



HD BEAUTY
ACADEMY

TRAINING BOOKLET

PERMANENT MAKEUP COURSE

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HEALTH, SAFETY AND STERILIZATION

Micropigmentation industry involves invasive procedures that have to strictly follow sanitary rules and regulation in order to avoid any possible infection or accident at a workplace. Keeping the environment clean and safe is the priority of everyone in the facility. Safety and sanitation are extremely important to both client and the technician performing the procedure.

At HDBBeauty we encourage a very strict protocol of safety and sanitation to prevent infections and communicable diseases.

- Cover furniture involved in the procedure: Any part of the furniture (ex. Beds, chairs, trolleys, lamps, mirror handles, cap trays etc.) must be covered with plastic barriers that are approved for such uses and at least 1.25mm thick. After you are done with the procedure remove the plastic barriers and wipe everything with disinfecting wipes.
- Blades, needles, pigment caps, dental swabs, and anything that touches blood during the procedure has to be prepackaged and single use only. Needles and blades must have Lot number and expiry dates on them clearly marked.
- Always wear medical grade nitrile (latex free) gloves, masks, and clothing protectors.
- Appropriate disinfectants must be used after each client. Use high level disinfectant for critical implements such

as metal hand pieces and anything that accidentally comes into contact with blood borne pathogens including beds, tables, chairs, hand mirrors, etc.

- Every room must have a sharp container approved by Health Regulations in your region for disposal of blades and needles.
- Change trash receptacle liner with new plastic for each client
- Wash and dry hands prior to putting on gloves and in between each glove change. Failing to do so may result in transferring contaminants from old gloves to new
- Keep pigments and anesthetic bottles away from heat and light. Wipe down regularly with disinfectant and never keep it on the trolley during the procedure.
- Get into the habit of handling your bottles with clean, gloved hands only
- Keep records of all single use and disposable goods purchased (for inspection very important)
- Keep all client forms on site for one year and 7 years on files in storage.

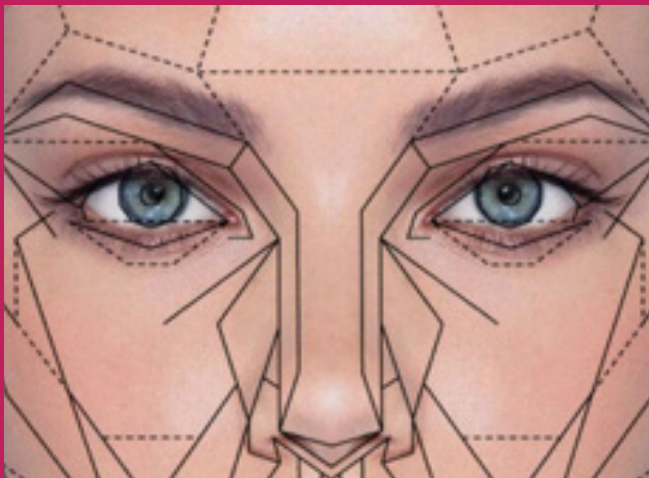
Every student at HDBBeauty Academy has to pass a test for Blood Borne Pathogens and present a certificate to the instructor.

Follow instructions at www.worksitesafety.ca

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SKIN STRUCTURE

Being familiar with the skin, its layers, and the cells within them is extremely important for all micropigmentation specialists. Your deeper understanding of skin structure and function will help you be better at permanent makeup and microblading. In turn, this knowledge will provide your client superior results and safer care.



Skin Facts:

The skin is only as thick as a few sheets of paper

Keeping this in mind when performing any Permanent Makeup Procedure will help you control your depth of the needle.

Skin is not immune to the laws of gravity

Placing eyebrows on the eyebone or below it, will make your clients eyes look droopy and sad.

Collagen and elastic production slows dramatically: 65% between age 20 and 80.

When choosing a brow shape take into consideration your client's age and skin elasticity. Choosing the right shape can visibly lift your client's eye.

The thickness of the skin decreases by 6% every 10 years.

Meaning that when you work on a mature skin watch the pressure of your needle. Skin is much thinner and you have a greater chance of going deeper into the dermal layer.

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SKIN STRUCTURE

Skin Layers:

Epidermis

The outermost layer contains no blood vessels or nerves and is vital in preventing loss of moisture from the body. Serves as protection to all other layers and composed of keratinocytes (cells that contain keratin) and the protein which gives toughness to the skin.

Epidermis layer regenerates every 28 days in skin age 18-35. As metabolism slows down-skin regeneration period increases to 30-35 days.

In Permanent Makeup Epidermis serves as a main layer to hold the pigment, therefore the older the skin the longer permanent makeup will last.

