



DEBRA ROBSON-LAWRENCE®
specialist make-up services


The Academy of Semi Permanent Make-Up



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Specialist Make-up Services is a nationally recognised educational organisation.

It is arguably one of the most prestigious and successful Semi-Permanent Make-up establishments in Europe and has been setting, as well as exceeding industry standards, since its inception.



“Success in business requires training and discipline and hard work. But if you’re not frightened by these things, the opportunities are just as great today as they ever were.”

David Rockefeller

01 Welcome to The Academy

In 1992 following transition from a highly successful career as a beauty therapist and makeup artist, Debra began her quest to improve the image and standards of the Semi-Permanent Make-up industry and discover how to enable everyone to create the life of their dreams. Her tenacious curiosity led her to travel internationally to study Semi-Permanent Make-up on many levels, from the purely scientific to the truly magical. She is renowned for her ability to make the most complex subject easy and fun to learn.

The company’s founder, Debra Robson-Lawrence (author of ‘97 Ways to Increase Your Profits with Semi-Permanent Make up’) is the ultimate pioneer in FAME® (Facial Aesthetic Micro Enhancement) and continues to develop and educate on innovative techniques, products and business practices for the industry she loves. Debra is also the Master Trainer of Micropigmentation and Director of ‘The Academy of Semi-Permanent Make-up’, a highly successful training institute. Debra has also performed tens of thousands of procedures to date.

Specialist Make-up Services is a nationally recognised educational organisation. It is arguably one of the most prestigious and successful Semi-Permanent Make-up establishments in Europe and has been setting, as well as exceeding industry standards, since its inception.

The Academy has taught numerous beauty industry clinicians, aesthetic nurses and medical professionals in all aspects of Semi-Permanent Make-up and frequently updates its course content. By continuously establishing and exceeding the standards held by the Permanent Make-up Industry, Debra Robson-Lawrence remains the authority in Semi-Permanent Make-up.

She has been teaching continuously for more than 15 years and is a highly sought after Keynote Speaker and expert advisor to the health, beauty and medical press.

Semi-Permanent Make-up professionals all over the world choose The Academy for innovative education, superior products, unrivalled business support and limitless strategies for success. With all this, it’s no wonder technicians feel at an advantage under Debra’s close supervision.


Whether you are considering a career in Semi-Permanent Make-up, if you are a salon owner that is considering training a member of staff to provide treatments for your business, or you have already trained elsewhere and you wish to learn advanced techniques - we have the ideal training solution for you.

In this brochure, you will learn more about the 3-Day Foundation Practitioner Course designed for students new to the industry, our 1 day advanced training programmes, the benefits of training with Specialist Make-up Services and most importantly, we can reveal how you can get a return on investment in less than 20 hours!

Would you like Specialist Make-up Services to assist you in becoming one of only a handful of the UK’s most respected and talented technicians of Semi-Permanent Make-up?

Chase Your Dream – Not The Competition.

Call The Academy now 0845 230 2036 or email training@permanent-makeup.com, and a member of our Academy training consultants can assist you with booking a complimentary private consultation with one of our Trainers in Harley Street.



“I found this a very practical and exciting course. Debra is a very patient and supportive trainer. A course that immediately gives you skills to take back to clinic”

Dr. Alison Duncan, MB, ChB, MRCGP

02 Overview of courses at The Academy

3 day Foundation Practitioner Course

The Foundation Practitioner Course will provide students with a comprehensive insight of the Semi-Permanent Make-up industry. Students will learn the art and application of Brow Couture, Secret Liner[®], and Lip Perfection Contouring for men and women using the FAME[®] technique.

Advanced Training Courses - 1 Day per procedure

The Academy provides bespoke advanced tuition for eyebrows, eyes, and lip treatments. All Brow Couture and Power Brow Graduates will be proficient in the design, shape and reconstruction of eyebrows using Debra's FAME[®] technique. For the eye treatments, the Academy teaches advanced techniques using, Glamoüeyes and Eye Intensifier procedures. For students wanting to perfect their artistry in advanced lip techniques, The Academy provides training in Barely There Blush and Tender Tint Lip Wash.

