

## Newsletter Contents

- Permanent Makeup Training Academy's Head Trainer Named 'Mentor of the Year'
- New Package Options for Permanent Makeup Artists Who Trained Elsewhere & Need to 'Retrain, Reset & Reboot'.
- Students Retraining & Confidence Boosting Success Story
- Meet Students Past and Present Who All Chose to Train 1 to 1 in Permanent Makeup With Katy Jobbins & See Where They Are Now.

## Oscar Winning Actress Names Katy Jobbins as the 2019 'Mentor of the Year'



**Above:** Katy Jobbins receives 'Mentor of the Year' Award from Oscar Winning Actress Rachael Fielding at the 2019 Women in Business Awards.

On Friday the 19th of July 2019, The Permanent Makeup Training Academy's Founder & Head Trainer, **Katy Jobbins** was named as the 2019 'Mentor of the Year' at last Friday's 2019 East Sussex Women in Business Awards

The glamorous black tie event was held at the Cavendish Hotel in Eastbourne. At around 9pm, to our delight, **Oscar Winning Actress Rachel Fielding**, who's film *The Silent Child*, won an Oscar at the 2018 Academy Awards, **announced Katy as the 2019 'Mentor of the Year'**.

Having previously been named as Sussex Women's 2016 'Entrepreneur of the Year' & the 'Overall Sussex Woman of the Year' in 2014, Katy said that being named the 'Mentor of the Year' was her career highlight to date because:

*"Being able to help others achieve their goals and have rewarding careers was all I ever intended to do, when founding my training Academy. Having helped so many of my students set up and run a successful permanent makeup businesses, proves to me that, anyone from any background, beauty or not, can be a success in this industry with the right training, support and ongoing mentorship.*

*It's also why I insist that all my new students must be trained 100% on a 1 to 1 basis with myself & have unlimited support, to ensure complete confidence in their new skill."*

**Left:** Katy Jobbins Crowned Mentor of the Year Article in the 2019 October edition of the Guild News



84 Education

### education news

Learning the art of luscious lashes

Following the success of their lifting treatments, LASH-US have announced their expansion with the launch of an extensions service, accompanied by two training courses.

LASH-US Extensions allow for the creation of dynamic, individual extensions and show-stopping volume using pre-made fan extensions produced from high quality, stable material. Bringing a new innovation in adhesion technology to the professional, the LASH-US Extensions Adhesive is gentle and stripped-back with improved performance for effective bonding and long-lasting hold.

With the launch, the brand also offering two training options; the Straight to Volume one-day course for beginners and conversion, which teaches all the techniques for applying individual and pre-made fan extensions and the Amply class, suitable for trained lash technicians. This course will focus on how to create custom made fans and the techniques to applying them successfully.

For more information on the LASH-US workshops visit [mysweetssquared.com](http://mysweetssquared.com) or contact the number below.

Sweet Squared: 0333 000 7000

---

**PMU trainer crowned Mentor of the Year**

Founder of The Permanent Makeup Training Academy, Katy Jobbins, has been named the 2019 'Mentor of the Year' at the East Sussex Women in Business Awards.

Katy was presented with the award by Oscar winner Rachel Fielding at a glamorous black tie event at the Cavendish Hotel in Eastbourne this July.

Head trainer Katy is regularly praised for her positivity and enthusiasm for her craft, training all of her students in the art of permanent make-up on an exclusive one to one basis, mentoring them throughout their first year in business and beyond.

This achievement adds to a long list of successes for Katy whose Start-Up Permanent Makeup Course has previously been voted the UK's Health & Beauty Training Programme of the Year. Katy's Permanent Makeup Training Academy has also received a Global Business Excellence Award for Outstanding Educational Services and been crowned Training Centre of Excellence in the past.

Permanent Makeup Training Academy: 01444 300 157

---

**New training model aims for inclusivity**

HD Brows has announced significant curriculum changes to its training programmes, with a commitment to making them accessible to all.

Key changes which came into effect last month aim to remove barriers regarding price, location and time to encourage and enable anyone to build their brow career.

