

THE BROW EXECUTIVE TRAINING ACADEMY

# COURSE PROSPECTUS

2025

*The Brow Executive*

[WWW.THEBROWEXECUTIVE.COM](http://WWW.THEBROWEXECUTIVE.COM)



**THE BROW***executive*  
PRO PMU ARTIST & BEAUTICIAN

In this prospectus is all of the training courses offered at The Brow Executive — Training Academy.

Full course information and prices available.

If you are considering doing multiple training courses, please contact us as we are able to offer a special discounted price for combined training courses.

### Why choose The Brow Executive?

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Stepping into the world of beauty and PMU Can be daunting! It is so important that you feel comfortable with your work and are trained to a high level to meet your clients expectations. PMU is an advanced treatment, improper training will result in bad technicians. Emily has spent the last few years ongoing multiple training courses across the UK to fully develop her knowledge and have a true understanding of beauty and PMU. She has spent hours and hours researching to gain insight on every aspect of each treatment. At The Brow Executive Training Academy, we will not just teach you how to perform the treatment, but also why we do things the way we do, what can impact the results if we don't do things correctly? It's important to fully understand the treatment you are offering.

Our courses are offered on a 1-1 basis to give you full support during your course; we don't believe in mass training. If 'd like to train with a colleague or a friend, group training can be organised. You will be provided with immense amounts of knowledge and guidance, with a lifetime of support after you have qualified. Our training courses consist of full theory days and a minimum of 2 models on the course. You will be expected to complete case studies after your training in order to qualify. This allows us to reach the best of your abilities and troubleshoot and problems you may be having before you offer the treatment to your own clients.

Lunch and refreshments will be provided each day of your training course, if you have special dietary requirements please inform us ahead of your training.

# LOCATION

Luxe Aesthetics  
Stokesly Road,  
Middlesbrough  
TS7 8DX

We have plenty of free parking available outside the salon. If you are travelling here and need accommodation below are some local hotel recommendations:

**The Sporting Lodge Hotel Middlesbrough**

Low Lane, Stainton, Middlesbrough, TS17 9LW

Approximately 7 minutes drive to the salon

Around £50-£60 per night

**Premier Inn Middlesbrough James Cook**

Marton Road, Middlesbrough, TS4 3BS

Approximately 7 minutes drive to the salon

Around £50-£60 per night

**The Treebridge Hotel Middlesbrough**

Stokesly Road, Middlesbrough, TS7 ONS

Approximately 14 minutes drive to the salon

Around £100 per night

We have no strict dress code at the training academy, however, it's advisable to wear black clothing to avoid any damage clothing. Closed toe shoes must be worn and it's advisable to have hair tied back so it doesn't get in the way on practical days. Full PPE will be provided.

All courses are fully accredited and insurable with IPHM. We offer a 10% discount code to all learners for insurance after their training.





# MICROBLADING BEGINNERS

## 2 day beginners training course

- 1 day theory, 1 day practical
  - Online pre-study
  - 2 models
- 2 case studies to be completed after training
  - Live demonstration
- Starter kit or full kit available\*
  - Anatomy and Physiology
  - The skin and wound healing
    - Fitzpatrick scale
- Contra-indications and contra-actions
  - Licensing
  - Blood borne pathogens
    - Needle stick injury
    - Mapping
- Stroke patterns and brow styles
  - Colour and pigment theory
    - Pigment implantation
    - Client consultations
  - Pre-care and after-care
    - Data protection
    - Health and safety
    - Troubleshooting
    - Touch up sessions
      - Patch testing
- Social media guidance

**No previous beauty experience needed**

\*Full kit can be provided for an additional fee. We do not make a profit on the kit, we simply charge you the value of the tools and equipment.

**TOTAL COST £1,999 / DEPOSIT £250**

Balance due 7 days prior £1,749

Earn your money back in 8 treatments!