Paramedical Master Class - 1 Day

Paramedical uses of Semi-Permanent Make-up provide liberation from the embarrassment of unsightly scars and natural skin imperfections. Students will learn how to provide a finishing touch to surgical procedures (such as breast reconstruction) camouflaging scars and burns.

Areola Reconstruction - 1 Day

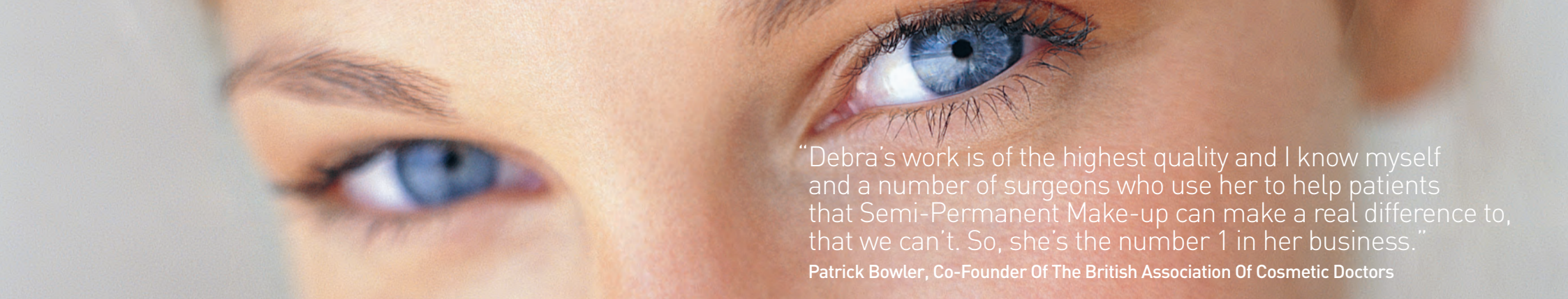
Students will be shown areola re-pigmentation and nipple restoration for women who have had implants after partial or total mastectomies, or who may have irregular or fading areolas.

Refresher Training Master Class - 1 Day

This is the ideal course for Academy graduate technicians and Semi-Permanent Makeup artists, who may have trained in other training institutes, and are keen to improve their technical ability, enhance their existing Semi-Permanent Make-up knowledge, or to learn innovative skills that is guaranteed to save you time and money.

Fees: Price on application.

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“Debra’s work is of the highest quality and I know myself and a number of surgeons who use her to help patients that Semi-Permanent Make-up can make a real difference to, that we can’t. So, she’s the number 1 in her business.”

Patrick Bowler, Co-Founder Of The British Association Of Cosmetic Doctors

03 Academy Training & Certification Options

Debra is utterly passionate about her profession and created The Academy of Semi-Permanent Makeup in the 1990’s, when the look of the moment was loud, garish and overdone. With her technical expertise and talented artist’s eye, she is dedicated to raising the standards of the industry.

Your Master Trainer: Debra Robson-Lawrence

Master Trainer Debra Robson-Lawrence teaches the Advanced and Certified Micropigmentation syllabus. Debra is the founder & Director of Specialist Make-up Services Ltd & The Academy.

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Your Aesthetic Beauty Consultants

Debra’s team of Aesthetic Beauty Consultants assist with the successful provision of high quality Semi- Permanent Make-up treatments in her exclusive Harley Street Clinic. This elite team also consists of Training Practitioners who train students wishing to complete a course at The Academy.

All of our Practitioners attend Debra’s rigorous training university that was created specifically for technicians wishing to teach at The Academy. They are qualified to assist you in achieving your business or personal goal, whether it is becoming one of the UK’s most unique technicians in Semi-Permanent Make-up, or to gain additional revenue streams within a health or clinical environment.

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04 Where are the courses held & How to get your money back in less than 20 hours!

Return on investment can be exceptionally fast and here, we demonstrate how you can get your money back in less than 20 hours!