Dermis

A network of elastic, dense connective tissue containing collagen as well as sweat glands, hair follicles, sebaceous glands, nerve endings and blood vessels. Provides skin with resilience.

In Permanent Makeup only the uppermost layer of the Dermis is involved. If pigment gets delivered deeper into the dermis it will stay there and change color after the healing.

Hypodermis

Loose connective tissue which mostly contains fat cells. Responsible for binding the skin to the tissue beneath it.

The hypodermis houses larger nerves and blood vessels, as well as the fibroblasts, which are responsible for producing collagen. The collagen fibres are then transported to the dermis to support the skin. In Permanent Makeup, hypodermis is not involved.

Permanent Makeup is an aesthetic specialty that is growing in demand. Due to complicated and delicate regions of the face to which it is applied, it is crucial to have an understanding of the face and facial skin. The use of needles around these regions can be dangerous if not handled with care and with knowledge that is appropriate.

The tattooing/ microblading process causes damage to the epidermis and the papillary layer (top most layer of the dermis). These layers appear shredded and mushy immediately after the tattoo procedure.

As with any injury, the body's initial response is to stop bleeding followed by the swelling of the affected tissue and the migration of non resident immune cells to the site. The optimal pigment placement with microblading to avoid any scar formation is just deep enough to reach the top of the dermis (1-1.5 mm).

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SKIN DISEASES AND DISORDERS

In permanent makeup and microblading we work with human's skin and it is extremely important to be able to analyze the area you are working on and make sure it is absolutely safe and healthy. Remember: you are not giving any diagnosis to your clients, however you need to be aware of skin conditions and if skin appears unhealthy to you it is best to refer your client to a dermatologist prior to performing any Permanent Makeup Procedures.

Moles

Common growth on the skin that appears when the skin cells bunch up with the tissue surrounding them. Moles must be checked regularly with dermatologists to make sure they don't change the shape, colour or form. In permanent makeup we do not EVER go over the mole even if it appears in the area where we are going to work. Moles cannot be touched with the needle at all, and we will learn on how to avoid them during the microblading procedure.

Melanoma

Abnormal moles may lead to melanoma- a severe form of skin cancer.

Rosacea

Skin condition that leads to abnormal redness and acne breakouts. Patients who have Rosacea and want to get their eyebrows done should be aware of pigment changes in their skin. Because of the severe redness and heat in the upper layer of the skin pigment may turn grey or blue. As a technician you need to choose the correct pigment very carefully in order to avoid bad results.

Psoriasis

Is an autoimmune disorder. Symptoms include patches of abnormal skin, dryness, redness and very itchy. If the area you intend to work on has any of those symptoms, you are not allowed to tattoo on it. Your job will be to advise your patient to go to a dermatologist and get it treated first before proceeding with permanent makeup.

Eczema

Skin rash that causes redness and itchiness on the skin and usually goes away on its own. Cannot be worked on before it is fully healed.

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SKIN DISEASES AND DISORDERS

Acne

Skin breakouts that appear in many different forms and severances. If the area is inflamed and contains pus, you cannot go over it with a needle to avoid spread of infection.

Hives

Hives are itchy welts that are raised up from the normal layer of the skin. They may be caused by an allergic reaction in the body or outside factors, such as stress, illnesses, or even tight clothes. Hives are treated with antihistamines and preventive practices. Again this skin condition cannot undergo permanent makeup procedure.

Cold Sore

A cold sore is a red, fluid-filled blister usually found near the mouth. The sore itself is painful or delicate. Other symptoms include itching or burning sensations on the site before the sore is visible. Cold sores are caused by the herpes simplex virus, and there is no known cure for the virus. The sores may return and last for up to 2 weeks. Medical treatment includes creams and medications. No micropigmentation procedure can be performed on cold sores or herpes. If a person has a history of cold sores, you should instruct them to take Valtrex (preventative medication) before the lip permanent makeup procedure (We will discuss this in more details in class).

Keloids

Abnormal scar formation that rises above the scar area and can overgrow the borders. On a medical form every client is asked to indicate whether they are prone to keloids. If your patient has a history of keloid scarring, you should be extremely careful when performing microblading procedures on them. In the beginning of your career we recommend staying away from such patients due to the lack of your experience.

Skin disorders and diseases vary greatly in symptoms and severity. We have listed a few common ones that you will be coming across, however you should always keep in mind you are not a medical practitioner and therefore cannot provide any diagnosis just based on your knowledge. If you notice something unusual with the skin and the appearance does not look 100% healthy and safe to work on, ask them to see a dermatologist first and bring you a note from a doctor if he/she allows micropigmentation to be performed

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NATURE OF PERMANENT MAKEUP

Permanent Makeup is a cosmetic technique which employs tattoos (permanent pigmentation of the upper dermis) as a means of producing designs that resemble makeup, such as eyeliner, eyebrows and other permanent enhancing colors to the skin of the face, lips, and eyelids.