Average treatment price £250

x8  
= £2,000





# OMBRE BEGINNERS

## 2 day beginners training course

- 1 day theory, 1 day practical
  - Online pre-study
  - 2 models
- 2 case studies to be completed after training
  - Live demonstration
- Starter kit or full kit available\*
  - Anatomy and Physiology
  - The skin and wound healing
    - Fitzpatrick scale
- Contra-indications and contra-actions
  - Licensing
  - Blood borne pathogens
    - Needle stick injury
    - Mapping
- Ombre styles: structured & misty
  - Needles & machines
- Colour and pigment theory
  - Pigment implantation
  - Client consultations
- Pre-care and after-care
  - Data protection
  - Health and safety
  - Troubleshooting
  - Touch up sessions
  - Patch testing
- Social media guidance

**No previous beauty experience needed**

\*Full kit can be provided for an additional fee. We do not make a profit on the kit, we simply charge you the value of the tools and equipment.

**TOTAL COST £1,999 / DEPOSIT £250**

Balance due 7 days prior £1,749

Earn your money back in 8 treatments!

Average treatment price £250

x8  
= £2,000



# LIP BLUSH BEGINNERS

## 2 day beginners training course

- 1 day theory, 1 day practical
  - Online pre-study
  - 2 models
- 2 case studies to be completed after training
  - Live demonstration
- Starter kit or full kit available\*
  - Anatomy and Physiology
  - The skin and wound healing
    - Fitzpatrick scale
- Contra-indications and contra-actions
  - Licensing
  - Blood borne pathogens
    - Needle stick injury
    - Mapping
- Lip Blush styles: full colour & ombre
  - Needles & machines
- Colour and pigment theory
  - Pigment implantation
  - Client consultations
- Pre-care and after-care
  - Data protection
  - Health and safety
  - Troubleshooting
  - Touch up sessions
    - Patch testing
- Social media guidance

**No previous beauty experience needed**

\*Full kit can be provided for an additional fee. We do not make a profit on the kit, we simply charge you the value of the tools and equipment.

**TOTAL COST £1,499 / DEPOSIT £250**

Balance due 7 days prior £1,249

Earn your money back in 6 treatments!

Average treatment price £250

x6  
=£1,500



# DIGITAL HAIRSTROKE BEGINNERS

## 2 day beginners training course

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- 1 day theory, 1 day practical
  - Online pre-study
  - 2 models
- 2 case studies to be completed after training
  - Live demonstration
- Starter kit or full kit available\*
  - Anatomy and Physiology
  - The skin and wound healing
    - Fitzpatrick scale
- Contra-indications and contra-actions
  - Licensing
  - Blood borne pathogens
    - Needle stick injury
    - Mapping
- Hairstroke patterns and how to construct a brow
  - Needles & machines
- Colour and pigment theory
  - Pigment implantation
  - Client consultations
- Pre-care and after-care
  - Data protection
  - Health and safety
  - Troubleshooting
  - Touch up sessions
    - Patch testing
- Social media guidance

### No previous beauty experience needed

\*Full kit can be provided for an additional fee. We do not make a profit on the kit, we simply charge you the value of the tools and equipment.

**TOTAL COST £1,999 / DEPOSIT £250**

Balance due 7 days prior £1,749

Earn your money back in 8 treatments!

Average treatment price £250

x8

=£2,000





# DIGITAL HAIRSTROKE MASTERCLASS

2 day training course – for machine qualified PMU artists

- 1 day theory, 1 day practical
  - Online pre-study
  - 2 models
- 2 case studies to be completed after training
  - Live demonstration
- Starter kit or full kit available\*
  - Anatomy and Physiology
  - The skin and wound healing
- Contra-indications and contra-actions
  - Mapping
- Hairstroke patterns and how to construct a brow
  - Needles & machines
- Colour and pigment theory
  - Pigment implantation
  - Client consultations
- Pre-care and after-care
  - Health and safety
  - Troubleshooting
  - Touch up sessions
- Social media guidance

Previous PMU qualification required with at least 6 months between training

\*Full kit can be provided for an additional fee. We do not make a profit on the kit, we simply charge you the value of the tools and equipment.

