



*pretty* **OLOGY**™  
ACADEMY

The Art & Science of Micropigmentation

Meet our Educational Director,

*Julie Michaud,*

CEO, PAAM, CPCP

Julie's focus has been to scout, train and develop the very best talent in the industry. She is a Platinum Certified Micropigmentation Instructor (PAAM), a Certified Member of The Society of Permanent Cosmetic Professionals (CPCP) and a Massachusetts Licensed Cosmetologist 1. Julie is also a national training partner for world renowned brands. These combined efforts solidify Julie's true calling at the intersection of technique, innovation and teaching. Her passion for the industry and innate ability to cultivate talent positions her as your leader, teacher, mentor & cheerleader.







## *Maria Concepcion*

Maria comes with a wealth of experience in the aesthetic and cosmetic fields. She has over 18 years of permanent makeup experience as well as extensive training in paramedical 3D Areola Micropigmentation, Scar Camouflage, and Scalp Micropigmentation. Maria's skills and patience have given trainees the confidence to be the best in the permanent makeup industry. She enjoys building relationships with her students and always makes time to answer their questions and concerns.



## Additional Instructors

## *Paula Vesce*

Paula began teaching with us in 2019, bringing her 17 years of PMU experience to our students. A successful cosmetologist since the age of 19, Paula also offers a range of knowledge on how to run a beauty business and grow clientele. Teaching is second nature to her, having taught both cosmetology and master lash extensions for many years prior to her PMU teaching career. Paula also mentors our apprentices and enjoys coaching. Her own continuing education includes European single needle technique, hand method and the "S techniques" created Sviatoslav Otchenash.







## The Prettyology Academy **Difference**

We employ a 1:1 student: teacher ratio in hands-on clinic sessions to make sure you receive the maximum personal attention needed to become a confident technician.

We base our training on three pillars that we believe are the backbone for a successful career in micropigmentation. Our focus is to develop your **Technical Skill** (learning the technique), **Artistic Eye** (applying the technique) and help **Foster Your Intuition** (bring the human touch).

We have partnered with the industry's most respected and trusted quality brands worldwide, to ensure you have the ability to achieve beautiful results.

We have ongoing programs that will continue to coach and support you once you start taking your very own clients.



## BEGINNER FUNDAMENTAL COURSES

The first step to becoming a successful certified professional in the field of micropigmentation is complete a 100-hour fundamental training course recognized by the AAM & SPCP. Our objective is to provide our students with the best quality education and career support to develop you into a confident micropigmentation artist.

After completing a fundamental course with us, you can continue your education with our advanced classes, VIP Trainer classes, or apprenticeships.



### The Eyebrow Fundamental

Our eyebrow-only course that teaches the 3 most popular eyebrow techniques using both a PMU device and microblades - PowderBrows, Nano Hairstrokes and Microblading.

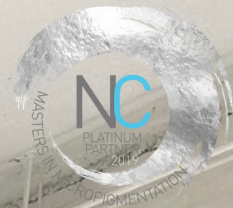
### The Classic Fundamental

Our classic device-only micropigmentation course that teaches PowderBrows, LipBlush and Shaded Lip Liner using digital PMU devices.

### The Paramedical Fundamental

Our device-only micropigmentation course that covers 3-D Areola, Sar Correction, and Scar Camouflage.





# Our Fundamental Curriculum

- Infection Control
- Sterilization
- Anatomy and Physiology
- Skin Anatomy
- Skin Disorders
- Color Theory
- Pigment Theory
- Machine/Device Theory
- Needle Selection
- Consultations
- Client Forms
- Anesthetics
- Facial Morphology
- Eyebrow Design
- Anatomy of the Eyes
- Mannequin Practice
- Hands-On Training
- Proper Aftercare

Your six days in class will cover all of the above in addition to ample hands on practice. Our small class sizes ensure you will receive plenty of guidance, including one on one supervision when you work on live models. This curriculum meets the standards of the AAM and SPCP.