Depth of pigment in the skin

Shading technique in permanent makeup involves pigment being injected under the upper dermal layer of the skin. Technique taught in this course requires minimal pressure on the needle to avoid going deeper into the skin. Initial appointment should have conservative results. Rather than depositing color deeper, always start with minimal and on a touch up build up the color.

Remember the golden rule- You can always add more; you cannot take it out!

Life of the brow

Because Powder Technique sits closer to the surface it has a bigger chance to fade away completely. Also factors like oily vs. dry skin, sun exposure, skin care products, and lifestyle (smoking/drinking) will determine how quickly your patient's brows will last.

- 1.** Oily skin will push out the pigment quicker. Your client needs to be aware of that and understand that touch up might be required sooner.
- 2.** Dry skin holds the pigment longer, therefore on the initial appointment choose a color that's a tone lighter than your client's hair. On the touch up you can always add more color. This will help you to prevent the color of going darker in the dry skin.
- 3.** Sun Exposure and bed tanning will make client's PMU fade away quicker. SPF 15 minimum must be applied when the face is directly exposed to the sun.
- 4.** Skin Care products that contain acids and exfoliating ingredients when applied on or near the tattooed area will make it fade faster.
- 5.** Smoking/drinking will directly affect your skin color and pigment retention in the skin. Therefore, the color of your PMU might appear dull and fade away quicker than normal.

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TOOLS REQUIRED FOR PERMANENT MAKEUP

Permanent Makeup procedure is invasive and involves blood, therefore must be treated with extreme care to make sure the surrounding is sterile. That way we will prevent any infection or transmission of blood borne pathogens. Every tool used in PMU procedure must be either disposable (one-time use only) or disinfected with high level disinfectant after every use.

The list of tools

Disposable or disinfected

- Disposable needles
- Rotary machine
- Pigment caps
- 3 q-tips
- 1 dental swab
- Gauzes
- Gloves
- Tweezers
- Paper towel to cover the trolley and patient
- Disposable headband

To be used only in the beginning of the procedure and put away during

- Anesthetic
- Gel Pen
- Mapping string
- Ruler
- Pigments
- Rubbing alcohol

Rotary Machine has to be disinfected with High Level Disinfecting Wipes after every client.

Workstation setup

- Place all barrier plastic on trolley, light, hand piece, mirror, cap tray, timer, bed/chair levers
- Top of the bed must be covered with disposable underpad or paper towel
- Place all tools on the trolley
- Dispense anesthetic and pigments into disposable caps and put away the bottles
- Wet few gauzes with rubbing alcohol to disinfect the brow area
- After you're done with sketching and measuring eyebrows, put away pencils and ruler
- Only disposable and items that can be disinfected after should be left within your work station.

Workstation cleanup

- Carefully remove needle from the handpiece and discard in approved sharps container
- Gather all disposable materials into the centre of the paper towel on your trolley, wrap it and throw it into the garbage.
- Remove all plastic barriers and your gloves and throw away into the waste bin
- Tie up and change the garbage bag
- Wipe your trolley, lamp, chair, bed and everything that you could possibly touch with disinfecting wipes

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TOOLS REQUIRED FOR PERMANENT MAKEUP

Workstation cleanup (continued)

- Put on clean gloves and place pigment tray, scissors, tweezers in the sink with soap and water and scrub with a dedicated brush. Rinse with water, dry with a paper towel. Place all implements into a soak with high level disinfectant. Remove after indicated time with gloves on, rinse and dry off.
- Store clean implements in separate covered containers ready for use.

Consultation and medical forms

Prior to any permanent makeup procedure your client will have to fill out the consultation and medical form. These forms vary according to rules and regulations in your province/country. At HDBeauty you will be provided with samples of forms used within our academy, however it is your right to adjust them. (Look Enclosed copies at the end of the Manual). Forms are required for Insurance companies as well as for Health inspection. All forms must be kept on premises for one year and seven years in storage.

As a micropigmentation specialist, your job will be to carefully go over the medical form with a client and make sure you understand their current health condition as well as aware of any allergies and previous surgeries. If for any reason you feel that your client is hiding something important from you, you have to warn them that any reaction caused by Permanent Makeup due to the lack of medical information provided is solely your client's responsibility.

