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## Katy Jobbins Named 'Entrepreneur of the Year' at the Woman in Business Awards!

Sponsored by Natwest Bank



Above: Katy receiving her award  
Below and Left: Photos of the night.



The Women in Business Awards recognise the amazing business women based in Sussex and celebrate the success of today's very best females in Business. The Semi-Final cocktail event, previously held in September, was attended by over 300 original nominees for the awards. On this night the awards organisers reduced the 'Entrepreneur of the Year' category down to the remaining 6 finalists.

It was at the recent glamorous black tie evening held at the Hilton Metropole Hotel in Brighton, that none other than our very own head trainer **Katy Jobbins** was awarded with the **NatWest Bank Sponsored 'Entrepreneur of the Year' Award**.

On accepting the award Katy said:

*"Being named 'Sussex Entrepreneur of the Year' after seeing the long list of other successful female business women came as a huge shock to me. To say I was lost for words is an understatement, however I am so proud of the testimonials my students have given which show the support and dedication I have given to each and every one of them.*

*I love nothing more than helping them set up their own businesses in this thriving industry and seeing the life-changing results they consistently achieve both financially and emotionally. It proves that my philosophy of the more you give the more you get back yourself is true!"*

# The Permanent Makeup Training Academy Also Wins the 'Training Centre of Excellence Award' at the Etc. Magazine Hair & Beauty Awards Night.



*Right: Katy Accepting the Training Centre of Excellence Award from ITV's Beauty Expert, Gina Akers & a representative from award sponsors Brillbird Hampshire Education*



Just 2 months prior to Katy being named Sussex 'Entrepreneur of the Year', the Permanent Makeup Training Academy, also took home the coveted 'Training Centre of Excellence Award' at the Etc. Magazines Hair & Beauty Awards.

This award was to reward & recognise those who train the future stars within the beauty industry. The judges were looking for an establishment or individual who could demonstrate effective delivery of their courses and training with a focus on ensuring their students always achieve and realise their potential.

## Our Former Students Also Celebrating Their Own Award Successes...

Its not just us that are enjoying awards success. Many of our students are too! Below are a selection of students who have previously trained with us over the last few years and their own recent awards successes...



*Above: Rachel Laird named Finalist for Permanent Makeup Artist of the Year (Under 2 years experience) at the 2017 Micropigmentation UK Awards.*

*Right: Rachel, on stage with her Award Certificate*



*Left: Natalie Peters who was named finalist of 'Best Permanent Makeup Artist' less than 18 months after first training with us, on the stage at the 2016 Micropigmentation UK Awards.*

*Right: Natalie With her Award Certificate*





## More Students Award Successes...



*Above: Terri named Winner for Medical Micropigmentation of the Year Award at the 2017 Micropigmentation UK Awards.*



*Above: Amy Packer, Named Winner of 'Aesthetic Therapist/Clinic of the Year' at the 2016 Etc. Magazine Hair & Beauty Awards (She also won it in 2015!)*

Once again, congratulations to all our past students on their recent award successes.

## GREAT NEWS!!!

### Microblading Now Included as Standard on Our 'Complete Permanent Makeup Start-up Training Course'



Due to the continuing popularity of Microblading, from September 2017, all students that book our 'Complete Permanent Makeup Start-Up Course' 1 on 1 with our head trainer, Katy Jobbins, will have Microblading training included alongside the machine method for brows.

A small 10 piece Microblading start-up kit will also be added to the current student start up kit.

For students already trained in permanent makeup we also do 1 to 1 training days on Microblading with our head trainer.

### Just some of the other training material that is included in your 'Complete Permanent Makeup Start-up Training Course'





## The multi-award winning training company that teaches you to become a semi-permanent makeup expert, not just a technician



**B**uried in the heart of West Sussex is a permanent makeup training company like no other. It prides itself in creating experts in the field rather than just technicians.

Founder, Head Trainer & 2016 Women's Entrepreneur of the Year, Katy Jobbins has one rule. She only trains one student a week & gives each and every student 100% of her attention, 100% of the time.

In an industry where many training courses consist of anything from 3-10 students at a time all fighting for the trainer's attention, often leading to them having to be completely retrained within 6 months of starting out, she is a cut above the rest.

After her signature 'Complete Permanent Makeup Start-up Training Course' was voted the UK's Number 1 Health and Beauty Training Programme in 2015, her Permanent Makeup Training Academy was then honoured on a Global Scale winning the Global Business Excellence Award for 'Outstanding Educational Service'.