# WHAT OUR GRADS SAY

"I loved the one on one training I had with Julie. She is so talented. Practicing on real people was obviously the best part of the class."

-Bryanna

"I love the continued education and connection I have with the ladies of the academy and can't wait to go back for more courses as I successfully work in this field. Prettyology Academy, for me, continues to be a place to learn, a connection to the PMU community and a great place to enhance my skills as needed. I couldn't be happier!"

-Jenna

"It's impossible to leave not feeling happy after training with these professionals."

-Jessica

"The training with Julie was fantastic with hands on experience and guidance every step of the way plus the facility is absolutely stunning"

-Hollie

"I love the friendliness and willingness to help from Julie!"

-Lacey

"I love the education I have gotten at Prettyology. That education and mentorship continues well after you leave a class. I know I can reach out to the trainers at any point to help with any questions that I may have and they always respond right away!"

-Kristin

"I love how supportive the Prettyology Academy team is. Learning a new skill can be intimidating but with Julie and the other trainers, I felt encouraged and supported all the way through, even after the class!"

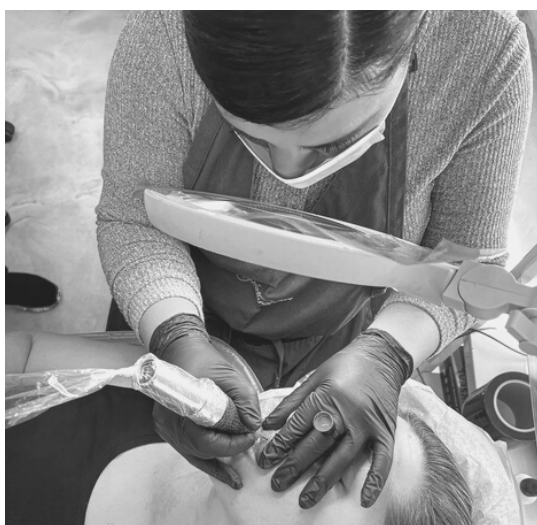
-Corrin

"I loved learning each step of micro and putting it all together. Julie was there the whole way as well as the other staff. Great experience!"

-Danielle

"I have attended several training classes & I absolutely love & recommend Julie and her crew. So much knowledge in one place!!! The guest trainers that come are the best in the business!"

-Lori



# POST GRADUATE SUPPORT

We offer support to make your transition from student to micropigmentation artist seamless;

## Apprenticeships

- Supervised procedures with instructors or observation hour days with senior artists available!

## Advanced Classes

- Continuing education in over 15 techniques including device work and hand tool work, as well as international VIP trainer events

## Starter Kits

- Your tuition includes a device kit to get started. We also offer discounted combination packages of devices and needles or pigments and topicals to help you easily assemble your kit!