Post care instructions

With every medical form you must include two identical copies of post care instruction forms. One you give to your patient and the second one you keep with their signature on it. Form must be explained in detail; in case a patient forgets something they can always refer to it as a reminder. You must go over this form together with a patient during the consultation and make sure they understand everything clearly. It is very important to follow the post care program to avoid any possible infection and promote proper healing results.

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POWDER BROWS SHADING



Choosing the color

When creating a shaded eyebrow, always choose a color shade lighter than natural hair. Ask your client whether they want to have more of a warm (orange based tone) or cool (yellow based tone) of the shading. Whichever brand you decide to work with, manufacturer must state what is the undertone of each color, otherwise you won't be able to identify it on your own.

On our demo model we use Tina Davies PermaBlend colours that come with a color chart, to make your life easier when you choose an appropriate shade.

On the chart below it tells you exactly which color is to be used for which skin tone and hair color. As well as tells us exactly which old pigment is best to be covered with.

The job of a manufacturer is to make a pigment chemistry as transparent to artists as possible, to avoid future color migration and changes in the shade.

							Additive
0	1	2	3	4	5	6	Shading Solution
Ash Brown	Grey	Blonde	Medium Brown	Dark Brown	Bold Brown	Ebony	Shading Solution
 <p>Mid value with a yellow base</p> <p>Perfect for clients who want an ash-based eyebrow</p>	 <p>Mid to dark value with a yellow base</p> <p>Perfect for clients who are greying, with 'salt & pepper' hair</p>	 <p>Light value with a yellow base</p> <p>Perfect for clients who want a super-natural look</p>	 <p>Mid value with orange base</p> <p>Perfect for clients who want a soft look that is neither too light nor too dark</p>	 <p>Dark value with orange base</p> <p>Perfect for clients who want a more defined look</p>	 <p>Dark value with orange base</p> <p>Perfect for clients who want a bolder, stronger look</p>	 <p>Dark value with yellow base</p> <p>Perfect for clients who need as much depth as possible</p>	 <p>Clear Solution</p> <p>Used to dilute principal color.</p>
SKIN TONES	SKIN TONES	SKIN TONES	SKIN TONES	SKIN TONES	SKIN TONES	SKIN TONES	SKIN TONES
fair	fair	fair	fair	fair	beige	caramel	Add 50%-70% to base color for machine work or microblading shading. Mix well.
beige	beige	pink	pink	beige	olive	dark brown	
olive	olive		beige	olive	caramel	brown black	
			olive	caramel	dark brown		
COVERS	COVERS	COVERS	COVERS	COVERS	COVERS	COVERS	
 <p>Orange</p> <p>Red</p>	 <p>Orange</p> <p>Red</p> <p>Green</p>	 <p>Orange</p> <p>Red</p> <p>Green</p> <p>Purple</p>	 <p>Orange</p> <p>Red</p> <p>Green</p> <p>Purple</p> <p>Blue</p>	 <p>Orange</p> <p>Red</p>	 <p>Orange</p> <p>Red</p> <p>Green</p>	 <p>Orange</p> <p>Red</p> <p>Green</p>	
RESULTS medium ash brown	RESULTS medium to dark grey	RESULTS light taupe	RESULTS rich medium brown	RESULTS dark brown	RESULTS flat dark brown with no warmth	RESULTS flat black	Shading Solution
0	1	2	3	4	5	6	Shading Solution
Ash Brown	Grey	Blonde	Medium Brown	Dark Brown	Bold Brown	Ebony	Shading Solution

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POWDER BROWS SHADING

Cover-up of previous brow tattoos

When you get a client with a previous Eyebrow tattoo, you have to make sure that its not dark or too thick in order for you to be able to create a perfect powder effect. Your client need to understand that you will have to go thicker in shape as well as darker a color.

1. If you are covering grey (cold tone) you will have to use warmer (orange) tones of browns to cover up an old pigment.
2. And when we cover orange/pink brows we will have to use cold brown tones that will cancel out the warmth.

When a client comes in with an old dark tattoo and you are not confident 100% that you can fix- do not take them. These types of brows must be removed first before implanting more pigment on top. Today such services as Laser tattoo removal or Solution (peroxide and acid mix) removal, can help to either lighten up an old pigment or get rid of it completely.



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POWDER BROWS SHADING

Every patient is unique, and the key to a perfect eyebrow creation is always keeping this in mind. You cannot stencil the same eyebrow on every person. You always need to take into consideration their face shape, bone structure, and eyes location. Before proceeding to any kind of shape, your first question to your client should be: What kind of perfect eyebrows do you see for yourself? Only after you hear the client's opinion, you can go ahead and say what you think will look best taking into consideration what you just heard.