Where are the courses held

Training courses run periodically throughout the year with The Academy, with classes being held at our prestigious Harley Street Clinic.

However, the majority of our students find both financial value and benefit from completing the training at their own salon or clinic. This way, students are able to benefit from retaining clients that are initially used as their 'models', market their database and promote the provision of a fantastic new Semi-Permanent Make-up service, therefore achieving a quicker return on investment.

If you know that this option would suit your needs more appropriately, then please speak with a member of our team to discuss your options. Alternatively, please see the training section of our website for upcoming training dates and availability.

How to get your money back in less than 20 hours!

Return on investment can be exceptionally fast and here, we demonstrate how you can get your money back in less than 20 hours!

Typical Revenue £350 per eyebrow procedure

- Weekly Revenue 3 clients paying
£350 = £ 1050 per week
- Yearly Revenue if you only worked 48 weeks
£ 50,400 per year
- Treatment Hours worked 3 hours per week for 48 weeks = 144 hours

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“The training I received was in-depth and gave me the confidence I needed to offer semi-permanent makeup procedures. The one-to-one training was invaluable”

Karen Barlow for Dr. Sue Holdstock

05 7 reasons why you should train with The Academy

1 You get more:

As well as being certified in Semi-Permanent Make-up, you will be certified in Debra Robson-Lawrence's own trademarked FAME® Technique, and will benefit from the strength of Debra's reputation. This is an incredibly powerful combination to enhance your personal success.

2 Our diplomas are fully approved and recognised:

Our diplomas are recognised by Towergate Coverex (previously Woodgates Insurance) and Professional Beauty Insurance Group. The company is a recommended training provider to Hamilton Fraser Insurance Service medical insurance group, advisers to the Health and Safety Executive of Westminster City Council Environment Health and contributor to the Independent Healthcare Advisory Services.

3 Personal attention:

We have a high 'trainer to student' ratio of one trainer per two students, which gives you all the personal attention you need to create the success you want from the training. Our trainers are there to coach, facilitate, support and assist you.

4 Loyalty Programme:

When you book onto one of our courses, you will automatically be entitled to privileges such as discounted products, treatments and any future education booked through The Academy.

5 Ongoing support:

We recognise that the end of training is just the start of practicing Semi-Permanent Make-up in the 'real' world, so we offer full ongoing support by telephone and email through a personally appointed trainer. This ensures that you get the results you want – whenever you want them. The Academy has been training and certifying some of the best technicians and master practitioners for the last 14 years. We can assist you in getting the best results for yourself.


6 Fun!

We believe that learning and personal transformation should be fun and enjoyable. You will gain profound insights and personal change in an environment that is safe, caring, fast moving, exciting and varied.

7 Value for Money!

The skills that you will acquire from our training will ensure that you are well equipped with the essential building blocks for any future learning and knowledge that you will gain when you start out on your Semi-Permanent Make-up journey.

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“Fantastic course, I feel it’s given me so much confidence to work alone – loaded with information with all areas covered in full detail”

Jenny Mosley

06 Access to the Business Growth Platinum Mentor Scheme & Fast-track training

Access to the Business Growth Platinum

Guaranteed strategies for attracting clients! Imagine getting access to the Company Director or one of her experienced business associates to mentor you. Where you can turn for unbiased advice on how to grow your Semi-Permanent Make-up business and take it to the next level. You’ll meet to discuss strategies and exchange ideas with The Academy’s Business Growth Team, who will set you goals and keep you accountable. You will join a select group of technicians and business owners just like you – all keen to grow their business, all frustrated that things just don’t happen fast enough.

You will have access to proven tried & tested business and marketing strategies.

Here are some of the powerful techniques that you will learn which have assisted other students, technicians & salon owners in growing their business as well as benefiting financially.