# ALUMNI BENEFITS

- Class Discounts • Retail Specials
- Continued Support

## STARTING YOUR CAREER

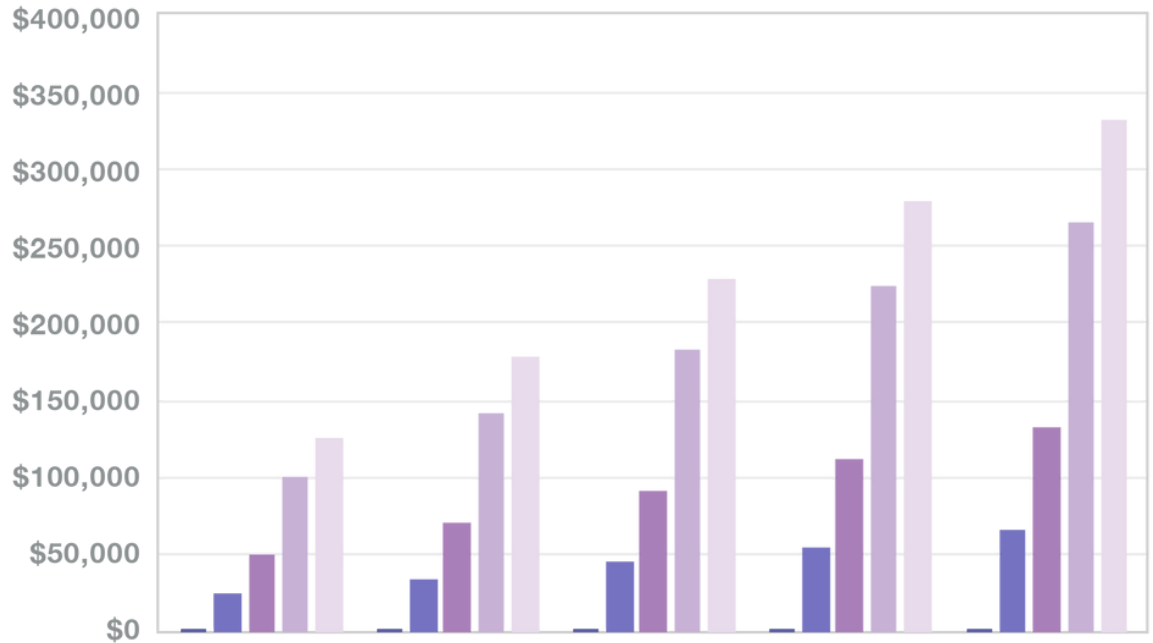
In most states across the USA, permanent makeup and microblading is licensed as body arts (tattooing). Prior to certification, it's important that you contact your state and local board of health agencies regarding the rules and regulations for practicing permanent makeup in your area. Some cities/towns will require a number of supervised procedures. Others will require an apprenticeship. Some cities/towns require only Blood Borne Pathogens certification. Our academy staff is happy to help you navigate these steps.





# YOUR EARNING POTENTIAL

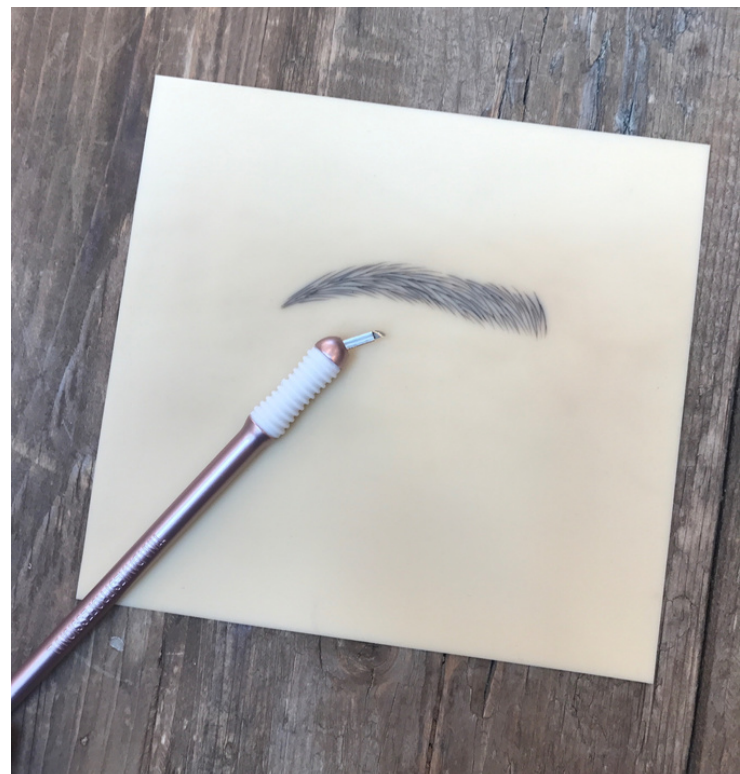
# POTENTIAL REVENUE



Fee Per Procedure	\$250	\$350	\$450	\$550	\$650
2 Procedures Per Week	\$24,000	\$33,600	\$43,200	\$52,800	\$62,400
4 Procedures Per Week	\$48,000	\$67,200	\$86,400	\$105,600	\$124,800
8 Procedures Per Week	\$96,000	\$134,400	\$172,800	\$211,200	\$249,600
10 Procedures Per Week	\$120,000	\$168,000	\$216,000	\$264,000	\$312,000

This chart illustrates the potential earnings in the thousands based on amount of procedures complete per week and price of procedure. This does not include expenses. Price range is \$250 - 650.