Practicing symmetrical eyebrows takes time and effort. We will begin by practicing on a paper and then proceed to a real person. You should always aim for a perfect shape.

In a video we show you an exercise for brows mapping. Please repeat on faces included in the end of this Manual. You will have to print them out for practice.

Curved

High Arch

“S” Shaped

Soft Arch

Upward

Straight



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SHADED EYELINER

Technique Specifications

Shaded Eyeliner resembles the look of a smudged liner when healed, making the traditional liner look more soft and subtle. Adding more shading will create a look of soft eyeshadow.

Different Forms of Shading an Eyeliner

1. Shading near the lashline will help you achieve smudged soft line effect.
2. Building color intensity and shading more onto the eyelid will create eyeshadow effect.

Combining different colours for shading

Golden rule: Always add black color into the lash line and shading closer to the lash line- this will give lashes a fuller effect. The rest of the shading going upward onto the eyelid can be performed with different tones if your client desires.

The most popular colors are:

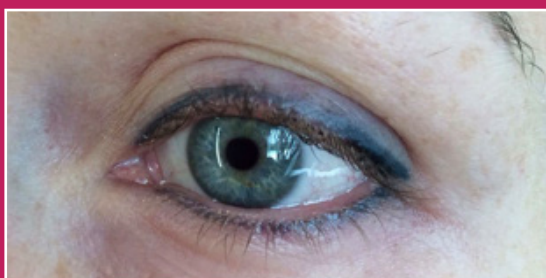
Brown, Purple, Green & Blue.

Remember when creating an eyeshadow effect, the edges of shading must fade out into the skin, no harsh lines or solid colors.



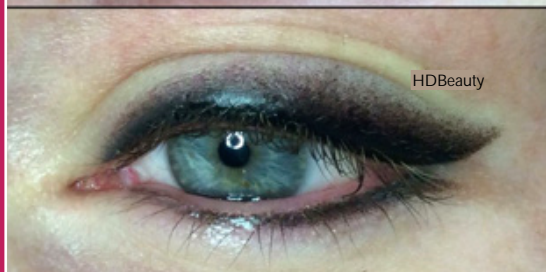
7

SHADED EYELINER



Working with Previous Liner Tattoos

1. If the previous tattoo is thin and light and your client wants to make thicker and darker.
2. If the previous tattoo is thicker but faded and you can fix it with shading. (see images for reference.)



Tattoo that can be covered with shading



Cannot be covered, must be sent for removal

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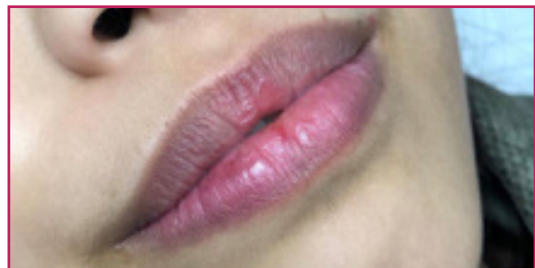
LIP BLUSH

Technique Specifications

Lip Blush is a new technique of Permanent Makeup that allows us to achieve natural healthy lip color with perfect definition. Technique is performed softer within 1-3 layers max, unlike old lips pigmentations were done in a harsh manner with 5-6 layers of pigment and stronger needles pressure.

Color will appear slightly darker right after the procedure, however will fade 30-50% after healing time.

Remember when booking a client, ask them if they ever had cold sore outbreaks. Lip pigmentation can irritate the skin causing a breakout if the virus is in the body. Your client prior to the appointment will have to take medication from their doctor, in Canada its called Valtrex. Medication will be taken before and after the procedure to prevent cold sores from appearing. However, even if your client does get a cold sore outbreak after the procedure it is not the end of the word and definitely not artist's fault. Color can be fixed during the touch up appointment, and just make sure that before touch up they do take medication.



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LIP BLUSH

Lip Blush Vs Lipstick Effect

1. Lip blush is soft and natural.
2. Lipstick effect will have a visible sign of permanent makeup. This technique is more suitable for mature clientele who want the color to last longer without having to wear any lipstick on a daily basis.



Choosing color for different skins

When working with darker lips, Fitzpatrick 4-6- remember that their body overproduces melanocytes (cells responsible for hyperpigmentation of the skin).

Most clients want to have lighter lips, however sometimes because of hyperpigmentation of the lips we are only able to achieve a brighter tone and not cover the lip completely.

On darker lips we always begin on the first session with Orange tones of colors for lips, they will cancel out the blue undertone in the lip and make them softer. On a touch up you can already mix in orange with other tones.

Working with lips of skin Fitzpatrick 1-3, you can choose any color that your client prefers to have. Some clients even bring their lipstick color for you to mix shades that will match.





