

brows by
KLAIRE
The Academy

BEGINNERS EDUCATION

*“Enhancing your-self-confidence through the art of cosmetic
enhancements”*



MEET THE TRAINER

Klaire has been in the brow industry for over 5 years. Klaire has developed her own techniques over the years, and has curated educational courses to share with you. Klaire also attains a bachelor's degree with a focus on business and law, which has enabled her to grow and scale her business in the matter of months. Klaire has created courses for beginner and experienced brow artists to share her personally developed knowledge and techniques for all thing's brows, beauty and business. Thank you for choosing BBK Education. We can't wait to see you grow.

Starter Expansion Course

BBK's Signature Mapping, Brow Sculpting, HD Brows, HD Laminations, Lash Lift x Dye & Lash Botox Infusion x Dye

What you'll learn:

- The BBK way to wax, sculpt and Dye brows
- The BBK way to measure and map eyebrows to achieve symmetry
 - Skin anatomy
 - Wax application techniques
- Different types of wax and what they're used for
- Different hair removal techniques and when to use them
 - Skin contra-indications
- How to determine the best shape for your client
- How to consult your client, essential questions to ask before performing any procedure
 - How to avoid skin lifting and what to do if it happens
- How to prep the brows for any HD procedure (secret tips that most brow technicians miss)
 - How to apply HD Dye and achieve an ombre brow
- How to determine what colour dye to use (including how to mix colours to achieve the perfect shade)
 - How to laminate brows the safest and quickest way
- How to avoid over-processing brow laminations and burning the skin
 - How to Dye on top of laminated brows
 - How to style laminated brows
 - Lash anatomy
- Understanding how lash lifting works
- Learning the difference between how to perform a lash lift vs how to perform lash botox and why this difference is crucial for separating the two services
 - The difference between lash lifts and lash botox infusion
- Understanding how the system of lash botox infusion works
 - Contraindications
- How to place the shield onto the eye lid for a dramatic lift + natural lift
 - How to prep the lashes for lifting

- How to determine the correct rod size
- How to assess lash health and align product processing times accordingly
 - How to isolate and lift the lashes safely and effectively
- How to determine the best processing times for your clients (tricks most artists miss)
- Klaire's client consultation forms that student can use in their own salon to ensure compliance with laws/regulations
 - How to take photos/content and how to caption your photos
 - How to guide your clients on how to take care of their lashes
 - How to get your clients to come back in the future
- Klaire's client consultation forms that student can use in their own salon to ensure compliance with laws/regulations
 - How to apply concealer to make your photos pop
- How to take brow photos/content and how to caption your photos
- How to guide your clients on how to take care of their brows/lashes
 - How to get your clients to come back in the future

BONUS: You will learn how to perform a Lash Reversal. A crucial service to add to your business; charging up to \$80.

What's included:

- A booklet of printed instructions on how to perform each procedure to guide you when you're alone
 - A booklet of 30+ pages of theory that you will not find on the internet- personally created by Klaire + BOMB Lamination
 - 2 live models for you to practice your skills on with complete guidance from Klaire
 - A Certificate of Completion
- Business/ Marketing advice including: how to start a business, improve your socials, target your market, widen your audience, increase sales
 - Lunch & Drinks
- Klaire's personal contact details for ongoing support, advice, and recommendations in the future
 - 2 future visits to train with Klaire (within 3 months)
- Access to our BBK The Academy facebook support group where Klaire and students will communicate for ongoing education

BONUS: Klaire shares her professional business tips on how to succeed and stand out in the brow industry. You'll be learning about all of Klaire's tips and tricks for starting a new business, how to create a brand, how to gain active followers, how to turn followers into clients, how to market yourself and your services.

*All students will also have the opportunity to return back to the salon to watch Klaire work and have access to the BBK Academy facebook group . This gives students the opportunity to ask any additional questions and focus on their areas of weakness both online and in the salon. You'll have the opportunity to network with our previous and future students, share your questions, findings, and concerns.

*To return to work with Klaire for further 1:1 training (for free), this opportunity is subject to availability and limited to an additional 2 visits. Students will also have a lifetime of ongoing support for any advice and help required. Klaire becomes a mentor for all students by creating mentorship between herself and all of her students.

Why should you train with BBK?

This course largely focuses on a 1:1 - 3:1 basis. We personalise the learning experience to YOU based on your individual learning needs. Our courses are made to be customised for each learning experience, as no two individuals will learn in the same manner/pace. Hence why we run our courses mostly 1:1 - 3:1 at the most. Our courses also differ from other brow academy's as we do not stop the learning experience after you leave our doors.

You are welcome to return to train up to three times, 1:1 with Klaire, for free. You will also have a lifetime of ongoing support and mentorship.

Thank you for your inquiry with BBK Education. We are so excited to have you on board and watch you grow!

Klaire xxx

#BBK

T&C's

*A \$500 non-refundable deposit is required to secure your training date. If adequate notice is given, your training dates can be altered if needed. Remaining balance will be due on the date of training.

*All prices are subject to change. No price is fixed unless a deposit has been paid for the course. Your quotations for courses are only valid for 14 days upon receiving the brochure. If you wish to proceed after 14 days upon receiving your brochure, a new brochure must be sent to you before doing so.

*Under no circumstances will there be any refunds, compensation or credit for any payments made regarding courses.

*Brows By Klaire reserves the rights to all of the course materials and is subject to copyright laws (unless stated otherwise in the booklets). Copying, re-selling or sharing our booklets is an offense.

*By paying your deposit you are agreeing to these terms and conditions.

For more information, please contact us at bbktheacademy@outlook.com