The micropigmentation field is one of the fastest growing areas in the beauty industry. This means there are an increasing amount of job opportunities in many types of work environments for people who have been trained properly, have an artistic eye, enjoy working with people and have a strong drive to succeed. It is a very exciting time to be getting into this field!





# FREQUENTLY ASKED QUESTIONS

Are there any prerequisites? Do I need experience?

The only prerequisite for our Beginner Fundamental training is a Blood Borne Pathogens certificate. This short online training can be completed in just a few hours through a number of organizations such as [www.icpri.org](http://www.icpri.org). Our advanced courses require completion of an AAM or SPCP recognized 100 hour Fundamental course, such as ours.

I don't know which Fundamental course to choose, can you help me decide?

Absolutely! Keep in mind there is no wrong choice; all options will allow you to begin your career as a micropigmentation artist. You will also be able to take advanced courses, if desired, to continue your education. Call our office to speak with a staff member who can explain the course differences.

Do you offer advanced classes?

We do! Once you have completed your fundamental training, you may take any of our advanced class options, or special VIP trainer classes. This selection is ever growing. You can read about these offerings at [www.prettyologyacademy.com](http://www.prettyologyacademy.com). Look for more online education coming soon!

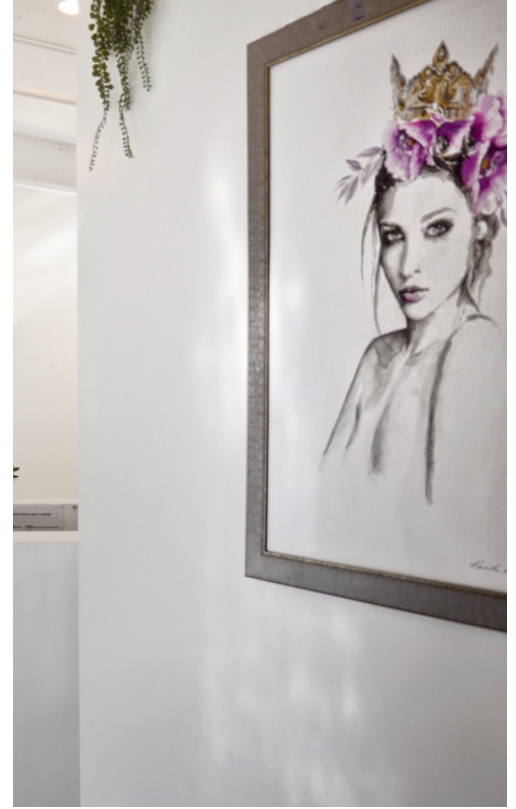
Do you offer financing?

Yes! We have payment plan options that allow you to break the tuition into installments. We can also refer you to lenders we've worked with for loan options.

How do I enroll?

You may purchase enrollment at [PrettyologyAcademy.com/shop](http://PrettyologyAcademy.com/shop) and then selecting a class. A deposit of 50% is required at the time of registration to reserve your seat in class and receive your home study materials. The remaining balance is due in full 30 days prior to the start date of your class. Our classes often fill in advance due to our maximum size of four students, so don't put off securing your place!





## VISIT US

Prettyology Academy is located in Peabody's Mills 58 complex. We welcome interested students to meet with our academy staff, by appointment, to visit our classroom and learn more about our programs.

Prettyology Academy

58 Pulaski St., STE C4-7  
Peabody, MA

617-936-3747

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[www.prettyologyacademy.com](http://www.prettyologyacademy.com)





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