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COLOUR THEORY

After the perfect shape, colour is the second most important factor in permanent makeup and microblading. By the end of this course you should be able to analyze different skin tones and choose the most appropriate colour for best results.

Lets begin by examining different skin types based on Fitzpatrick's scale. The Fitzpatrick Scale was designed by Dr. Thomas Fitzpatrick to help measure the skin's ability to tolerate sun exposure. The scale ranges from I-VI. Everyone's tolerance level is different. But the Fitzpatrick scale can categorize your skin type and help to determine your skin's reaction to UV light, as well as help you determine if certain skin treatments are right for you. This scale is important for the permanent makeup technician because certain skin types can hyper-pigment color and turn it darker.

Skin types 4, 5, and 6 are the most difficult to work with due to their high production of melanocytes (responsible for production of natural pigment in the skin). When injury occurs, such as sun damage, acne, or permanent makeup, melanin turns areas darker on certain skin types. This is why you get sunspots and freckles on your skin after prolonged exposure to the sun. When implanting permanent cosmetics, you are injuring the skin, therefore,

you will have not only the color you put into the skin, but also the color of the extra melanin added to it. The color of melanin is a very dark, brownish black. You can predict the final result of your implanted color by adding about 20-30 % black to the color that you are using on skin types with a lot of melanin in them.

The Fitzpatrick test results are influenced by three main components: genetic disposition, reaction to sun exposure, and tanning habits. All three of these factors are important to consider before undergoing a permanent makeup procedure such as eyebrow microblading, as they can affect the healing process and longevity of a client's cosmetic tattoos. Similar to regular tattoos, the inks used for microblading and other similar procedures are more readily broken down when consistently exposed to UV rays. If a client has UV damaged skin, it can also alter the way the dermal layer holds the pigment.







When it comes to choosing a pigment for your microbladed brows, technicians often have to custom mix a few different pigments together. The tradeoff between pigment mixing and longevity usually means that more natural looking brows in a shade of brown will not have the same longevity as a regular tattoo. When

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COLOUR THEORY

color-matching the brow hairs, technicians also must take skin tone into account. The goal of microblading is to create a finish so natural that it fully mimics real hair growth, while still adding definition. Clients with skin types ranking lower on the Fitzpatrick scale will

generally look best with a lighter toned brown. Brow color is also chosen based on skin and hair undertones; if the client has olive skin, an ash brown might be most flattering, whereas a client with pink undertones would best match an auburn brown.

The Fitzpatrick Scale			BY: Brentanny Sharraine		
SKIN TYPE	APPEARANCE/ CHARACTERISTICS	SKIN REACTION TO UV SUN EXPOSURE & LASERS			
 TYPE I	Pale to very fair skin Red or blond hair Light colored eyes May have freckles	Always burn Never tans High risk of skin cancer and vascular damage	 TYPE IV	Light brown to tanned skin Dark hair and eyes	Rarely burns but tans easily High risk of hyper/hypopigmentation Scars easily Moderate risk of vascular damage
 TYPE II	Fair skin Light eyes Light hair	Burns easily Rarely tans High risk of skin cancer and vascular damage	 TYPE V	Dark skin Dark eyes Dark hair	Skin darkens but never burns High risk of hyper/hypopigmentation High risk of scarring Moderate risk of vascular damage Low risk of aging and skin damage from sun exposure
 TYPE III	Fair skin Medium to dark hair Eye color may vary	Sometimes burns Tans gradually Risk of hyper/hypopigmentation Moderate risk of skin cancer and vascular damage	 TYPE VI	Very dark skin Dark eyes Dark hair	Tans easily but never burns Very high risk of hyper/hypopigmentation High risk of scarring Moderate risk of vascular damage Low risk of aging and skin damage from sun exposure

10

FOLLOW-UP PROCEDURES

During your follow-up appointment which happens between 4-6 weeks, you will assess the quality of your work and have to be able to correct all blemishes. In the beginning of your career you will experience less color retention and a lot of corrective work during touch-ups. Do not get discouraged because everything comes with practice.

The most important part of the touch-up with your client is your confidence and ability to fix your mistakes. Your client has to feel that he\she is in safe hands and that result will turn out perfect. Be ready to deal with difficult and demanding clients, you must learn to stay calm and be able to calm them down with thorough explanation of the procedure and all possible outcomes. Your personality plays a big role in this industry; learn how to find connection with your client.

PMU touch up includes some or all parts:

- Color correction
- Partial shape adjustment if the client wants to change something within the reasonable zone.
- Overall assessment of your work.

