

## Newsletter Contents

- Best Start Ever to a Year
- Book Your Training Course & Start a New Career in 2024
- Katy Jobbins Named as Finalist for 'Inspirational Woman of the Year' & Business Woman of the Year'
- Student Award Successes
- Like Our Facebook Pages for Regular Updates
- Recent Student Successes
- Front page news 3 years on...
- Raising Money for Ukraine Families

## 2023 Has Been by Far, the Best Start Yet for so Many of our Students Embarking on Their New Careers in Permanent Makeup...



We are not quite sure what's happening, **maybe it's something in the water**, but so far it seems like literally every single week this year we get messages from multiple students, celebrating their latest achievements and life changing moments of joy.

Whether it be their latest award win or nomination, their best ever day or week, reaching a new milestone, being featured in their local paper or a glossy magazine, helping a cancer patient regain their confidence back or something completely different, **it seems like there is an endless stream of positivity and life affirming messages keep pouring our way**, some of which we have included in this latest newsletter. So well done everyone and keep up the great work.

## Still Time To Start Your New Career in 2024

As you may already know, **we only train 1 student at a time**, exclusively with our multi award winning head trainer, Katy Jobbins, **ensuring your very best chance of success**, so spaces do get booked up quite far in advance. However we do still have a handful of spaces **if you are thinking of setting up your own business and retraining as a permanent makeup artist** next year.

If you haven't already, **you can instantly download the latest training package options booklet directly from our website** but just inputting your name and email address in the form on our homepage shown below.



The screenshot shows a web form titled "Thinking of Starting a New Career In Permanent Makeup? Instantly Download the Latest Start-Up Course Options Using the Form Below...". It includes fields for "Your Name (required)" and "Your Email (required)", a "Request Training Options" button, and a GDPR consent checkbox. A sidebar on the left features a woman in a red dress and the text "The Place To Go For Anyone Thinking Of Entering The Industry!!".

This booklet includes details on prices, training course options, your startup kit and everything that's included in our courses. You will also receive regular updates and advice on setting up your new career.

We know some would prefer to flick through the information, rather than stare at a screen, so **alternatively, if you email us your full name and address you can request a printed copy in the post** and we will also include the next available training dates & a selection of our our latest newsletters.



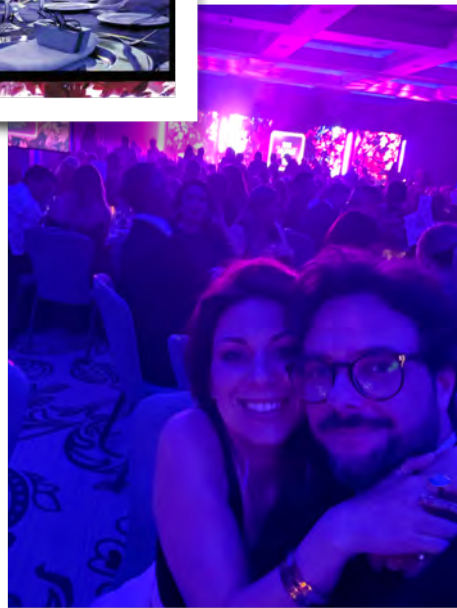
# Permanent Makeup Training Academy's Katy Jobbins Was Named as a Top 5 Finalist for 'Inspirational Women of the Year' and 'Businesswoman of the Year' at the 2022 Dynamic Women in Business Awards

We were very proud to announce that our head trainer and founder of the Permanent Makeup Training Academy, Katy Jobbins was shortlisted as a finalist in not just 1, but 2 awards at the '2022 Dynamic Women in Business Awards.'

Katy was selected by the judges to be in the final 5 women shortlisted for 'Inspirational Women of the Year' and 'Businesswoman of the Year'.

The prestigious black tie event was hosted by the television news presenter, journalist and winner of the first ever *Strictly Come Dancing* Final, **Natasha Kaplinsky**, at the Grand Hotel in Brighton on the 29th of June.

Katy joined 450 other successful Businesswomen across the Sussex region. Although there were no outright award wins this time for her, it was a fantastic evening celebrating those business leaders and recognising achievements made across all aspects of life, from personal successes to outstanding contributions.



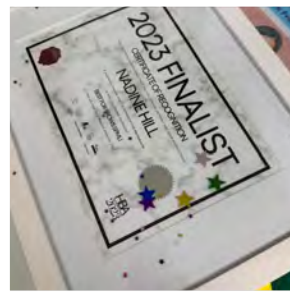
# Amazing Recent Award Success for Sooooo Many of Our Students...



10:30  
Pm Training Lettie From O...

