

ERICA SHEA

A C A D E M Y



Primary permanent makeup Training

@ericasheaacademy

2022

About the training:

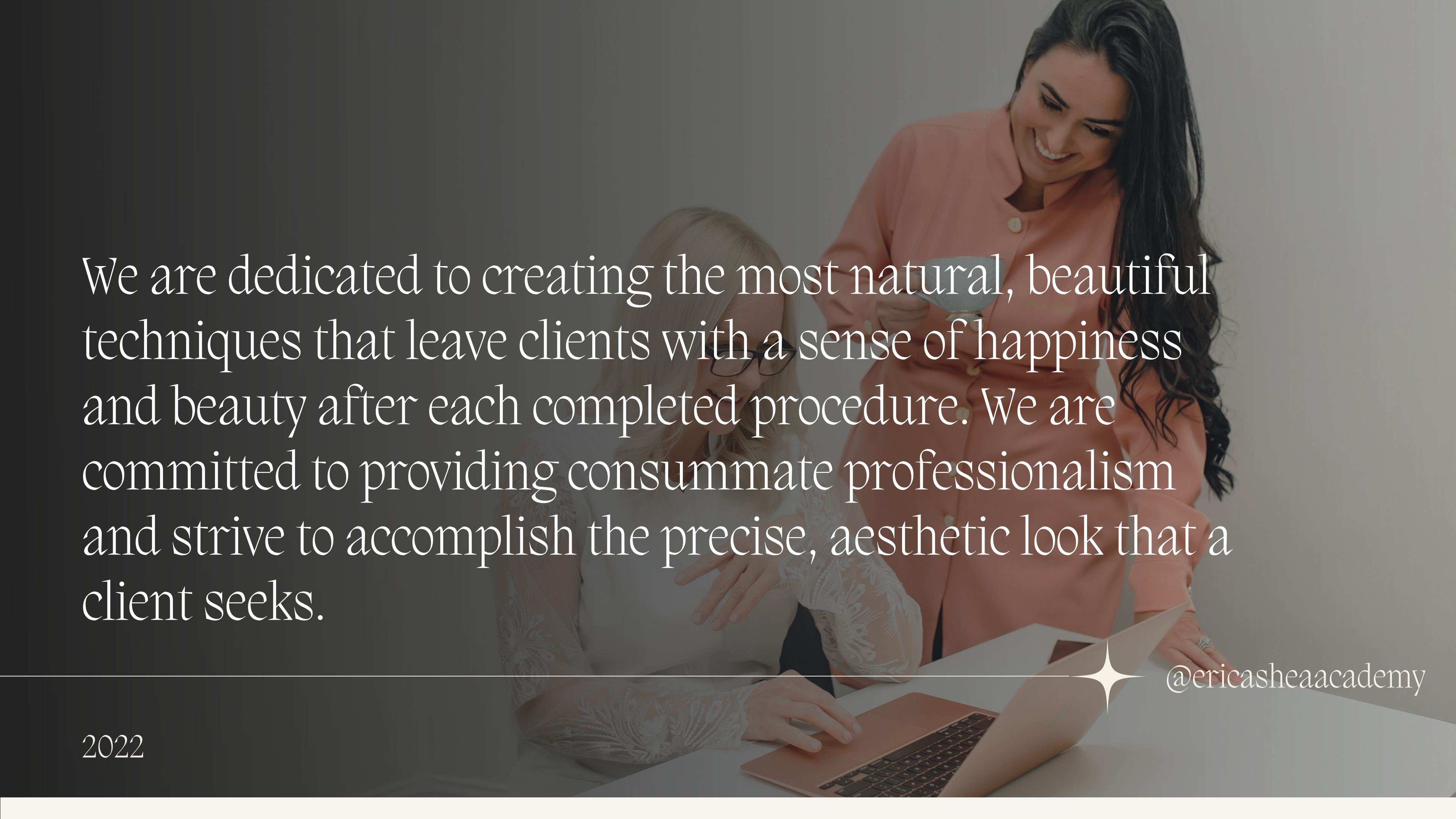
We are excited to introduce our new Primary Permanent Makeup Training. Permanent Makeup is a rewarding career, allowing you the freedom to be creative, work your own hours, have financial independence, and so much more. I know because I am living it now. I remember the first time I cried after seeing my work on a lovely lady with no hair, and I will never forget being easily able to buy my son his dream Christmas gift.

Of course, I can't make you a success, but I can give you many of the tools to help get you there. Our program follows all the guidelines of the American Academy of Micropigmentation (AAM) 100 Hour required course. This course is a fundamental course for beginners that include home study, classroom theory, and hands-on instruction. We follow all NJ State, New Jersey Health Department, and local laws.

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A photograph of two women standing in a library. The woman on the left has long dark hair and is smiling, with her hand near her chin. The woman on the right has blonde hair and is also smiling, with her arms crossed. They are both wearing black jackets. The background shows bookshelves filled with books.

About us
**Erica
Shea**

A background image showing two women in a professional setting. One woman with blonde hair and glasses is seated at a desk, looking at a laptop. The other woman with long dark hair is standing next to her, pointing at the screen. Both are smiling. The image is overlaid with a semi-transparent dark grey layer.

We are dedicated to creating the most natural, beautiful techniques that leave clients with a sense of happiness and beauty after each completed procedure. We are committed to providing consummate professionalism and strive to accomplish the precise, aesthetic look that a client seeks.