The HD Brows course curriculum will remain the same, however the way it is delivered will be modified to reduce it from a three day to a one day course, meaning that students still receive the same level of hands-on work, with less time away from clients.

Already available in Bristol, London, Milton Keynes, Leeds, Glasgow and Northern Ireland, the brand plans to roll out new training locations across the UK towards the end of this year, also making alterations to pricing so that students can choose their level of investment depending on their circumstance.

HD Brows CEO, Karen Betts, says: "While proud to have trained over 13,000 stylists delivering millions of high quality treatments to their clients, we needed to change exclusively to inclusivity and make it accessible to all, and were confident we can deliver this with absolutely no compromise to the level of training and the high standards we are known for".

The brand is also celebrating opening a permanent training location in the heart of Bristol last month, following two years training out of Reflections Training Academy.

HD Brows: 0113 224 7901

GN October 2019

# NEW for 2020....

## 1 to 1, Permanent Makeup Re-Training & Confidence Boosting Package Options for Permanent Makeup Artists, Who Trained Elsewhere Originally That Need to Get Their Confidence Back & Business Kick-Started.

### Did You Know...

Unfortunately, **over 60% of phone calls we get each day, week in week out, are from people who have recently trained with other companies in Permanent Makeup and for some reason or other, are not confident enough to work on clients.**

Many have not even finished their courses or case studies that they have already paid for and written off ever going back to their original training company.



With hundreds of calls from new permanent makeup technicians each and every year we have found the common issues are; that they:

- **were in a group setting, did not get enough actual hands on experience & were worried about making mistakes**
- were constantly fighting for the trainers attention and they got lost in a crowd
- **had no real connection to their trainer before, during or after their training**
- did not feel that they could contact their training company with issues and questions they needed answering as when they did, the solution was always 'you need to pay for more equipment or training'
- **felt like they were simply a number, not a person & the course was structured like a well oiled production line**
- were over promised and their training company under delivered
- **were tied into only buying from their training company for ongoing supplies at very high prices and felt very restricted**
- etc. etc.

The list goes on and on, but what is clear is that **they were seeking for new guidance, a new mentor and usually more training** to become the confident technician they know they could be with the right training and on-going support. As a result we have recently developed our...

### ...New 3 and a 1/2 Day, Retrain, Reset & Reboot Package

Although we have been offering bespoke retraining & confidence boosting training for the last 7 years or so, **for the first time we have developed specific package deals for those permanent makeup artists who are struggling and need to get back on track** including our 3 and a half day, 100% 1 to 1 'Retrain, Refresh & Reboot' package.

*Full details of this package along with all our other retraining & confidence boosting options will soon be available to download from our website.*





**Above:** Katy Jobbins Presenting Louise with her retraining & confidence boosting training certificate

## Student's Retraining & Confidence Boosting Success Story...

Louise was a salon owner in Glasgow who trained with a different training company back in 2011. However after her initial training she never had huge confidence in her permanent makeup abilities.

Rather than go back to her original training company she decided to call us at The Permanent Makeup Training Academy and book 2 Retraining/Advanced Training Days with Katy & fly all the way from Scotland. **She wanted to update her skills and increase her confidence in permanent makeup** and get herself back on track to the success she knew she could be.

### Here is what Louise had to say about retraining with Katy...

**"My first day was brilliant, it was as if I have learned everything that I was missing out on. After my initial training elsewhere, I felt that I needed more skill and confidence with my technique, holds and colours etc. & I have found all that in the first day.**

*Katy's knowledge, attitude and what she knows about permanent makeup has been brilliant for me. **Just with my first day, watching Katy and practicing I felt 90% better already. After my 2nd day I felt 100% more positive.***

**All the things I felt that I was lacking on, I don't feel it now. I don't like to do something unless I can do it really, really well & I felt as if I wasn't doing it to the best of my abilities & after training with Katy, I can see it all coming together now & can't wait to get back to Glasgow & start again.**

**I would recommend this training to anyone. These 2 days have been brilliant. For anyone that has trained elsewhere and been struggling I would definitely recommend Katy for sure!"**

### So...Where is Louise Now?

After training with Katy, Louise went from strength to strength. As well as becoming a highly in demand permanent makeup artist, she went on to set up her own team, training centre and brand 'Epibrow'.

