



BROWCADEMY

by Lana Tereh

BE A BROW BOSS

INTRODUCTION TO
MICROBLADING

BROWCADEMY

by Lana Tarek

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 TRAINERS

LANA TAREK



Lana Tarek is the founder and director of Lana Tarek Eyebrow Specialists and Browcademy by Lana Tarek. Lana launched her eyebrow empire in 2014 and has since attracted people from all over the world wanting the LT method of Microblading. In 2016 Lana launched a product line that ranged from eyebrow cosmetics to professional microblading tools.

Lana learnt the skyway techniques in Microblading and cosmetic tattooing by travelling abroad to study with pioneers in the eyebrow industry. She has obtained many years of experience and education that opened the doors for her to create her very own academy, known as Browcademy by Lana Tarek. Lana has educated hundreds of students globally who are now in the field with great success.

Lana has inspired many women to achieve their goals and establish a business in the eyebrow industry. The aim of Browcademy is to deliver sophisticated and elite educational opportunities for aspiring eyebrow artists. Her extensive knowledge and skills have enabled her to pass on the mastery of eyebrows to the eyebrow industry in her courses.

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MEET YOUR TRAINERS

MICHELLE MIFSUD



Michelle has worked in the beauty industry for the past 12 years with the last 5 years mainly focusing on her cosmetic tattooing skills. Within those 12 years Michelle has gained a lot of knowledge about the skin and how it works.

Michelle studied through Lana and was guided and mentored from Lana when she began working with her. She has watched Lana throughout the years and her work has evolved and improved over the time. She has also assisted Lana throughout the years in her Browcademy classes and marking the students work submitted.

Michelle runs hers Browcademy classes the exact same as Lana, Providing all the information the students need to become successful microblading artists.

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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.



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PRICING

The total class face to face training fee is

\$4520 with Lana

\$3,520 with Michelle

This includes a complimentary professional starter kit valued at \$1,500 from Lana Tarek. This will give you everything you need in order to get started,

from

pigments, blades tools and practise sheets.

PAYMENT OPTIONS

WE ACCEPT



Bank transfers are accepted. If you would like to pay via bank transfer, please email us:
info@thebrowacademy.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.thebrowacademy.com or email info@thebrowacademy.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 two day Microblading course students receive a Certificate of Attendance. Our Certificate of Achievement by Lana Tarek is not issued at the end of the 2 day course.

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

1. Perfecting the art of Microblading on latex practise sheets
2. Demonstrating symmetry when drawing an eyebrow shape on a live model.
3. Demonstrating the art of Microblading using the LT method of stroke work on a live model.

Perfecting the skill takes a lot of practice and determination. This usually takes up to 3 months for students to demonstrate through constant practice.

Our trainers 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 them questions and send through photos of your work. Our trainers 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 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 Introduction to Microblading course is to provide comprehensive training in eyebrow microblading. 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:

Day 1 - Theory

Theoretical part that encompasses the learning about

- Infection and Control Hygiene and PPE
- Skin Types
- Skin Durability, Skin Conditions Contraindications
- Consultations
- Consent Forms
- History of Microblading Microblading
- Steps
- Do's & Dont's of Microblading
- Tools & Products
- Microblades and Handtools
- Station set up Pigments
- Colour Theory
- The Golden Ratio
- Brow Geometry
- Brow Markings and Measurements
- Face shapes
- Strokes and Pattern work
- Microblading Emotions
- Immediate Aftercare
- Ongoing aftercare
- Microblading Touch up
- Colour Correction
- Live demonstration by Trainer

Day 2 - Practical

- Microblading Touch up
- Colour Correction
- Brows & Business
- Social Media & Marketing Photography, Video & Editing
- How to become a Browcademy Trainer
- Live demonstration of Microblading by Lana Tarek
- Student Model



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!

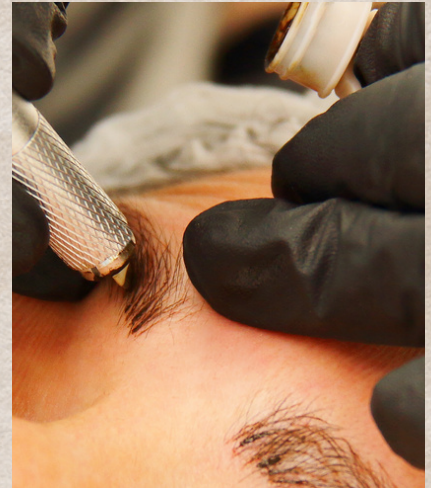
It was well and truly worth the 1.5-hour flight to Sydney! Lana has been extremely professional and thorough when educating myself and other students in 'Introduction to Microblading'. Not only that but she has supported us months and months later down the track after completing her course. I also love 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. A person wearing black gloves is adjusting the hairnet on her head. The background is blurred, showing another person's face. The overall tone is professional and focused.

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