Lettie Stoykova (@ibanburypermanentmakeup) • Insta...  
Lettie Stoykova shared a post on Instagram...  
www.instagram.com

Hi Katy, hope you and family are well!  
I'm really happy to tell you that I have been again shortlisted... In November I got to the finals of Cherwell Business Awards, but you already know that. This time I'm going to the finals of the Hair & Beauty Awards in these 2 categories: SPMU ARTIST OF THE YEAR & BEST FOR BROWS. [https://www.instagram.com/Clini\\_4i2ei/](https://www.instagram.com/Clini_4i2ei/) [igshid=YmMyMTA2M2Y=](https://www.instagram.com/igshid=YmMyMTA2M2Y=)  
Also local paper published my



10:23  
Pm Training Student Lisa...  
last seen 15:22 at 08:37

day haha! Have a lovely weekend x

Enjoy. They're fab x

Mon 13 Feb

Hey guys, hope you both well. Just wanted to share some exciting news with you. I've just been informed I'm a finalist for Best New Talent at the Hair and Beauty Awards!

That's brilliant news Lisa

Wed 15 Feb

Ekk got finalist place for another one now too. HBA rising star! Woohoo! Will you and Paul be going? X

Oh wow. That's brilliant. Hoping to get there it's just about whether my schedule allows xxx well done

It's been a fabulous last 12 months for so many of our recent and past students being rewarded for all their hard work...

10:27  
Jo Duffy Cookie And Cak...

Looking forward to it

Wed 4 Jan

Hello!  
Happy new year  
Just wanted to let you know that I'm been nominated for 2 Awards in the UK Hair & Beauty Awards 2023 for Best Business Branding & Best New Talent x



10:37  
Pm Training Student Stac...

Hi Katy, been working hard and doing my best and been shortlisted for some awards so I'm very excited!!!!!! Hope you and the family are well? And a huge thank you for starting me off in the best way for a great career xxx

2023 FINALIST  
CERTIFICATE OF RECOGNITION  
STACEY JACKSON

2023 FINALIST  
CERTIFICATE OF RECOGNITION  
STACEY JACKSON



10:40  
Pm Retraining Inquiry Luc...  
last seen today at 08:55

So excited for march

Sat 1 Apr

CERTIFICATE OF RECOGNITION  
DISTRICT TOP 10  
BEST FOR BROWS SPMU

My finalist certificate. Forgot to show you Thursday! Have a great weekend xx

Yay! Well done xxx



Hey Katy!  
That's wonderful news! Congratulations on the top 10 students in the district, that's an amazing accomplishment and they must feel really proud of themselves.  
There are actually 4 of our students who are in top 10 of the district. I received the news few weeks ago. I am as well in top 10 in my district. Thanks to you Katy! you make award winners.

6 m Love Reply Message Hide

Write a reply...

Permanent Makeup Suffolk - Follow  
Congratulations Everyone!  
Thank you Katy Jobbins

Write a comment...

YOU GET REGULAR STUDENT &  
TRAINING UPDATES BY LIKING OR  
FOLLOWING

THE  
PERMANENT MAKEUP TRAINING  
ACADEMY

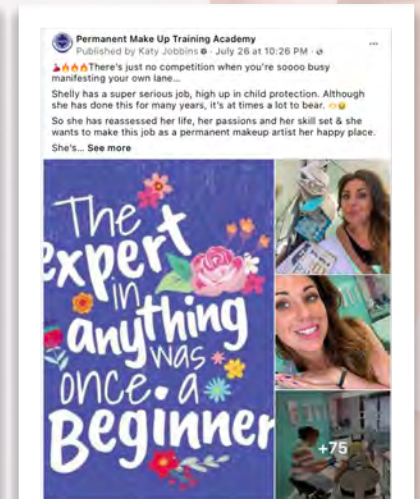
OR KATY JOBBINS FACEBOOK PAGES

Just Search:

@PermanentMakeupTrainingAcademy

or

@KatyJobbins



**The News** SINCE 1877  
Get news to your inbox, visit [portsmouth.co.uk/newsletter](http://portsmouth.co.uk/newsletter)  
Saturday, January 28 & Sunday, January 29, 2023 #Therewithyou £1.20

**Your FREE 8-page puzzles pullout inside**

**Enter The Mire**  
Portsmouth hosts a new movie which has its roots in the city but with a Hollywood vibe

PLUS: FOOD AND DRINK // TRAVEL // GARDENING // 7-DAY TV GUIDE

**Weekend**

**NEWS**

**Man jailed for knife assault**  
FULL STORY // PAGE 6

**Vandals target tattoo studio**  
FULL STORY // PAGE 7

**POMPEY**

**Mousinho's new transfer plan**  
FULL STORY // BACK PAGE

**Reality TV changed my life!**  
Portsmouth mum from living off £86 a week to business success thanks to Channel 5's Rich House Poor House

Travel insurance that gives you a little bit extra!  
Call us FREE 7 days a week  
**0800 033 4161**  
[avanti.co.uk](http://avanti.co.uk)

**NEW YEAR SALE!**  
SAVE 20%  
Quoted 2023

**avanti**  
Travel Insurance

# Nadine's Inspiring Journey Still Hitting the Front Page Nearly 3 Years On...

changing lives one week at a time...

