

- review e-book, materials + brow set up
- review brow shapes + whiteboard demos
- review string mapping
- sharpen pencil

WAX PREP: get comfortable with picking up and laying wax on practice pads

MAP PREP: scoring your string + sharpening your wax pencil to perfection

MODEL#1

12:00PM-2:00PM | SHAPING + LIP WAX

- student will be able to use black mapping string + white mapping string
- trim brows with precision and confidence
- use soft wax for hair removal
- learn precise tweezing and "brow rehabilitation"
- demonstrate concealer carving for mapping
- brow highlight + styling
- after photos with IPHONE + digital camera for content

TRAINING DAY 2

TRAINING DAY 2 (8 Hours) - 2 LIVE MODELS

9:00AM-10:00AM | PREP + BASICS

MODEL #2

10:00AM-12:30PM | SHAPING + HYBRID TINT + LIP WAX

12:30PM-1:15PM | LUNCH BREAK (provided)

MODEL #3

1:15PM-4:00PM | SHAPING + LAMINATION + TINT + LIP WAX

4:00-5:00PM | BUSINESS + MARKETING

- review the models/day
- talk about business tips, apps, editing photos

5:00PM | CERTIFICATION + CELEBRATION

ONGOING SUPPORT:

One month of case study review for students to send their work for any tips + critiques

Case study: sending before and after photos for reflection and tips to help you evolve your artistry. Case studies in the beginning of your career will help you create a strong foundation in your artistry

LIFETIME COMMUNICATION + SUPPORT

THIS COURSE FOCUSES HEAVILY
ON HANDS-ON LEARNING

POTENTIAL SHAPING/TINT

CLIENTS	DAILY	WEEKLY	MONTHLY	YEARLY INCOME
1	\$50	\$250	\$1,000	\$12,000
2	\$100	\$500	\$2,000	\$24,000
3	\$150	\$750	\$3,000	\$36,000
4	\$200	\$1,000	\$4,000	\$48,000
5	\$250	\$1,250	\$5,000	\$60,000

BROW APHRODITE

BASED ON A 5-DAY WEEK

POTENTIAL LAMINATION

CLIENTS	DAILY	WEEKLY	MONTHLY	YEARLY INCOME
1	\$100	\$500	\$2,000	\$24,000
2	\$200	\$1,000	\$4,000	\$48,000
3	\$300	\$1,500	\$6,000	\$72,000

BASED ON A 5-DAY WEEK

BROW APHRODITE

BROW APHRODITE

\$25 BROW MODEL REQUIREMENTS

- Not on any retinol/acne/skin medications
- No previous Brow PMU done
- Must have 4 weeks+ of brow growth
- Must be over 18 years old and under 50 years old.
- The procedure will be performed by students under my direct supervision.
- Permission is required for the use of before, during, and after photos for promotional purposes.

A brief consultation will be conducted beforehand to discuss the process, expectations, and aftercare.

\$25 (non-refundable) via e-transfer to
jc_business@hotmail.com
 send models: first and last name + phone number

BROW SHAPING | TINT | LAMINATION

BROW APHRODITE

BROW MODELS

- MODEL 1: Signature Shaping
 - best on **fuller brows**
 - since we utilize the client's natural brows, models with fuller and grown out hair will make more of a transformative look
- MODEL 2: Signature Shaping + Tint
 - best on fuller brows, normal skin type
 - choose a client with lighter brow hair (blondes, brunettes) to see the actual hair tint
 - choose a model with normal skin type, no acne on the brow area, no dry patches on the brows or scarring for best results
- MODEL 3: Shaping + Lamination + Tint
 - choose models with **thin-medium** brow thickness
 - choose models who need volume and fullness to their brows
 - choose a model with normal skin type, no acne on the brow area, no dry patches on the brows or scarring for best results

All models need to come in with makeup on, except for the actual brow area + forehead. Lashes and nails are encouraged for extra glam and better advertising!

Have models bring their makeup to touch up!

SETTING STUDENTS UP FOR SUCCESS:

THIS COURSE INCLUDES + THREE MODELS READY TO ADVERTISE RIGHT OUT OF YOUR TRAINING COURSE

BROW APHRODITE

DETAILS

Location: ONYX BLANC AESTHEICS
755 Henderson Hwy Unit #102, Winnipeg, MB R2K 2K5

Parking:
Parking is available in ONYX BLANC designated parking stalls, visitor parking, or in the Fresco parking lot. Please ensure you are parked in the appropriate areas to avoid any inconvenience.

Arrivals
Upon arrival, clients are welcome to wait in the lobby and use the washroom before their appointment.

Models + Student
Please bring extra makeup for touch ups, especially your face powders! Wear all black and bring an extra sweater for comfort.

BROW APHRODITE

MY SECRETS THAT SET MY STUDENTS UP FOR SUCCESS

- Go over e-book and familiarize yourself with the steps of service, highlight any pages you want to troubleshoot for quick Q+A's, and come to class ready to dive right into the hands-on training (it's the most essential part of your training)
- Dress to impress! Wear your best black outfit, camera-ready make-up, and bring some for touch ups as we are not only focusing on teaching you the brow skills, we're setting you up with videos and photos of **YOU** taking your first steps into the industry
- Your models should be carefully selected, these demo models are your first advertisements as a brow artist. Your models will receive results done by *you*, that is guided and assisted by your trainer that will be up to standard

Our BROW ARTISTRY by Brow Aphrodite is not your regular brow course. Every student is taught with expert knowledge and the ability to perform on **extra models** than regular training courses, and we focus on producing quality students whose work is up to our standard. With our lifetime mentorship, you can always ask for support after our training

LIMITED SPOTS AVAILABLE

THE GAME PLAN

- Hand pick 4-10 friends to be your models
- Master your shaping / tint / lamination technique
- Try 2 shaping models, 2 brow tint models, and 2 laminations. Use these highly discounted (\$25-\$50) models for content.
- Content: having your models come in with their hair + makeup done, and taking high quality before & after videos. Clients with fuller brows will produce a more dramatic before/after.
- Post your 10 models immediately with short captions with your introductory pricing

BEGINNER PRICING

- LAMINATION | \$50-\$75
- SHAPING + TINT | \$40
- SHAPING | \$20 – \$30

- 50 Lamination clients x \$50 = \$2500, in three months you only need 4 clients a week to break even with your training, not including the other brow services!

AVERAGE SENIOR PRICING

- LAMINATION | \$120
- SHAPING + TINT | \$60
- SHAPING | \$50

Make sure the first 10-20 clients you service on, you absolutely love your brow work. Raise your pricing as demand increases, but know that your portfolio as a beginner artist MUST reflect quality work.

With my training my course, you will be able to offer three SIGNATURE BROW SERVICES. Once you have mastered the art of brows, you can move on to perform PMU work. With a strong foundation in shaping. **MASTER YOUR MAPPING AND SHAPING SERVICE FIRST.**

FILL YOUR FIRST 10 MODEL SPOTS IMMEDIATELY AFTER POSTING YOUR (3) DEMO MODELS IN CLASS. Try not to have a break in between your education and models, so the education is fresh in your mind. Master shaping first, then tint, then brow lamination last.

Your first clientele as a beginner artist will convert to more clients with deals like:

- refer a friend = \$5-\$10 off both of your appointments
- bring a friend = \$5- \$10 off both appointments
- write a google review = \$5- \$10 off your appointment
- loyalty cards = 8-10 stamps for a free service