



BROWCADEMY

by Lana Tereh

BE A BROW BOSS

COMPLETE
BROW MASTERCLASS

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ABOUT BROWCADEMY

Browcademy was established back in 2017, when Eyebrow Expert and Entrepreneur Lana Tarek found the need to create and teach quality and innovative eyebrow courses in Sydney, Australia. The first and still most popular course is the Introduction to Microblading, a two-day course teaching you the art of eyebrow microblading.

We've had the opportunity to teach more than thousands of people nationwide and globally. We have Browcademy graduates from all over the world, including the USA, Middle East, and Europe to name a few.

In Browcademy, you will be taught the tips & tricks you can't read about, the LT method of brows, and product recommendations.

Browcademy is open to all students, whether you are learning for yourself, pursuing a professional career, or wanting to advance your education in this field. It all begins somewhere!

We believe you have what it takes to be a brow boss, but first, you must apply yourself. Remember, a master was once a beginner!

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MEET YOUR TRAINER

RACHAEL EATON



With an innate passion for beauty and a natural talent for crafting flawless brows, Rachael has quickly become a respected brow guru in the industry. Her journey began at a young age when she recognized the transformative power of well-defined brows. Determined to turn her passion into a profession, Rachael embarked on a dedicated path by enrolling in a comprehensive Beauty Therapy diploma program at the age of 16. Hailing from a quaint coastal town, Rachael's aspirations led her to Sydney, where she seamlessly aligned her expertise with Lana Tarek's esteemed team of brow specialists. Through unwavering dedication and tireless efforts, Rachael has honed her skills, evolving into a full-fledged brow artist extraordinaire. Her commitment to perfection and her ability to enhance natural beauty make her an invaluable asset to our team.

With Rachael's keen eye for detail and artistic finesse, your brow transformation is in expert hands. We invite you to experience her mastery and elevate your brow journey with us.

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WHY CHOOSE BROW ACADEMY?

If you are trying to pursue a professional career or wanting to advance your education in the eyebrow microblading field this is it.

In our workshops, our team will be teaching and passing down all of Lana's signature tricks & tips that you can't read about! Our team will also be providing all students with complimentary extensive starter kits with all the Browcademy professional tools designed by Lana Tarek herself.



BROWCADEMY

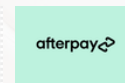
by Lana Tarek

PRICING

The total class face to face training fee is \$2970 and this includes a complimentary professional starter kit from Browcademy. This will give you some essential to get started, from eyebrow tints, professional tweezers, eyebrow scissors and more!

PAYMENT OPTIONS

WE ACCEPT



Bank transfers are accepted. If you would like to pay via bank transfer, please email us: info@thebrowcademy.com

If you want to enter an interest-free payment plan with pay right please let us know and we can assist with this too!

HOW DO I REGISTER?

To register online you can head to www.thebrowcademy.com or email info@thebrowcademy.com and our admin team will help you with registrations and or any questions you may have.

All registrations require a non-refundable deposit of 25% of the course fee.

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COURSE DETAILS

Duration of Course

2 days + 9 months of online support

Course Program

Day 1 Theory and live demonstration 9.30 am-4.30 pm

Day 2 Student Models and Certificates 9.30 am-4.30 pm

Location of Course

Lana Tarek Eyebrow Specialists

Shop B / 445-455 Liverpool Rd Ashfield NSW 2131

Inclusions

Manual

Certificate

Complimentary Professional kit

9 months of online support from Trainer and Browcademy

Lunch and tea provided

CERTIFICATES

After the 2-day Complete Brow Masterclass students receive a Certificate of Achievement.

This Certificate is obtained when students have demonstrated satisfactory work for:

Completing 5 models during the course
Demonstrating symmetry when drawing an eyebrow shape on a live model.
Demonstrating the LT method of eyebrow waxing, shaping, tinting, henna, lightening and laminating

The trainer will be providing you with ongoing support for 9 months after your course online. We build a community of Browcademy students where you can ask the trainers questions and send photos of your work. Our trainer will guide you in this group and give you the feedback you need to proceed with clients when she feels you're ready.

The LT Group Support Pathway is open to Browcademy students only and is offered free of charge through the completion of your initial course with us for a period of 9 months via WhatsApp.



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COURSE OUTLINE AND OBJECTIVES:

The objective of the Complete Eyebrow Masterclass is to provide comprehensive training in eyebrow waxing, tinting, shaping and measuring, lightening, henna, and lamination techniques. This course aims to equip students with the knowledge and skills necessary to become proficient eyebrow artists, capable of delivering professional eyebrow services to clients.