KATY JOBBINS, INSPIRATIONAL PERMANENT MAKEUP TRAINER

**W**ith a busy permanent makeup training centre, an even busier permanent makeup treatment clinic, pro bono work completed on cancer patients, 50 major award wins or nominations, 2 prime time TV shows, hundreds of students trained on a 1 to 1 basis, a husband, 3 children, 2 dogs, 1 cat and still in her 30s, and no sign of slowing down, it's easy to see why so many people want to set up a new career and be trained and mentored by Katy Jobbins, the Founder of the Sussex based Permanent Makeup Training Academy.

From mums, who are wanting to return to work after raising their children, doctors, nurses and dentists who have been overworked during the pandemic or seen their business suffer as a result of them, beauty therapists wanting to add a high end skill to their treatments list to those wanting a new challenge and a career change, you know if you want the best chance of success then you need to train with the best.

In 2020, Katy got nationwide attention after appearing on the popular, Prime Time TV Show, 'Rich House, Poor House'. During the episode, she took single mum and part-time hairdresser Nadine, from Portsmouth, who was struggling

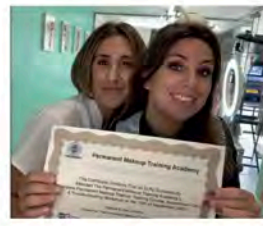
on benefits from surviving on just £86 disposable income a week, to becoming a successful and busy permanent makeup artist with her own clinic earning up to £400 per hour in under 12 months.

Nadine's turnaround was so uplifting that Channel 5 commissioned an hour long follow up show last year so that everyone could watch Katy continue to mentor her along her inspiring journey in a show called 'Rich House, Poor House, Changed My Life'. For anyone who missed them, both shows are still available on demand.

But it's not just Nadine whose life has changed as a result of training with Katy at The Permanent Makeup Training Academy. In fact, for the best part of 15 years, Katy has been changing lives, one student and one week at a time.

So we thought we would have a little look at some of the other students Katy has trained and how their lives have also been transformed from where they were, to where they are now...

First is Kaley from Sussex. Before she trained in permanent makeup with Katy, she was a front-line social worker with absolutely zero beauty experience, her supporting some amazing families, but after having her first child she was ready for a change and new challenge.



Katy awarding a certificate to a student.

6

Since then, she has now created her dream job, in her gorgeous garden studio, working on her own incredible clients. In 2020, she also won top 1, but 2 major awards at the National British Hair & Beauty Awards, including the winner of 'Best Semi-Permanent Make-up Artist'. In 2022 she was also named winner of 'Brow Specialist of the Year' & 'Best Semi-Permanent Make-up Artist' and is now fully booked for months in advance.

Kaley told Spa Elemental: I had 2 small children so I was really glad I did my career in social work. I did it for 7 years, but it was quite stressful at times and there were some late finishes and you couldn't really choose your hours. The children had to go to nursery for long hours. So I wanted a change.

I trained with Katy, which was amazing and then went on to build it up slowly so at first I was doing social work alongside

the permanent makeup for about a year. Then when I had my son, I finished social work completely and was able to carry on through my maternity leave doing permanent makeup & built it up from there.

Now I've got a garden studio that I work in and can choose to work whatever hours I want. The support from Katy has been amazing. If I ever had an issue come up or needed to ask a question or anything, Katy would respond straight away. There was never a time where she wasn't available & it was really helpful just to know that I have got her there, should I need it.

Next is Jo, who was from Dover. Jo had her own home cookie baking business that was running away with itself. She was sick of 3am starts and late finishes to get the baking and orders done and wanted more time to spend with her family. Just 6 months after completing her training, here is what she had to say:

I looked for celebrities, I looked for royalty, but it just took over my life so I needed a change. So much goes on behind the scenes from your time, email, packaging, on top of baking and people just wanted to beat you down as low as possible on price and I could spend 5-6 hours on just 1 order meaning very low profit margins.

I've now completely stopped the cookie business, and just 6 months on, what I used to earn in a week baking cookies I can earn in just 1 day doing permanent makeup and I get time to spend with my kids. I can come home in the evening and just relax, rather than worrying about what orders I need to get started on, it's been the best decision ever.

Finally is Stacey, who after a successful career in banking became a stay at home mum for the last few years to make the most of things whilst her youngest was growing up.