In 2016 it was the winner of the 'Training Centre of Excellence Award' at the Etc. Magazine Hair & Beauty Awards, and in the last 3 years alone Katy was named the 'Overall Woman of the Year' & 'Success Story of the Year' at the Sussex Woman of the

Year Awards, and was also named 2016 'Entrepreneur of the Year' and the Women in Business Excellence Awards.

It's not only herself winning awards either. Many of her past students have won and been shortlisted for top awards in the industry as well. To see some of the students she has trained and the journeys they have been on, you can visit [www.PermanentMakeupTraining.co.uk](http://www.PermanentMakeupTraining.co.uk) where there are links to over 400 student success story videos.

When asked about how she continues to maintain such standards and success rates Katy says:

"I absolutely love what I do and have such a passion for it. Helping women set up in business and seeing them completely transform their futures drives me every day. I am also proud of the fact that we help mentor the students over their first 2 years in business.

I have personally been there and done it myself and always share as much knowledge as I can from those experiences, both positive and negative. This way I can help students not only have the best chance of success but also help them avoid the common mistakes a lot of permanent makeup technicians make in their early days."

They really have thought of it all. Katy's Permanent Makeup Training Academy are also the only company in the world that produce high end websites exclusively for Permanent Makeup Artists to enable them to showcase their work and have clients easily find them.



Katy awarding Kelly Bate from Cornwall her Training Certificate



Katy awarding Zinny Kahn at Transformink her Training Certificate





# Turning Back the Clock...

**Did you know...** that before becoming one of the world's top permanent makeup trainers, that at the age of just 17, Katy Jobbins was an international artist exhibiting in galleries across the globe???



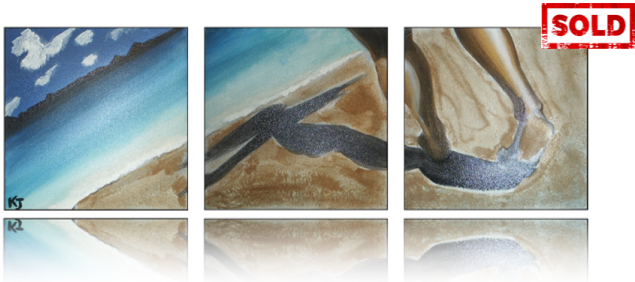
Here are a few of her paintings from her early career as an artist...



Above Left: *Blue Ripples*  
 Above Right: *Bare Beauty*  
 Left: *Inner Beauty*



Below Left : *City Lights & The Bridge*  
 Right: *M'mmm*  
 Below Right: *Sandy Feet*





## Some More of Katy's Early Artworks...



Left : Miami Sunset  
Right: Razzledazzlem



Below Left : Wild Thing  
Below Right:  
Simple Beauty



Left : Rechyng  
Below Left: Ko Lann Below Right: On the Beach

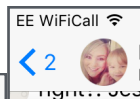
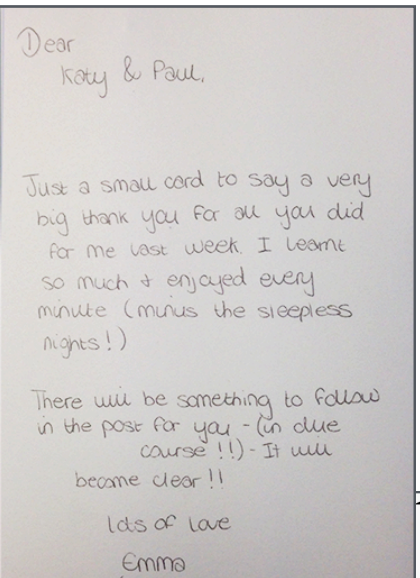


**So if you do decide to train here at the Permanent Makeup Training Academy...**

...you can rest assure that you are going to be trained 1 on 1 with not only a multi-award winning permanent makeup trainer & entrepreneur, but also a true artist.