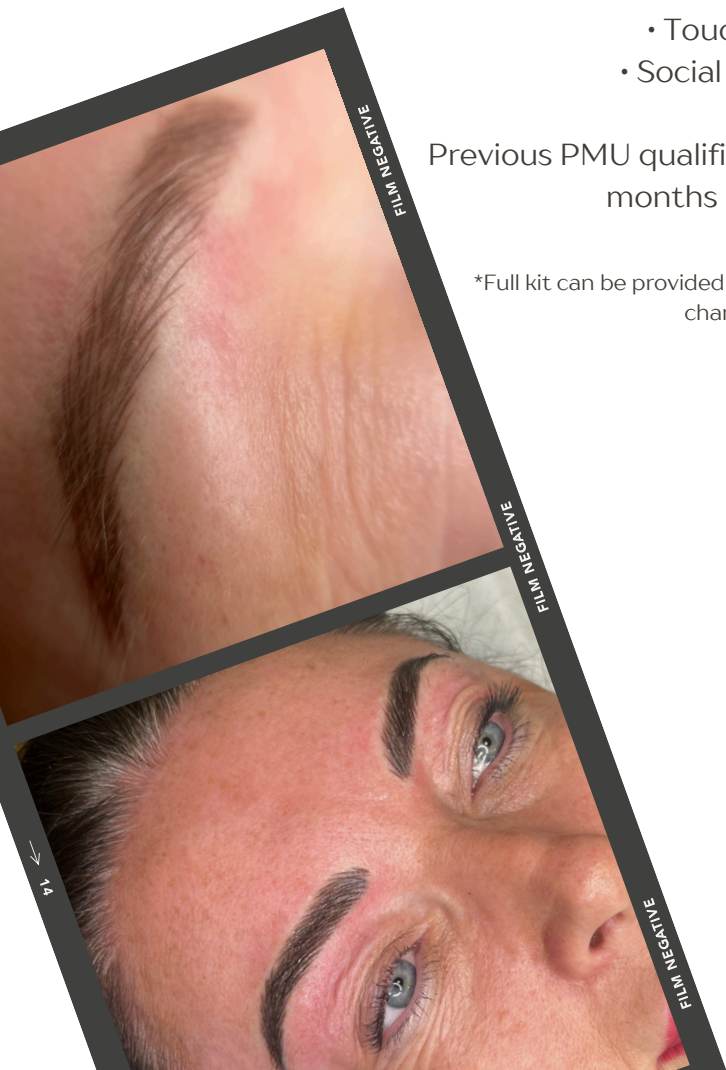
**TOTAL COST £999 / DEPOSIT £250**

Balance due 7 days prior £749

Earn your money back in 4 treatments!

Average treatment price £250

x4  
=£1,000



# PMU BROWA OR LIPS

## MASTERCLASS

2 day training course – for qualified PMU artists

- 1 day theory, 1 day practical
  - Online pre-study
  - 2 models
- 2 case studies to be completed after training
  - Live demonstration
- Starter kit or full kit available\*
  - Anatomy and Physiology
  - The skin and wound healing
- Contra-indications and contra-actions
  - Mapping
- Hairstroke patterns and how to construct a brow or lip shapes
  - Needles & machines
- Colour and pigment theory
  - Pigment implantation
  - Client consultations
- Pre-care and after-care
  - Health and safety
  - Troubleshooting
  - Touch up sessions
- Social media guidance

Previous PMU qualification required with at least 6 months between training

\*Full kit can be provided for an additional fee. We do not make a profit on the kit, we simply charge you the value of the tools and equipment.

**TOTAL COST £999 / DEPOSIT £250**

Balance due 7 days prior £749

Earn your money back in 4 treatments!

Average treatment price £250

x4  
=£1,000



# SHADOW DAY

## 1 day masterclass – for qualified PMU artists

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Already qualified but wanting to develop your skills further, or not feeling confident in your previous training?

A 1-1 shadow day would be perfect for you!

Your shadow day will be bespoke to you. If there are any areas in particular you are needing help with or wanting to develop your knowledge and techniques further this is what we will focus on.

The day will be 10am till 5pm.

The day would begin either recapping your theory or going over any theory areas you want to focus on.

The second part of the day would be a full demonstration by myself.

Lunch and refreshments will be provided.

The final part of the day would see you completing 1 model with full guidance from myself.

You will be provided with a full course manual on your chosen PMU method.

Kit can be purchased for an additional fee.