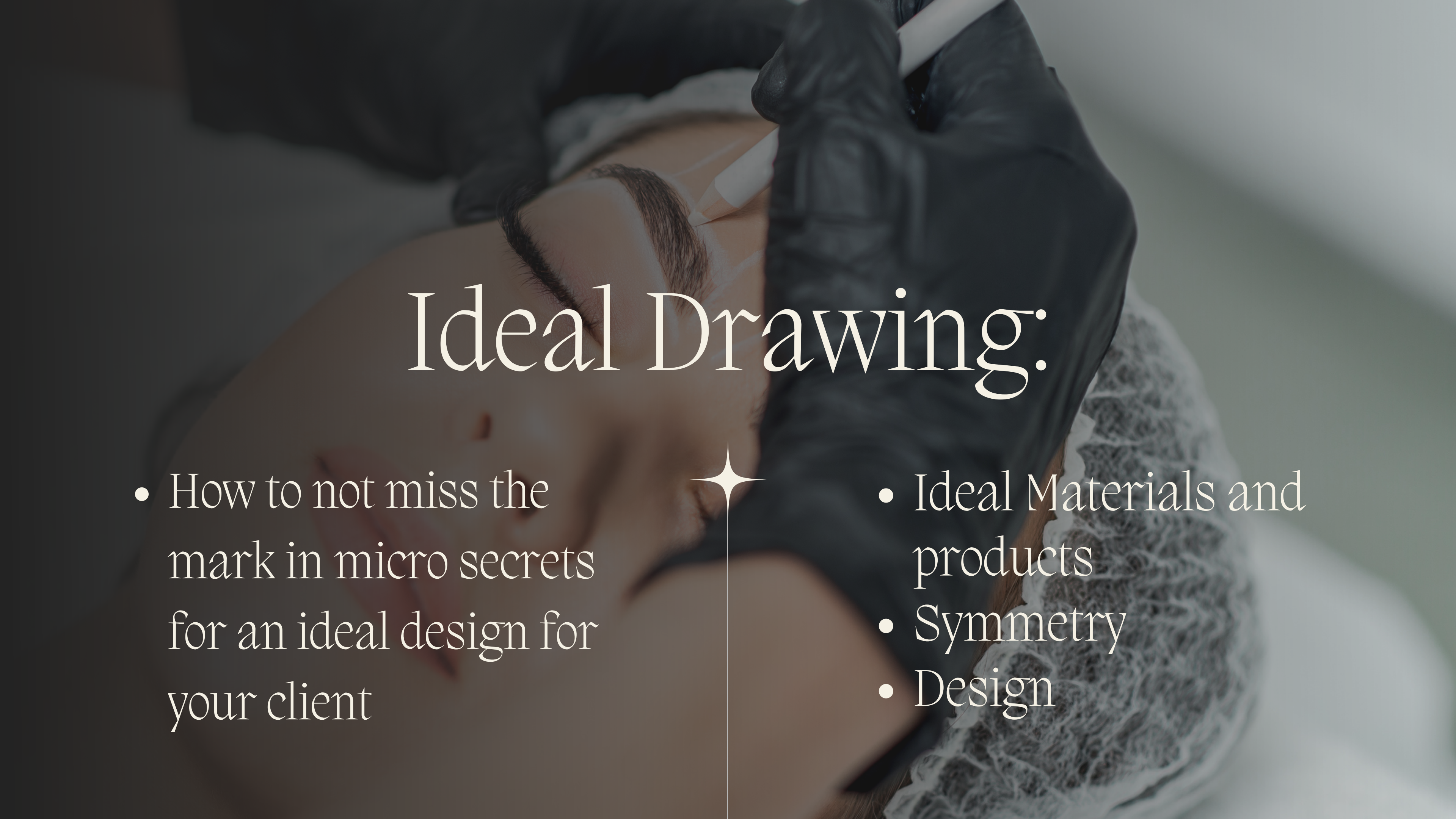
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What will you be learning?

*the most completed service

- Eyebrows
- Lip
- Eyeliner
- The newest technique and natural look procedures
- Safety procedures
- Understanding and meeting expectations
- How to offer the best work and the best technique
- How to feel safe and make your client feel safe
- Applying release form to avoid problems
- Use of the photography commitment term
- Have and know how to use the commitment form to avoid holes in your schedule
- Successful customer service step by step



Ideal Drawing:

- How to not miss the mark in micro secrets for an ideal design for your client

- Ideal Materials and products
- Symmetry
- Design

Colorimetry:

- How to not miss the mark in micro secrets for an ideal design for your client



- Ideal Materials and products
- Symmetry
- Design

The background image is a close-up, slightly blurred photograph of a person's face, focusing on the eye area. A hand is visible, holding a black metal caliper or measuring tool, positioned near the person's eye. The lighting is soft, and the overall tone is professional and instructional.

Removal:

- Learn how to remove a pigment or how to fix it
- Neutralizing Color
- Color correction

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Becoming a Permanent Makeup Artist:

For everybody who wants to grow, for those who are already in the industry and don't feel confident. Do you feel insecure choosing your career? Have you already taken other micropigmentation courses and haven't moved? Do you have difficulties in publicizing and communicating with customers? Didn't reach your financial goals and don't know how to manage your company (studio)?

If "yes", this primary training course is for you.

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