

# Welcome to AC BEAUTY!

## WHO WE ARE

My name is Alexandra Czipa (AC), I am the founder of AC Beauty. I am a fully qualified pmu artist from Hungary. I've been fortunate to learn from the most amazing artists from all over the world. I am passionate about permanent make-up drawings. I am also a certified trainer of Swiss Color International. Swiss Color® is a comprehensive provider of high quality permanent make-up products and it is present in more than 40 countries worldwide. My company is the exclusive distributor of Swiss Color® products in the Republic of Ireland since 2014. We are located in Galway.



## FREE BEGINNER TRAINING

Learning pmu is an exciting journey - and well, it is expensive too. Training prices went incredible high the last few years and technicians often have no money left for quality equipment after completing their initial pmu training. Permanent make-up is a very precise process and is -in most cases- irreversible, therefore it is important to work with the highest quality materials. A good training comes with comprehensive theory and practical training on live models. Lack of knowledge combined with poor quality equipment puts both the client and the technician at a serious risk! For this reason I offer **free beginner training** with our starter kits and help start-ups to work with the highest quality products available in the market. I also train my students on live models and supervise their job the whole time of their training.

I offer wide range of training options that includes complete beginners as well as qualified beauty therapists and medical professionals. My goal is to get highly skilled pmu artists, who are confident to pigment on their own, even after completing a basic training. Colleagues working with microblades are very welcome to my free training-programme too!

## TRAINING OPTIONS 2016-2017

### BEGINNER PERMANENT MAKE-UP TRAINING – 3, 5 OR 7 DAYS

<b>3 DAYS EYEBROW TRAINING</b>	<b>€1200 (INC VAT)</b> (WITH NO KIT) OR <b>FREE</b> (WHEN BUY A *STARTER KIT)
<b>2 DAYS EYELINER TRAINING</b>	<b>€800 (INC VAT)</b>
<b>2 DAYS LIP TRAINING</b>	<b>€800 (INC VAT)</b>

\*STARTER KIT INFINITY €3467,37 / STARTER KIT TOP SENSI €4758,87 INC VAT

### About the basic pmu training in brief

Field training for Swiss Color® stylist with graduation certificate. You will learn the basic knowledge and process for a permanent make up treatment. No previous beauty experience is necessary!

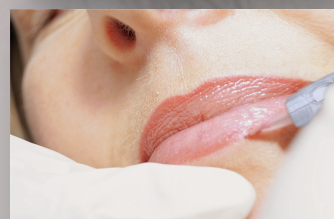
#### Contents

- Anatomy & physiology of the skin and the face, lymph system, immune system
- Health, safety and salon hygiene
- Client consultation: expectations, contraindications, record keeping, patch testing, medical issues to consider, legal options of pain control and application of topical anesthetics, after care and follow up treatments
- Equipment facts, setting up your work area
- Colour theory: identifying skin tones, choosing the right colors and tones
- Practical training: practice on live models, shaping and measuring, preprinting, methods of depositing micropigments into the dermal layer of the skin
- Marketing: building your portfolio, how to attract new clients

#### Duration

7 days (3 days eyebrow training, 2 days eyeliner training, 2 days lip training) You can take it as an intensive course or complete the training for the different areas separately.

- Day 1 Theory + home study 1 treatment on a live model
- Day 2 Eyebrow hairstroke 1 treatment on a live model
- Day 3 eyebrow hairstroke 1 treatment on a live model
- Day 4 eyeliner upper 1 treatment on a live model
- Day 5 eyeliner upper & lower 1 treatment on a live model
- DAY 6 lip liner and full lip tint 1 treatment on a live model
- DAY 7 lip liner and full lip tint 1 treatment on a live model



## WHAT IS THE POTENTIAL EARNING? IS IT A GOOD INVESTMENT?

**Cost of PMU procedure to the client:** from €150 up to €450

**Minus expenses to the salon approx.:** €20 (per treatment)

**Net income:** €300 (average) per treatment

**Cost of start-up:** E.G. eyebrow beginner training is FREE with the INFINITY starter kit

**The kit cost you €3467,37 (inc VAT)**

€3467/300=12 clients ☺ Your investment returns on 12 clients! (3-6 weeks!)

... YES, IT IS A SMART INVESTMENT! ☺

### ADVANCED PERMANENT MAKE-UP TECHNIQUES €450 INC VAT

Up-skilling never stops! These 1 day workshops are designed to enhance your treatment offering by introducing you to more advanced application techniques. Technicians who have trained with other suppliers must show proof of previous training. You supply 1 model for your training day!

-3D HYPER REALISM EYEBROWS, NANO BROWS, OMBRE BROWS

-SMUDGE EYELINER, MULTICOLOR, BUTTERFLY EYELINER

-3D FULL LIP TINT

### LIFT MESO CONCEPT TRAINING €450 INC VAT

(Starter kits sold separate from €689+VAT)

The lift MESO concept is a new and very effective method for regenerating and rejuvenation of different skin areas! By the lift MESO treatment result small micro-openings in the epidermis, with this process the substance series optimized to enter into the skin. The lift MESO modules are compatible with all Swiss Color devices and allow effective and painless import of active substances like hyaluronic acid!

The Lift MESO Starter kit: €689+VAT

The Lift MESO Starter kit PROFI: €1047+VAT Potential earning is €75-€120 per 40-50 min!



### PERMANENT MAKE-UP/ TATTOO REMOVAL TRAINING €650 INC VAT

Swiss Color-X is a harmless and painless alternative to laser tattoo/permanent make-up removal! Read more info on the website! You can use your SC devices & the SC hygiene cartridges for the removal procedure, which takes approx €30 minutes.

Potential earning is €150-€200 per 30-60 min!

## PERMANENT MAKE-UP STARTER KIT OPTIONS 2016-2017

KIT INFINITY	Q	PRICE OF ITEMS	TOTAL
Swiss Liner Infinity	1	2 693,70 €	2 693,70 €
OS Pigments 6ml	6	60,27 €	361,62 €
Gigaplast	1	44,28 €	44,28 €
OS Thinner	1	44,28 €	44,28 €
Transponder	1	44,28 €	44,28 €
color wheel	1	18,45 €	18,45 €
NANO TOP hygiene cartridges, 5 pcs./pack	2	67,65 €	135,30 €
Grazia ftercare cream 27 pcs	1	43,05 €	43,05 €
Exercise mat brow/lid	1	23,37 €	23,37 €
one-way pots 1,5ml without cover	1	14,76 €	14,76 €
Pots acrylic stand for 4 one-way pots with SC logo	1	29,52 €	29,52 €
drawing pen	2	7,38 €	14,76 €
			3 467,37 €

KIT TOP SENSI	Q	PRICE OF ITEMS	TOTAL
Swiss Liner TOP Sensi drive	1	3 985,20 €	3 985,20 €
OS Pigments 6ml	6	60,27 €	361,62 €
Gigaplast	1	44,28 €	44,28 €
OS Thinner	1	44,28 €	44,28 €
Transponder	1	44,28 €	44,28 €
color wheel	1	18,45 €	18,45 €
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