**TOTAL COST £500 / DEPOSIT £125**

Balance due 7 days prior £375



# LASH LIFTING AND TINTING

## 1 day beginners training

1/2 Day Theory, 1/2 Day Practical

Online pre-study

2 Models

2 Case studies to be completed after training

Live demonstration

Starter kit included

Anatomy and physiology

The lash hair growth cycle

Eyeshapes and styles

Types of hair

safety and infection control

Contra-indications and contra-actions

Client consultations

Patch testing

Insurance

Procedure step by step

Lash lift styles

Aftercare

Suppliers list

Social media and marketing your business

No previous beauty experience needed



### **TOTAL COST £280 / DEPOSIT £70**

Balance due 7 days prior £210  
via bank transfer

Starter kit included. Full kit can be provided for an additional fee. We do not make any profit on training kits and you will be provided with everything you need to get started.

# BROW LAMINATION

## 1 day beginners training

1/2 Day Theory, 1/2 Day Practical

Includes waxing and tinting

Online pre-study

2 Models

2 Case studies to be completed after training

Live demonstration

Starter kit included

Anatomy and physiology

The brow hair growth cycle

Safety and infection control

Contra-indications and contra-actions

Client consultations

Patch testing

Insurance

Procedure step by step

Eyebrow mapping and shaping

Aftercare

Suppliers list

Social media and marketing your business

No previous beauty experience needed



### **TOTAL COST £280 / DEPOSIT £70**

Balance due 7 days prior £210  
via bank transfer

Starter kit included. Full kit can be provided for an additional fee. We do not make any profit on training kits and you will be provided with everything you need to get started.