Course Outline:

1. Introduction to Eyebrow Artistry

- Understanding the importance of eyebrows in facial aesthetics
- Overview of different eyebrow shapes and styles
- Identifying different eyebrow features and their impact on the overall look

2. Eyebrow Waxing Techniques

- Introduction to eyebrow waxing equipment and products
- Preparing the client and the workspace for eyebrow waxing
- Step-by-step guide to eyebrow waxing procedure
- Safety precautions and hygiene practices during eyebrow waxing

3. Eyebrow Tinting

- Introduction to eyebrow tinting products and tools
- Understanding different eyebrow tint colors and their effects
- Proper application techniques for eyebrow tinting
- Color correction and customization for clients' needs

4. Eyebrow Shaping and Measuring

- Importance of proper eyebrow shaping and measurements
- Techniques for determining the ideal eyebrow shape for different face shapes
- Step-by-step guide to precise eyebrow shaping using various methods (e.g., threading, tweezing)

5. Eyebrow Lightening

- Understanding the process of eyebrow lightening
- Appropriate products and techniques for safe eyebrow lightening
- Achieving desired lightening effects while maintaining eyebrow health

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COURSE OUTLINE AND OBJECTIVES:

6. Eyebrow Henna

- Introduction to eyebrow henna and its benefits
- Proper preparation and application of eyebrow henna
- Creating natural-looking and long-lasting henna eyebrow designs
- Color customization and maintenance for clients' preferences

7. Eyebrow Lamination

- Understanding the concept of eyebrow lamination
- Step-by-step guide to eyebrow lamination procedure
- Achieving desired eyebrow shape, volume, and texture through lamination
- Aftercare and maintenance for lamination-treated eyebrows

8. Client Consultation and Communication

- Importance of effective client consultation in eyebrow artistry
- Techniques for understanding clients' desired outcomes and preferences
- Providing recommendations and managing client expectations
- Communication skills for building trust and rapport with clients

9. Business and Marketing Strategies

- Setting up an eyebrow artistry business
- Pricing and packaging eyebrow services
- Marketing and promotion strategies for attracting clients
- Building a strong professional reputation in the industry

10. Practical Hands-on Training

- Practice sessions for each eyebrow technique covered in the course
- Individualized feedback and guidance from experienced instructors
- Opportunities to work on live models and gain real-world experience

Note: The course outline is subject to modification and can be customized based on the specific requirements and time constraints of the masterclass.

TESTIMONIALS FROM PAST STUDENTS

OWNER OF KRISTIN FISHER EYEBROWS

KRISTIN FISHER

MICROBLADING COURSE

Lana Tarek was made to be a brow educator. She has a wealth of knowledge when it comes to all things brows. Her method for Microblading is so detailed and sophisticated, which is the main reason why I chose to do the microblading course with her.

She is super patient, and informative and takes the time to ensure that you are being educated thoroughly.

Her manual contained extensive information about Microblading which since then has been beneficial to the services me and my staff provide at KFE. For anyone who wants to learn the art of brows, I highly recommend doing a Browcademy course by Lana Tarek.

100% recommend Lana Tarek for Microblading courses



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OWNER OF BROWSTHETICS CO

JULIE-ANNE VO

MICROBLADING STUDENT

I traveled from Brisbane to Sydney to learn from the best; Lana Tarek!

It was well and truly worth the 1.5-hour flight to Sydney! Lana has been extremely professional and thorough when educating myself and other students in 'Introduction to Microblading'. Not only that but she has supported us months and months later down the track after completing her course. I also love that Lana Tarek organized models to come in to help you with practicing on your models! She just looks after you from 0-100! I'll be looking forward to flying back down to learn advanced microblading and other cosmetic tattoo services from Lana!

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"EDUCATING AND MENTORING MY STUDENTS IS WHAT I LOVE MOST. SEEING OUR GRADUATES GROW INTO TALENTED BROW ARTIST IS THE MOST REWARDING ASPECT OF TEACHING "

- LANA TAREK

NEVER STOP
LEARNING
BECAUSE LIFE
NEVER STOPS
TEACHING.

A close-up photograph of a woman's face, looking upwards and to the left. She is wearing a white hairnet. Two hands wearing black nitrile gloves are adjusting the hairnet on her head. The background is blurred, showing another person's head in a similar hairnet. The overall tone is professional and focused.

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