11

MARKETING TOOLS

Now we talk business, because your talent without appropriate exposure means nothing. Clients do not come to you just from the street, they need to hear about you first and see your work. Below we will discuss different platforms widely used in the beauty industry to help market yourself and gain exposure.

Social Media

Instagram: Number one leader in the beauty industry in terms of marketing and advertising. It allows your clients to see your portfolio right away as well as communicate and get to know you better. Today it is crucial for any business to have an Instagram account if you want to gain trust and get to know your customer better.

Facebook: Another very powerful tool to have for your business. It will allow you to post pictures, latest information, and gain credibility. This social media platform helps your clients find you online and get in touch with you right away.

Pinterest: Good platform to share your work at and get other artists to know you better.

Website

If you start expanding your business and think further, a website is a must have tool. Creating a good solid website will help your clients find you on Google and also rate your business. Almost 80% of our clients search for us on Google, and if they do not find your website there they will most likely go to your competitor.

Google Ads

This is something you will start using only when you establish your social media and website. Once those are up and running you can start paying Google for advertisement to gain more exposure and help your potential clients to find you online quicker.

Word of mouth

It is a very powerful marketing tool in any industry. People talk, and you want them to talk good about your business. Therefore you must do your best to build a good relationship with every single client. And always remember the golden rule – Client is always right!



- APPENDIX:**
- ✓ **MEDICAL FORMS**
 - ✓ **INSURANCE REGULATIONS**
 - ✓ **PRACTICE FACE CHARTS**



POST CARE INSTRUCTIONS

How you treat your new tattoo will determine the “healed in” result. Please follow these directions carefully.

Day One: An antibiotic cream applied immediately after the procedure. Keep antibiotic on until the evening of the day of the procedure. Before going to bed carefully rinse your brows with regular soap and water and reapply antibiotic cream (polysporin) in thin layer. This will keep the area covered, hydrated and promotes healing.

Day Two: In the morning, wash hands thoroughly. Using regular soap sweep it across the tattooed area and rinse with water very gently. Reapply antibiotic cream and repeat procedure in the evening.

Repeat Day Two until healed- approximately 5-7 days. Skin will not be fully healed and renewed for 5 weeks, therefore be very gentle with your tattooed area.

DO NOTS:

- Do not touch tattooed area with fingers. Wash hands before applying post care
- Do not pick at tattooed area if some scabbing occurs
- Do not use mascara or makeup in the tattooed area until completely healed or at least first week
- Do not swim in a public pool, use sauna, steam room or hot tub at least two weeks.
- Do not exercise for the first 24 hours after the procedure

Touch up appointments:

Touch up should be scheduled not less than 4 weeks after initial procedure and not more than 2 months later.

Insisting on early touch up can result in hypertrophic scarring.

Booking your touch up after the 2 months period will result in additional charge.

Missed touch up appointment with less than 24 hours notice will result in additional charge.

Special Notes:

Contact lens wearers may resume wearing your contacts the second day. Make sure your hands are clean and the eye area has been cleansed as well.

If you need to use cold compress, you can place folded wet paper towel in the fridge and when properly chilled place in a new clean baggie and gently apply to tattooed area for few minutes at a time.

If you feel heat or swelling after 3 days please see a Doctor immediately. This is rare, but a bacterial infection may occur if you have not followed the post care instructions completely and diligently. Please inform your technician if this happens.

If you have any questions please contact your technician directly:

(add your direct number)

I have read and understood post care instructions above _____ (Client's Initials)





INSURANCE REGULATIONS

Here we've provided you with a list of insurance companies you can sign up with in Ontario. It is important for Permanent makeup technicians and other beauty professionals in this industry to have coverage for services they provide protecting themselves against an unfortunate claim that might arise.

Every country has its own rules and regulations and your job is to make sure you are aware of them prior to taking clients. Not only insurance coverage protects you and your business, it also protects your clients.

Sports & Fitness Insurance Canada

Tel: 1-888-346-6602

Fax: 519-439-8865

Email: amandah@sportsfitnesscanada.com

Lina Ferraro, RIB(Ont)

Team Leader, Commercial Lines Department

Tel: 905.574.7000 x215

Fax: 905.574-8860

Email: linaf@acumeninsurance.com

Web: www.acumeninsurance.com



CONSENT FORM

Micropigmentation is the process of placing pigment into the dermis. This process is considered a tattoo. These pigments can last a few years or indefinitely, depending on skin tone and the intensity of the color that is used. Lighter skin tones will not hold the color as long as darker skin tones and may require an occasional touch-up to prolong the results of the procedure.