# BUILDER GEL NAILS

## 1 day beginners training

1/2 Day Theory, 1/2 Day Practical

Online pre-study

2 Models

2 Case studies to be completed after training

Live demonstration

Starter kit included

Anatomy and physiology

The science

Why use builder gel

Builder gel vs. hard gel

The bones of the hand

The nail function

The nail structure

Safety and infection control

Contra-indications and contra-actions

Client consultations

Insurance

Nail prep

Procedure step by step

Rebalancing

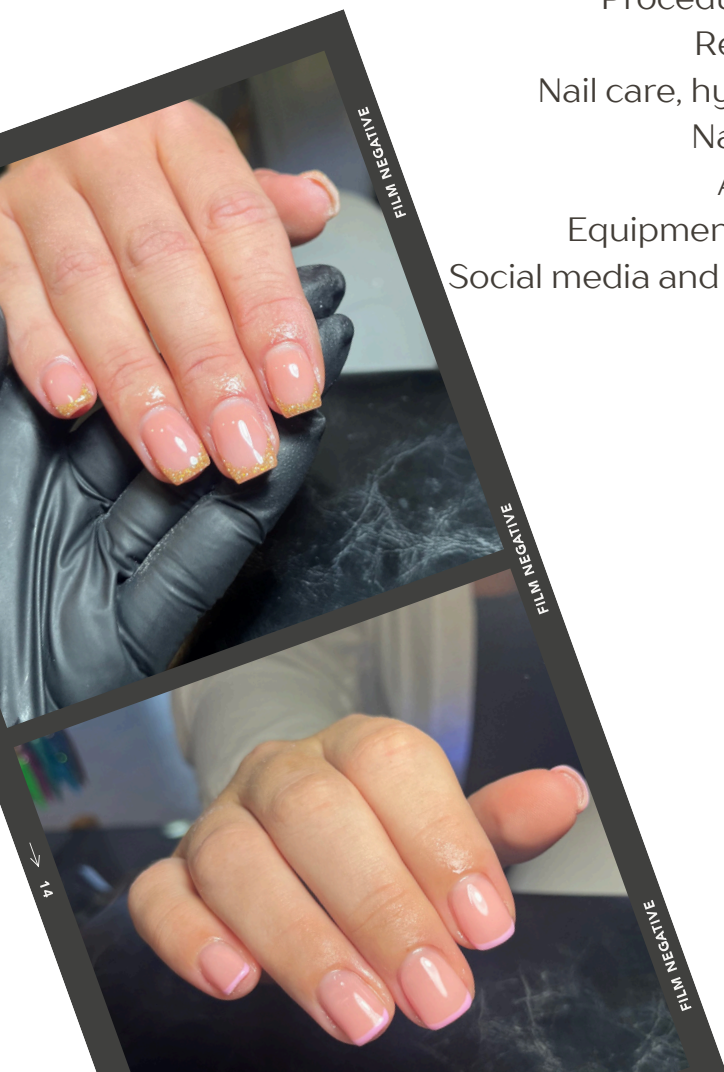
Nail care, hygiene and breakage

Nail removal

Aftercare

Equipment and suppliers list

Social media and marketing your business



### **TOTAL COST £280 / DEPOSIT £70**

Balance due 7 days prior £210  
via bank transfer

Starter kit included. Full kit can be provided for an additional fee. We do not make any profit on training kits and you will be provided with everything you need to get started.



# CLASSIC LASHES

## 1 day beginners training

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1/2 day theory, 1/2 day practical

Online pre-study

2 Models

2 Case studies to be completed after training

Live demonstration

Starter kit included

Anatomy and physiology

The lash life cycle

Lash lengths, curls and thickness

Eye shapes

Lash styling and mapping

Types of lash extensions

Types of tweezers

Tools and equipment breakdown

Adhesives

Lash Prep

How to perform the treatment

Attachment zones

Isolation

Eye patch application

Infill processes

How to remove lashes

Safety and infection control

Contra-indications and contra-actions

Client consultations

Patch testing

Insurance

Aftercare

Equipment and suppliers list

Social media and marketing your business



### TOTAL COST £280 / DEPOSIT £70

Balance due 7 days prior £210  
via bank transfer

Starter kit included. Full kit can be provided for an additional fee. We do not make any profit on training kits and you will be provided with everything you need to get started.

# BROW WAXING AND TINTING

## 1 day beginners training

1/2 Day Theory, 1/2 Day Practical

Online pre-study

2 Models

2 Case studies to be completed after training

Live demonstration

Starter kit included

Anatomy and physiology

The brow hair growth cycle

Types of wax

Types of tint

Eyebrow mapping and shaping

Safety and infection control

Contra-indications and contra-actions

Client consultations

Insurance

Procedure step by step

Aftercare

Equipment and suppliers list

Social media and marketing your business



### **TOTAL COST £180 / DEPOSIT £45**

Balance due 7 days prior £135  
via bank transfer

Starter kit included. Full kit can be provided for an additional fee. We do not make any profit on training kits and you will be provided with everything you need to get started.

To book your course please contact us via email and let us know what training course you are interested in. We request an immediate deposit by bank transfer to secure your space on the training course which is non-refundable, however is transferable providing 14 days notice is given. Strictly no refunds under any circumstances.

The remaining balance of your training will be due 7 days prior by bank transfer. No spaces will be reserved on training until we have received your deposit. If you are wanting to spread the payment with Klarna or Pay It Monthly, please notify me and a payment link will be emailed to you. This must be completed within 48 hours to retain your training spot. Failure to do so, will result in your space being cancelled.

Models will be provided for you on your course. However, if you would feel more comfortable using your own models that is absolutely fine. Please let me know when booking so I can organise models for you if required.

PMU Models will pay £50 upfront to secure the place. They will receive a refund of £25 after they have attended.

If you have any further queries or questions, please do not hesitate to contact us on the below details. We are always here to help!

The Brow Executive  
Luxe Aesthetics  
Stokesly Road  
Middlesbrough  
TS7 8DX

07878 931726

[tbe\\_trainingacademy@hotmail.com](mailto:tbe_trainingacademy@hotmail.com)

[www.thebrowexecutive.com/tbe-training-academy](http://www.thebrowexecutive.com/tbe-training-academy)



# INTEREST FREE FINANCE NOW AVAILABLE

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Interest free finance now available on all training courses with Pay It Monthly or Klarna.

Simply select your term, pay your deposit and secure your training.

Payments can be spread between 3 – 12 months.

Soft credit check will be required.

Instant decision from Pay It Monthly / Klarna.

Finance is through Pay It Monthly/Klarna and not The Brow Executive. I hold no liability when using these services. All liability remains with the finance company.

A small charge will be required on the price of your training depending on the term selected when using Pay It Monthly. Klarna offers 0% finance over 3 monthly payments.

For more information and to use this service please notify me when enquiring.