- How to sell at prices higher than your competition, no matter how competitive the industry is
- How to get far more enquiries – and convert a far higher percentage into sales
- How to generate a constant flow of new clients who want Semi-Permanent Make-up

We only work with a limited number of dedicated practitioners who are serious about growing their business, if you would like further information on how the mentoring scheme will benefit you, call The Academy now 0845 230 2036 or email training@permanent-makeup.com

Interactive & Multi Sensory Learning

The Academy understands that student’s process information dependent upon their preferred learning style. Therefore, The Academy provides all students with training content on an interactive CD ROM, audio recordings from a live unedited training environment and practical teaching in a clinic to master the intricate practical skills required for Semi-Permanent Make-up.

Fast Track Training!

Research has proven that students who have a set goal to work towards are more likely to achieve greater success. For this reason, The Academy offers an opportunity for only ambitious students, Semi-Permanent Make-up technicians and Business Owners to attend an assessed accreditation day to test their practical skills. The assessment day is scheduled within 6 weeks of attending the Foundation Practitioner Course and you will demonstrate the range of treatments that you’ve been taught on the course.

Since offering this service, our students have told us that they are now more committed to graduating at The Academy. Students have a clear aim to work towards and are more focused to acquire models to practice their new Semi-Permanent Make-up skills. Not to mention the prospect to graduate through The Academy and gain the diploma faster! This in turn gives you the autonomy of exceeding your return on investment in a shorter timescale.

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“Since we have incorporated semi-permanent make-up into our portfolio of treatments, our profits have soared. Client satisfaction ensures that our reputation continues to flourish. Debra has been an inspiration and her support and encouragement invaluable”

Dr. Sam Robson



07 Student Testimonials

Don't just take our word for it, read on to see what students of The Academy have to say...

'Fantastic course, I feel it's given me so much confidence to work alone – loaded with information with all areas covered in full detail' Jenny Mosley

'I learned from Debra's wealth of knowledge and experiences. The course material was really informative and very detailed, excellent!' Alison McCreadie

'A comprehensive and enjoyable training course, consolidating both theoretical knowledge, with essential practical experience. An exceptional standard of training, with a course teacher who is eager to share both skill and experience' Kate Williams, RGN

'Since we have incorporated semi permanent make-up into our portfolio of treatments, our profits have soared. Client satisfaction ensures that our reputation continues to flourish. Debra has been an inspiration and her support and encouragement invaluable' Dr. Sam Robson

Entry Criteria

The Academy is the only training establishment in the UK, with a pre-requisite that all students wishing to train with The Academy, have previously studied Anatomy & Physiology to NVQ level III. It is preferable, that students will have previously been employed within the health & beauty industry or gained experience within an aesthetic or medically related industry. However, if you are passionate, if you want to learn and are determined to train within the industry, we can advise you on a fast-track pre study plan to assist you with reaching our level of standards.

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08 Your next step

Get in touch & book a Complimentary consultation

We hope that the information provided in this brochure has given you an insight into the training process, educational courses and business mentoring with Debra Robson-Lawrence and her team of Aesthetic Training Practitioners.

When you train with The Academy, we provide you with techniques and skills for life that are in vogue. Therefore, you will be capable of providing outstanding treatments at a premium price. This should differentiate you from the competition and give you a competitive advantage. With the controlled use of The Academy's corporate branding, you are sure to be noticed as a recognised, quality technician.

Call now or email The Academy, where a member of our training team can assist you with booking a Complimentary private consultation with one of our Trainers in Harley Street. During the consultation, our trainers will be able to provide you with an in depth, comprehensive guide as to what you should expect by enrolling on one of the courses in the educational programme. They will be able to answer any questions you may have and put your mind at rest.

Do you think you can get 20 fee-paying clients for an eyebrow treatment at £350 per procedure? Yes, you can!

Call The Academy now 0845 230 2036 or email training@permanent-makeup.com, and a member of our Academy training consultants can assist you with booking a complimentary private consultation with one of our Trainers in Harley Street.

Thank you for taking the time to read our training brochure. The exciting world of Semi-Permanent Make-up is right at your door....

Email: training@permanent-makeup.com

Call one of our training team: 0845 230 2036

For an online consultation: www.permanent-makeup.com

Contact:

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M : +44 (0) 79 7635 2750

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W : permanent-makeup.com

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