She still had the passion to work and a desire to achieve, but this time it had to be on her own terms, and it had to fit around her own busy family schedule. After spotting Katy on TV one rainy Sunday evening, with her husband's full support, she bravely decided to take the plunge and enter the beauty industry.

9 Months after finishing her training course, Stacey updated us on her progress:

I've already completed nearly 100 clients. It's been amazing, I don't feel like I'm working really as clients are so happy I get tingles when I see their reactions. I get hugs and feedback reviews and I just want to keep on helping more people. I charge £260 per treatment on average and my main goal was to pay my training fee back in my first year. I've done that already, and much more. I've been able to save up a little bit as well and do things like book a holiday for the family and just not have to worry so much about money. But ultimately it has changed my life and I'm able to work it around the family as well, so it's all been brilliant.

I've got 3 boys and when I was in banking it was things like, if I wanted to go to an assembly and being told that I can't go. Just

couldn't have that anymore. For me to now be able to know that I can go if I want, it's worth so much to me. It's the freedom to be able to do things like that.

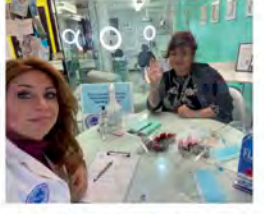
Some days you wonder, how is it going to keep on as good as this, and worried that it will stop, but I've found that as long as you put the effort in, you're going to get the results and it's worth it in the long run. I have also been up for 3 big awards already as well including the best new brow artist, so it's been amazing.

To find out about training on a 1 to 1 basis with Katy Jobbins in permanent makeup, then visit:

[www.thepermanentmakeuptrainingacademy.com](http://www.thepermanentmakeuptrainingacademy.com), where you can instantly download the latest Training Package Options Booklet, which includes prices, training course options and lots of great information if you are thinking about setting up as a permanent makeup artist.



Katy Jobbins & Nadine, Rich House Poor House changed my life.



Katy Jobbins & Nadine, Rich House Poor House changed my life.

**NEWS**

## Reality show transforms life of Portsmouth mum

**Nadine Hill** has had three whirlwind years since she appeared on Channel 5's Rich House, Poor House in 2020, which was when she met Katy Jobbins, from East Sussex. Nadine, who has one child Morgan, was living on a small two-bedroom flat that had a mere £86 disposable income a week to live on, and she was struggling to pay the bills and had no savings.

The single mum said: "I had no idea how to get out of my situation. I was on benefits, I had no savings, I was struggling to pay the bills and had no savings. I was on benefits, I had no savings, I was struggling to pay the bills and had no savings."

As a result of Nadine's initial success, Channel 5 commissioned a one-hour special follow up show called 'Rich House, Poor House Changed My Life' which was aired in April 2021. It was a huge success, with over 10 million views on the first show, and has since gone on to become a hit with a second series in the pipeline.

In December 2021, Nadine found out that she had been shortlisted as a finalist for two major awards at the 2022 National Hair & Beauty Awards for 'Best Semi-Permanent Make-up Artist of the Year' and 'Best Brow Specialist of the Year'.

The girls have recently set up for a relocation to mark the beginning of a new chapter in their lives. They are now based in a new studio in the town of Havant, which is a 15-minute drive from Portsmouth.

Nadine said: "I've had a really great time working with Katy. She's been so supportive and helpful. I've learned so much from her and I'm really grateful for everything she's done for me. I'm really happy to be able to work for myself and have my own business. It's been a really great experience and I'm really grateful for everything Katy has done for me."

Since then, Nadine has done a lot of work for Katy. She has been working at 'The Permanent Makeup Training Academy' where she offers permanent makeup training to students and has been successful in her own right. She has also been able to help other people in need, just like she was helped by Katy.

Nadine said: "When Katy first contacted me, I was in a really bad way. I was on benefits, I had no savings, I was struggling to pay the bills and had no savings. I was on benefits, I had no savings, I was struggling to pay the bills and had no savings."

It was a real turning point for her. She had been struggling for a long time and was feeling hopeless. But then Katy came along and everything changed. She was able to get out of her situation and start a new life for herself. She is now a successful business owner and has been able to help other people in need, just like she was helped by Katy.

Nadine said: "I'm really grateful for everything Katy has done for me. I'm really happy to be able to work for myself and have my own business. It's been a really great experience and I'm really grateful for everything Katy has done for me."

**2023 FINALIST**  
EMERGING PERMANENT MAKEUP ARTIST  
NADINE HILL

**2023 FINALIST**  
BEST SEMI-PERMANENT MAKEUP ARTIST  
NADINE HILL


16:21  
WhatsApp

**Guardian**

News

**Banbury beauty business shortlisted for national award**

Banbury beauty business shortlisted for national award



Lettie Stoykova

A Banbury beauty business has been shortlisted for a national award.