**Before long Louise and her team were overrun and often completed treatments on up to 35 clients a day!**

She has since begun specialising in treating clients who have been affected by hair loss and is now one of the UK's most respected therapists and permanent makeup artists.

We wish Louise all the best and hope her success continues long into the future.

A screenshot of a Facebook post. The headline reads "Glasgow beauty Queen expands her empire" by Marianne Taylor. The post features two images: one of Louise Brannigan smiling in front of a wall with framed certificates, and another of her performing a treatment on a client. Below the images are social media sharing icons (Facebook, Twitter, LinkedIn, Email) and a comment count of "0 comment". The text of the post says: "SHE already runs a successful UK-wide training academy focusing on beautiful brows. And now Glasgow beautician Louise Brannigan is branching out with two new facial treatments and a hair loss programme."

# Meet Students Past & Present Who All Chose to Train 1 to 1 in Permanent Makeup With Katy Jobbins and See Where They Are Now

**When you first look at training in permanent makeup, it can be a bit of a minefield.** Every training centre claiming to be the best of the best, their machine, needles and inks are always the best on the market, and every single student they have ever trained has become super successful etc. etc.

**It's no wonder you can get confused when deciding who is the best training company or person to train with,** and you start to wonder if this can all be possibly true (especially as most training companies ability to show you how great their students are doing is usually limited to a few one line testimonials dotted around their website).

I can pretty much assure you **with 100% certainty,** that **there is no other permanent makeup training company in the world** who has as many happy and positive student video testimonials, than right here at The Permanent Makeup Training Academy.

## How Do We Know This?

Well its not knowing it that matters but proving it that's important.

So, to celebrate the end of another super busy, successful year, we have decided to create a montage of students, past and present, all who took the same decision at some point in their lives.

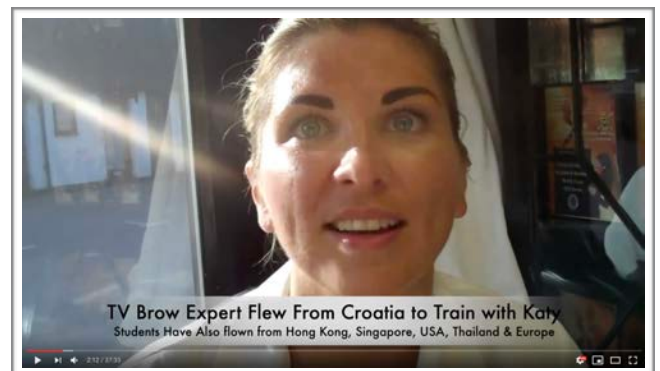
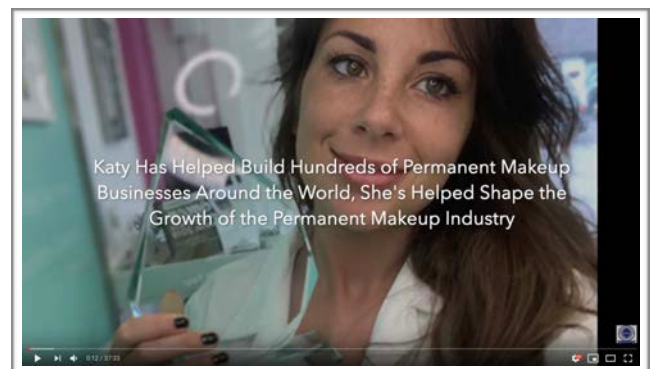
That decision was to train 1 to 1 with our inspirational head trainer at The Multi-Award Winning Permanent Makeup Training Academy, Katy Jobbins and start a career in Permanent Makeup.

**We have taken some of our over 500 student video testimonials and squeezed them into a 37 minute video,** so you can know what to expect if you make the decision to train 1 to 1 with Katy.

**In the video we also show some live video demonstrations and hints and tips on how to become successful.**

So grab a cuppa, sit down, relax and meet some of our students from over the years to the present day.

**Many of which have gone on to become permanent makeup award winners and trainers themselves.**



**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.**