The following may occur after your procedure:

- **Discomfort/Swelling:** discomfort is usually mild and can be controlled with over the counter ibuprofen.
- **Bruising:** bruising is rare, but if it does occur, it is mild and will resolve within a few days.
- **Pigment Intensity:** immediately following the procedure, the pigment will appear dark/vibrant. The color will fade within 7 to 10 days, and settle into the final color.
- **Color:** effort will be made to achieve the exact color desired, but an exact match cannot be guaranteed due to different undertones in the skin and pigments being used.
- **Pigment Irregularity:** the pigment may heal inconsistently, with some areas healing lighter/darker than others. This is normal and cannot be anticipated. The touch-up procedure will correct this.
- **Eyelash Loss:** although uncommon, a few lashes may fall out with eyeliner procedure. They will grow back.
- **Infection:** is very rare, but can occur if the treated area is not kept clean and protected with the recommended ointment.
- **Herpetic Breakout:** this can occur with lip procedures if someone is prone to cold sores. An anti-viral must be taken 2 days prior to the procedure and for 2 days following the procedure for prevention.

Touch-ups: The need for a touch-up varies from person to person. Generally, there is no charge for the first touch-up as long as it is performed within 2 months from the original procedure. If a touch-up is desired past this time, there will be a fee applied. Touch-ups cannot be scheduled any sooner than 5 weeks following the previous procedure. The skin needs at least 5 weeks to completely heal and may need longer with elderly patients and/or smokers.

Prior to the procedure, I will give my aesthetician my approval and will accept responsibility for pigment color and position of all permanent make-up on my eyebrows, eyeliner and lips.

I have read and understand the nature, risk, and possible complications of permanent skin pigmentation. I understand the permanent skin pigmentation procedure carries with it known and unknown complications and consequences associated with this type of cosmetic procedure, including but not limited to infection, allergic reaction, scarring, inconsistent color, and spreading, fanning, or fading pigments.

I have received post procedure instructions and I will strictly adhere to such instructions. I understand that my failure to do so may jeopardize my chances for a successful procedure and may result in loss of pigment.

I consent to the use of my photographs for advertising and patient education purposes. Yes No

Signature of the Client Date

Signature of Technician Date



HEALTH QUESTIONNAIRE

Name: _____ Date of Birth: _____
 Address: _____ Prov./State _____ Postal/Zip _____
 Home/Cell phone: _____ / _____ Email: _____ @ _____ . _____
 What is your preferred method of contact? home / cell / work / email
 How did you hear about us? _____

CONCERNS EYES/BROWS

___ contact lens (must be removed)
 ___ dry eyes
 ___ blurred vision
 ___ glaucoma
 ___ other eye disorder
 ___ botox, derma-fillers
 ___ laser vision correction
 date: _____
 ___ blepharoplasty, eye lift
 date: _____
 ___ using Latisse or lash growth
 formula - see notes*

CONCERNS LIPS

___ cold sores/herpes - see notes*
 ___ chapped lips
 ___ cosmetic injections (lip fillers)
 date: _____

ALLERGIES

___ topical anesthetic
 ___ latex
 ___ polysporin ointment
 ___ paba (sunscreen)
 ___ other _____

GENERAL HEALTH

___ diabetes
 ___ pregnant
 ___ high blood pressure
 ___ thyroid
 ___ alopecia
 ___ auto immune disorders
 ___ bruise easily
 ___ hepatitis (please state
 type: _____
 ___ HIV
 if tested please state pos. ___ neg. ___
 ___ existing cosmetic or body tattoos
 ___ treated for depression

Are you using blood thinners/anticoagulants, aspirin, ibuprofen, coumadin? _____
 Do you use Retin A, Hydroxyl(glycolic) acid? _____ These products will fade tattoos.
 Are there any other areas of concern? _____
 Do you have any serious medical concerns not outlined above? _____
 Do we require a physician's note? (must be on letterhead or RX) _____
 On a scale of 1-10 (10 being the most satisfied) how happy are you with your physical appearance? _____

Please note the following:

1. If you have checked the "cold sore" box and are having a lip tattoo, you must be on an antiviral prescription such as Valtrex.
2. If you are currently using "Latisse" or lash growth formula on lashes/brow you may experience more sensitivity to tattoo.
3. There are no specific guarantees of any kind with regards to individual retention of tattoo pigment in the skin. Fading and retention will vary from client to client and in no way will the technician be held responsible for the difference in the healed results although every attempt will be made to complete the original procedure to the best of the technicians ability.
4. Corrections to a previous tattoo done elsewhere are subject to a "full, new charge" as deemed by the technician.

Client Signature: _____ Date: _____

Technician Date: _____ Date: _____















HD BEAUTY
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**PERMANENT
MAKEUP COURSE**