Lettie Stoykova said she is proud that her business Banbury Permanent Makeup has been selected in the UK Hair and Beauty Awards in the SPMU Artist of the Year category.

Finalists will compete locally before heading to the national grand final red carpet event in April 2023.

# It's not just ourselves hitting the headlines...

Check out a selection of some of our students who have also hit the headlines for all the right reasons over the last year ...

**NORTH DEVON GAZETTE** E-Edition About Jobs Contact Announcements

Latest Culture Lifestyle News Sport Things To Do

**SAMSUNG**  
Galaxy S22 Ultra with live sharing from Google Duo  
Watch together, anywhere.  
Learn More

Google | SAMSUNG



## Braunton makeup magician offers free treatments to cancer patients

Joseph Bulmer  
22 Jul 2022

A make-up artist from Braunton is making a difference to ladies suffering from cancer, by offering free semi permanent makeup eyebrow treatments every month.

Tia Lee, started her career in Toni & Guy as a hairdresser at just 16 years old. She then went on to train in nails and makeup to give people treatments that would make them look and feel confident and beautiful.

She wanted to help people feel amazing but on a more permanent basis.

After a short break to have her beautiful daughter, Tia started her career in permanent makeup in September 2020 after completing intense training in Sussex with self-made multi-award-winning businesswoman Katy Jobbins, who has appeared on the Prime Time hit Channel 5 TV show, 'Rich House, Poor House,' who also offers many free treatments to cancer sufferers.

The 21-year-old offers permanent eyeliner, lip and eyebrow make-up including for people, such as cancer patients, who have lost hair through illness.

Tia says: "For people suffering from hair loss, having their eyebrows done is a big deal and being able to offer that makes a huge difference to their lives. Their reactions at the end of the procedure are often overwhelming and many of them have tears of happiness at the end."

With cancer affecting so many people, including Tia's close family members, Tia has seen first-hand, the pain it brings to not only the person suffering but their friends and family also. As a result, and to give back to her local community, she is offering every single cancer patient who has lost their hair, their eyebrows permanently applied by herself, a professional permanent makeup artist for free.

She states: "Once you have undergone cancer treatments, not only have you been through so much trauma, you have most likely lost your hair. This can make us feel very vulnerable, cautious and not ourselves anymore. My goal is to show you that you are brave, strong and beautiful. Just because you may have lost your hair or may look different, you are still beautiful. You are a fighter. I have reached a point in my career and life that I feel is the perfect time for me give back and really take my level of commitment of making people feel beautiful and confident to the next level. I feel very privileged that the job I do, can help give people so much confidence and feel so beautiful."

Tia offers two free appointments every month (worth up to £495) in the practice in Braunton, for people who have lost their brows due to cancer treatments.

For more information, see examples of her work, or to join her waiting list for free treatments, simply give Tia a call on 07816506069 or visit her website [www.tialeepermanentmakeup.co.uk](http://www.tialeepermanentmakeup.co.uk)

News

### Great brows don't happen by chance

That's why Dronfield Eye's Ann Elsdon means an appointment to visit a local specialist

**P**ERMANENT make-up can be a huge boost to confidence and happiness, not to mention saving time and money.

Hayley Barnes decided to follow her dreams during lockdown and train in permanent cosmetics under the tutelage of award-winning industry expert Katy Jobbins.

Now all of Hayley's dedication has paid off as her Dore-based business, Hayley Barnes Permanent Cosmetics, expands.

Hayley currently specialises in a range of treatments including microblading, ombre and powder brows, and top-lid eyeliner.

Ann Elsdon, from the Dronfield Eye reception team, tried out microblading, a technique in which a small hand-held tool with a fine needle is used to add pigment to the skin for brows lasting up to two years.

Hayley helps clients who have little or no eyebrow hairs at all and Ann had few after over-plucking them as a teenager.

Hayley's approach is to take time with each client both during a pre-consultation session and the treatment itself.

Ann visited Hayley's comfortable home clinic to talk through the look she wanted and select the right shape and texture of brow and colour balance.

Ann also answered medical questions, had a patch test and was given numbing cream to apply just before her next appointment.

For the treatment itself, Ann's brow area was cleaned and excess hairs were removed before Hayley carefully mapped out the brows.

Once Ann was happy with the preparation and the color pigment - 50% blonde and 20% medium brown in her case Hayley worked her magic using a microblade, creating 3 strokes.

Ann had asked Hayley for natural-looking brows and they were also made perfectly symmetrical.

Ann said: "As eyebrows frame the face, when I had gone on, I never felt the look was complete, so I'm so pleased what Hayley has done. It was a surprise at first after so I'm really happy."