# Finally a Selection of our Favourite Recent Student Cards & Text Messages...

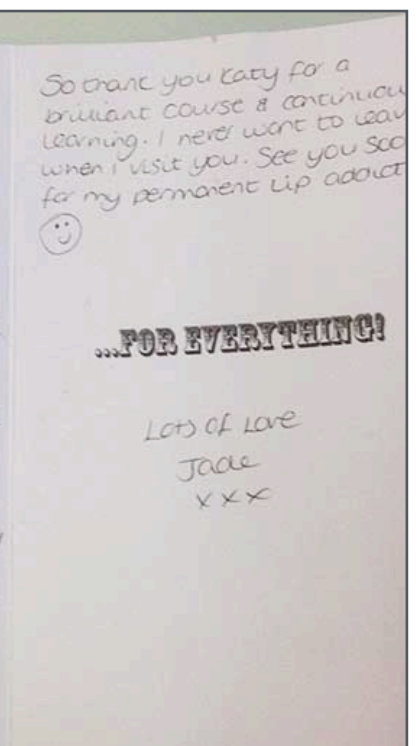
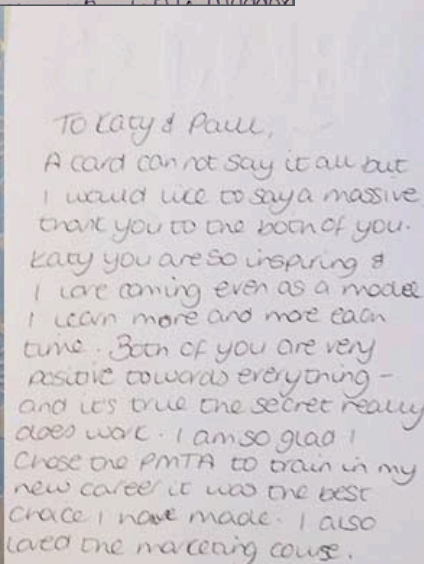
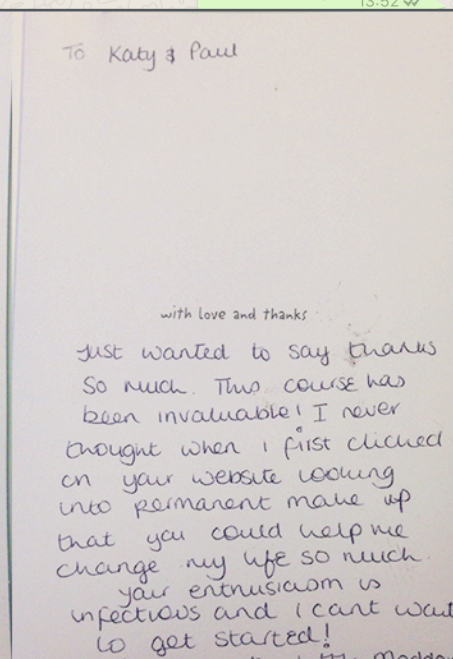
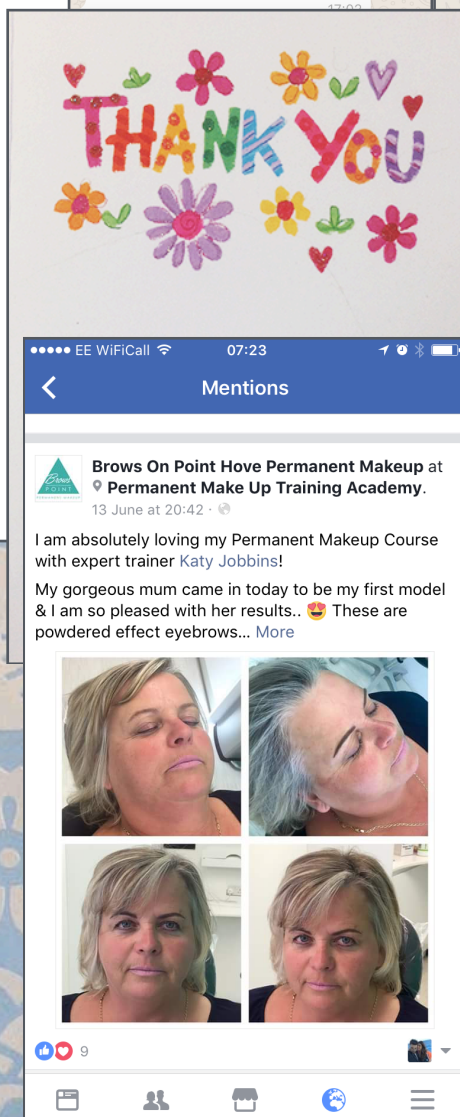
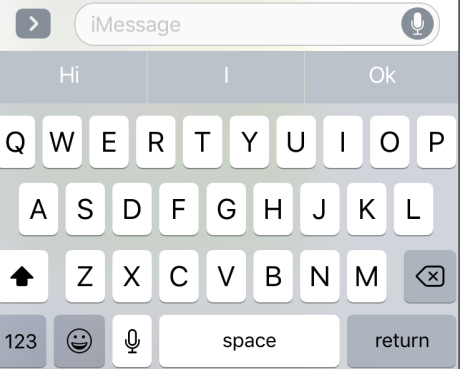
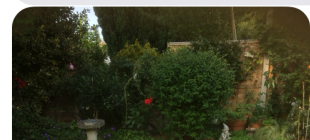