"Hayley put me at ease and is very accommodating professional. The treatment didn't hurt, it just made a noise. Hayley also gave me an aftercare pack to take home."

Hayley uses only medical grade and pre-sterilised single use equipment, while pigments meet all required safety regulations. All pigments used are vegan-friendly and the same ingredients used in make-up by giants like Estee Lauder, MAC, Chanel and Gucci. The colours are true.

Additional treatments Hayley will be providing soon for the bottom lid and lip blush.

In the future, Hayley hopes to train in camouflage to conceal skin blemishes and scars, and work with cancer survivors.

Clients can get in touch through [www.hayleypmcosmetics.com](http://www.hayleypmcosmetics.com) or 07808 268511.

34



LISA BEST

All About Cheshire - 49

### The Best of Cheshire

This month we are delighted to have the first interview with Lisa Best, owner of Permanent Make Up Hale. We have been tracking Lisa's progress over the last five months and it was great to finally catch up with Lisa at her new salon.

Lisa has been shortlisted for the prestigious beauty industry award Permanent Make Up Artist Of The Year. So we wanted to get to know more about this modest, and unknown gem that resides in Hale.



All About Cheshire - 50

If in three

Grateful.

?

soul - am in empty aching, so lives, the an make

oking at I don't hther.

ished develop g and es back

make up, scared by

assured, known as

farm of ke up ink, ly around the most

mention about. It's

years and ghler and he saying, s up in the

goers, so great or go

ment, training, no fear of me makeup being washed off or smudging. It just gives the individual more confidence and like I said saves time, giving women and men the opportunity to look their best all the time.

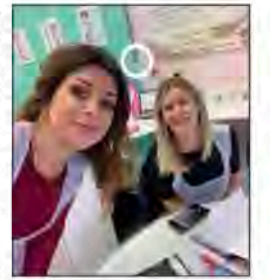
AAC - So tell the readers about your journey?

LB - To where I am now? I guess it all started during furlough, March 2020. I saw 'rich house poor house' on TV. The rich house represented by Katy Jobbins, who ended up being my trainer. (Pic right

(For readers who do not know who Katy Jobbins is, Katy is a world re-known make up artist. Author of numerous books and recipient of many beauty sector awards.)

LB: I was watching this, my husband was working in the background, and I didn't actually think he was watching it. Then suddenly he just broke our silence and said, this is the perfect job for you. If ever you are going to make a career change it's now. Doing something you are super passionate about, you are artistic and great working with people. You have all the tools to make it work. You need to go for it. Looking back, this wasn't just a career change, it was a mindset change. Previously the both of us had been working in very corporate jobs, low risk, stable reward. So starting a new career from scratch was, I guess alien. So I just went for it, next day researched and found out the contact details for Katy Jobbins. Contacted her team about her training school, and the journey started from there.

My coaching experience has really helped me on this journey. Making people feel comfortable, asking the right questions, gauging how people are feeling and holding their hand if necessary, through every step of the consultation and treatment process.



All About Cheshire - 51

Here is the fabulous Lisa, who trained with us just 2 years ago and was rewarded with a massive 6 page interview in the Glossy 'All About Cheshire' Magazine, showcasing her permanent makeup skills and talks about her training experience, with Katy at the Permanent Makeup Training Academy.

AAC: How long is the training to become a permanent make up artist?

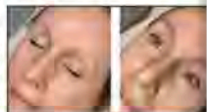
LB: It depends on who you choose to train with but in my view it is critical that the training is one to one rather than group training by an experienced and accredited trainer and that it includes ongoing support, all of that takes time and you never stop learning. Ahead of my practical training with Katy I did weeks of theoretical training including colour theory, contraindications and tattoo infection control. I then went down for a week to Sussex to complete my practical, one to one training with Katy on her lovely training model clients. The training was brilliant and intense, I was learning and practising in the day and researching and consolidating each day in the evening in my hotel. I then returned for further training on lip, blush and lower eyeliner. I am so pleased I chose to train with Katy, the significant level of investment has been well worth it for me and my clients.

AAC: So if someone was considering permanent make up for the first time, and an apprehensive. What would your advice be?

LB: Well this is a common thing as everyone is at the same point before they get their first treatment. The stepping into the unknown it's about listening to their concerns, seeing what these are, giving them the honest and truthful answers to these questions and holding their hand through the process. Never putting anyone under pressure at any stage to have the treatment, just allowing them to make the choice that are comfortable for them in their timescales. It's also creating a welcoming environment, which my salon I believe is. The fact I have had the treatments myself so I can relate and tell them how it feels, and what to expect. That is one thing you have to have done, so you can give the person the appropriate empathy.

AAC: Our readers always love to hear about the early stages of a new business. So what challenges did you face when setting up your own salon?

LB: Sales and marketing firstly, I didn't have much experience in social media with never really used this as I am quite a private person. So these were two of the big learning curves, I had to make it work. I step into the unknown, and putting my own out there. Learning how to use social media from a marketing perspective was new, and I am constantly learning the and improving my strategies & techniques.



(Some of Lisa's work with clients before and after Micro-blading and lip tattooing)

LB: One tip is spend time researching, a lot of my go to places is YouTube. There are some really great videos that can help develop your business strategies. I started using Google ads, putting myself in the shoes of the client. What would they want, what would they search for, what information would they request, how we get myself up the charts of the search and responses?

AAC: What do you enjoy most about your job?

LB: The reveal! This is the moment when the client uses the mirror, and gets to themselves at the end of the treatment. They turn the mirror around and see them seeing themselves in the way it had dreamt of it, so satisfying & enjoyable. You can really feel the client's esteem rising.

All About Cheshire - 52



All About Cheshire - 53

AAC: If you had the opportunity to style any celebrity, who would it be and why?

LB: As in just make up?

AAC: Yes, so it can be someone who needs a little or a lot

LB: Well I think she is stunning already, but in terms of really defining someone's features, I would love to do Kate Middleton. Just being able to shape her brows, just some subtle support, to help her lessen any makeup she has to do daily.

AAC: Well having Kate Middleton as a client would definitely help your marketing strategy

LB: (Laughing) Yes it certainly would. Make up artist for the royals would be a great tag line.

All About Cheshire - 53

AAC: Can you tell us what are your future plans are for Lisa Best Permanent Make Up Hale?

LB: I just want to be the best I can be. It's about that continuous development. Eventually I would love to expand my range of services to include supporting individuals who have unfortunately suffered from cancer, for example permanent make up can be used to replicate the areola and nipples, where these have been removed. Having this tattooed onto where the nipple previously was, can really help a person's self confidence. Especially when recovering from their cancer treatment. Once I move into this area of treatment I can offer this as a free treatment to selected people each month, it would be an amazing way to give back and kind of goes back to one of my three words - gratitude, being grateful.

AAC: So away from work. How does Lisa Best wind-down?

LB: I have a puppy, so taking him for a walk, fresh air, clear my head. I like to listen to a podcast, and try to continuously development myself with these. So not necessarily my skills as a make up artist, but as a human being. I guess as well finally, I try and fit in as much yoga as I can. This helps calm the mind. One thing I definitely recommend is that everyone should try and do some yoga.

AAC: So Lisa this is now where the real interrogation starts. It's our quick fire questions we like to ask our interviewees. Any you ready?

LB: Yes as I will ever be (laughing).

AAC: Instagram or Facebook?

LB: Instagram.

AAC: Chocolate or crisps?

LB: Crips, definitely a savoury person.

AAC: Apples or oranges?

LB: Apples.

AAC: Chinese or Indian meal?

LB: Hmmmm well can I choose pizza?

AAC: Bubbles or beer?

LB: Bubbles.

AAC: Dining in or dining out?

LB: Dining in for me.

AAC: Beach or snow holiday?

LB: Beach.

AAC: City or country break?

LB: Country.

AAC: Soap or film?

LB: Film.

AAC: And finally, Christmas Eve or New Years Eve?

LB: Christmas Eve - I prefer the beginning and not the end of the holidays for me.

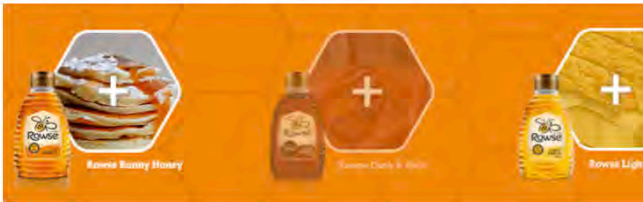
To get details on booking in with Lisa for a consultation, Head to her website at <https://permanentmakeuphole.co.uk/>

Instagram: [permanentmakeuphole](https://www.instagram.com/permanentmakeuphole)

Facebook: [permanentmakeuphole](https://www.facebook.com/permanentmakeuphole)

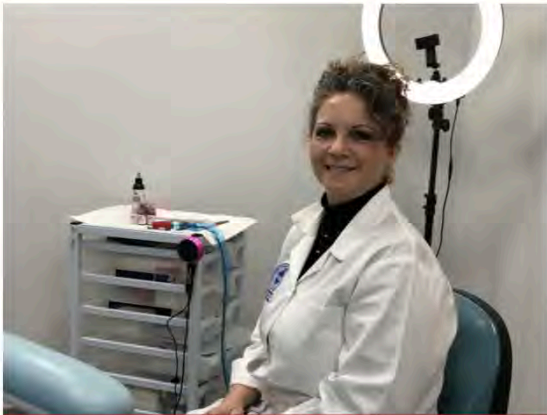


All About Cheshire - 54



### Bolton beautician moves back home to open salon

3rd March



**MADE UP** – beautician Claire Saunders has transferred her permanent make-up business from Norwich back to her home town of Bolton



By Saiqa Chaudhari  
@saiqa2  
Audience & Content Editor

Share   
1 Comments

Beautician Claire Saunders noticed how age-related hair loss to eyebrows and changes to skin made many older women feel “invisible”.