Congrats on the training award, you so deserve it! Your support and guidance is just amazing and it's great to have access to you and quick responses. Still in awe of your fabulous work...so pleased for you and Paul. I hope you are drinking champagne!! 🍷🍷 xx

Must be doing something right when the council inspector (assessing at my new studio) wants to book in with you at the end of the meeting 😂👍

Good job 🍷🍷

between us. So glad I came to train with you, it was definitely fate, I wouldn't be where I am now if it wasn't for your ongoing support & encouragement. I count you as one of my blessings in life 🥰 Lots of love Cherie Xx





## Some more of our Recent Messages...

22:04

Pm Re-training, Kay G...  
last seen today at 22:01

Today

Hey Katy, just wanted to tell you I did that clients lips today and she actually cried when she saw them she was so happy. I feel amazing as soon as I upload the pics from my camera I'll send them to you 🥰🥰

22:01

Fantastic! Can't wait to see them well done 🙌🥰

22:03

22:27

Pm Training...  
last seen today at 22:22

17:04

Loved loved loved training you now go kill it 💰💰 have a fab holiday xx

17:50

I have had the most amazing week, you are truly inspirational and the most down to earth person I'm glad I've ever met. Thank you so much, I haven't stopped talking about it since I got home, so motivated and raring to go!!! Look forward to dinner at Marcus Wearing the Berkeley in a year 🍷🥰🥰

22:20

Oh yes defo. Keep the motivation up and if ever you need a kick up the butt come back. Xx let me know

Chats Pm Training  
online

19:21

Another new set.x

13:38

Well done, she looks a million dollars. Clever girl 🥰

19:10

So much to learn and take on still but fortunately I trained with the best!! X

19:21

08:02

2 Messages

07/04/2017

To: Katy Jobbins

Hello,

Hope all is well and that you're enjoying your Holiday!

We would like to express our sincere appreciation for you support, knowledge and expertise during our training as well as for your kindness on making us feel extremely welcomed.

It was really an overwhelming experience, especially because what is promised before the training is exactly what you get!! Well...maybe you get even a bit more...

Amazing and unforgettable!

10:48

Pm Training Stephani...  
online

get on with her when she comes back in 6 xx

10:41

ESTERDAY

I am so happy. Promise me you will always do my eyebrows again, forever. You have made

Here's a text from the lady who has been going to [redacted] for 10 years and since harley street technician... She's healed and very happy. I have literally earned more money the first week in January 2017 than I ever have earned in previous January/ February/ March combined!!! My Dad is really proud of me and I'm proud too.. I'm doing alright 🥰🥰 and this is only the very beginning!! Xxx

10:42

Wow that is such amazing news. Keep it up and keep me updated as you go 🙌🙌🙌

10:44

last seen today at 19:16

Today

8.5 k

19:16

Cheers pmu xx

19:16

Not bad for a good couple of weeks work.

19:19

14:02

Pm Training S...ys Client

I'm actually sat in my car outside Sainsburys crying (happy tears!!).. after the week I've just had!! My business is growing like wildfire.. I've got an 8 week waiting list and growing!! Two clients this week cancelled their appointments with other techs to pay my more expensive prices!! Having a custom built home clinic built (builders came yesterday) my life couldn't be any different now than it was a year ago!! The money I'm earning is like nothing I've ever been able to.. My family are so proud of me, my dream life is rapidly becoming a reality!! Thank YOU for showing me this was all possible. My confidence and strength has grown loads xxxx

Wow I have goose pimples well done for putting in all the hard work can't wait to see you at assessment time xx

good? just to let you know I've had a brilliant week - I done a set of Brows yesterday and eyeliner today the clients loved them and the word "fabulous" was used!! Chuffed to bits will upload case studies soon xxx

13:55

Today 07:45

Morning Katy, just wanted to thank you and Paul for such a great week. Loved all of it. You've changed my life! Have a wonderful birthday and enjoy your time in sunny Cornwall. See you soon!! xx

To: Permanent Makeup Training Academy

Hi Katy & Paul

Hope your both OK...First of all I'd like to say a HUGE thank you to you both for making me feel so relaxed & at ease....I've had a fantastic few days & have learnt so much to take away with me, both technically & mentally, I feel that the training you gave me wasn't just about how to, but also about how to become & I feel I've taken a whole new positive attitude away with me & I'm so grateful for that. As far as I'm concerned my new beginning starts here for me & I'm so looking forward to putting all my fantastic training to the test & my confidence soaring in my technique & ability along the way!

Have already read "17 Common & Deadly Marketing Mistakes" & am halfway through "The Secret"...Very inspirational indeed!