So, Bolton-born Claire started her own permanent make-up **business** Skin Secrets in Norwich where she was living.

Now, after 13 years there, she has returned to her home town and her family and has opened her own salon on Bennetts Lane, Smithills.

And her skills in helping women feel more confident and happier about their appearance are really paying dividends.

“Many women lose their eyebrows early from over-plucking, medication, chemotherapy or just the changes that take place when we’re over 40,” she explained.

“I wanted to alter that and really help them so I took specialist one-to-one training with Katy Jobbins, who is probably one of the best-known permanent make-up artists in the country.”

The hard work paid off and Claire – who previously had a background in sales and customer service in a variety of industries including the NHS – found that clients were definitely happy with her work.

She specialises in tattooing permanent eyebrows and eye-liner, eyelash enhancement and lip blush and, more recently, beauty spots.

She has also been able to help women who are allergic to all kinds of mascara or who struggle to put on make-up because of arthritis in their hands or vision problems.

Her skills cross the age-range and she has found that younger women are as keen as older ones to improve their looks with the simple but meticulous tattooing process.

Stated Claire: “Permanent make-up can make such a difference facially and it’s so easy. It’s ideal for people going to the gym or swimming or who just want a simpler, time-saving beauty routine with no fuss.”

“It’s great to be back in **Bolton**,” she added. “I’d forgotten what a warm and welcoming place it is.”

## Raising Money for Ukraine Families...

Like many here in the UK, after seeing the terrible scenes on TV regarding the war in Ukraine, **we decided to work tirelessly for 7 days to raise money** to help those families fleeing their country as a result of the Russian invasion.

**We donated all profits from our permanent makeup treatments to UNICEF Ukraine**, and as a result eventually helped give 22 families emergency shelter.



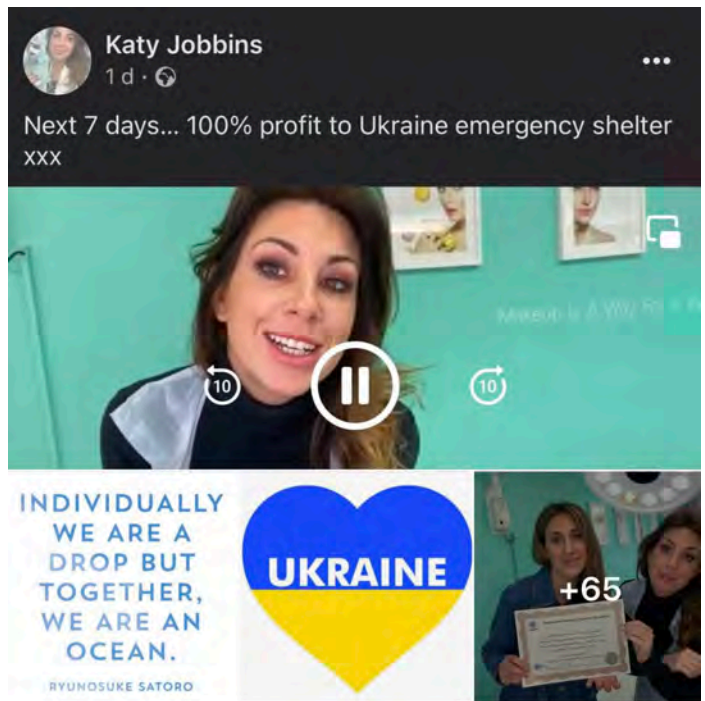
Permanent Make Up Training Academy

Published by Katy Jobbins Yesterday at 7:42 AM

🔥🔥🔥 Win win situation. The joy of mixing both purpose & passion whilst working. This week felt effortless as we had fun training & multi tasking. 🌟🌟 It was the perfect balance of teaching the very talented Jo a game changing skill & observing her confidence grow as we transformed clients faces. All whilst making as much money as possible for emergency shelter to help families in Ukraine. 🇺🇦

We barely stopped for a minute, the Diary FILLED to capacity and we’re still going...

For 7 days straight 100% of our permanent makeup treatments profit is going to UNICEF Ukraine 🇺🇦❤️



**Call us on 01444 300157 if you have any questions about setting up a career as a permanent makeup artist, or want to know a bit more about our courses, prices & training package options.**