Welcome to YOUR future in permanent COSMETICS

1.888.763.2328
BeauInstitute.com

Distributor of
NOUVEAU CONTOUR®
Permanent Cosmetic Professionals are In Demand!
This exciting and lucrative career holds boundless possibilities. You will have the ability to work in many different environments. Beau Institute’s graduates launch their careers in medical practices, salons (where states permit), spas, tattoo shops and even your own free-standing permanent makeup studio. Some of our graduates enjoy working in a combination of these facilities.

Increased Demand for Procedures
There is an increased demand for permanent cosmetics for those with busy and active lifestyles. Women are busier than ever! Permanent makeup allows them to wake up with the ease and confidence of knowing their makeup is already on. There’s nothing better for a woman than having more time on those hectic mornings.

Learn from the Experts in both Spanish and English!
At Beau, you will learn from the eyebrow experts how to simulate hair when creating eyebrows as well as the best eyebrow design for that particular client/patient. Utilizing an exclusive system called CPR®, you will be able to select and tattoo the most flattering shapes for lips and eyeliner, too.

The Beau Program is Intensive and Comprehensive
Beau Institute’s intensive and comprehensive training program is a 6-day class consisting of 100 hours: Approximately 35 hours of home study and 65 hours of classwork. You will begin working on live models provided by Beau on Day 2. Under direct supervision, you will complete a minimum of 6 procedures: 2 eyebrows, 2 eyeliners and 2 lip procedures.

You will leave the Beau training program utilizing several techniques that allow you to achieve the most natural and beautiful effects in permanent makeup that will set your procedures apart right from the start.

YOUR Success is Our Success!
Beau has built its reputation on supporting its graduates with any and all that they may need to begin their exciting career. YOUR success is our success!

Beau Institute’s training program is in compliance with the SPCP (Society of Permanent Cosmetic Professionals) and the AAM (American Academy of Micropigmentation).

IT IS THE TRAINEE’S (STUDENT’S) RESPONSIBILITY TO CONTACT ALL OF THE STATE AND LOCAL BOARD OF HEALTH AGENCIES REGARDING THE RULES AND REGULATIONS FOR PRACTICING PERMANENT COSMETICS IN THEIR AREA.
# Estimated Income Chart

<table>
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<th>Fee Per Procedure</th>
<th>1</th>
<th>2</th>
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**Revenue = Fee x 52 Weeks**

Permanent Makeup is a very lucrative career requiring only a small investment of your time and money. You can see from the above chart how quickly the return is on your investment. There is no other profession that requires so little yet yields such a tremendous return. With an outlay of $4,500 for our 6-Day Class, you can achieve your dreams of a most rewarding and gratifying career. Be sure to check our website for tuition specials and group discounts.

Since Beau Institute attracts trainees from around the globe, we make travel and lodging easy! Philadelphia International Airport is only 20 minutes from our location. Our recommended lodging includes daily breakfast, 3 dinners and complimentary shuttle service to and from Beau Institute.

*Our classes fill quickly—don’t wait!* Call us today to reserve your place and begin this exciting career.

- Financing is available for medical practices
- Financing is also available on starter equipment packages
- All fees for required NJ Apprenticeships are listed on our website at BeauInstitute.com

**1.888.763.2328** CALL NOW for details to begin your new and exciting journey into Permanent Makeup!
What will I learn?

**Introduction to Permanent Cosmetics:** Learn the rich history, benefits and many applications.

**Sanitation Sterilization:** Learn standard precautions, OSHA requirements, cross-contamination, all appropriate procedures, methods and techniques.

**Facial Morphology and Makeup Application:** Learn to identify facial shapes and the characteristics of each feature. Acquire the knowledge to create the ideal and appropriate shape and placement of eyebrows, eyeliners, lash enhancements and lip liners using Beau’s exclusive CPR facial method.

**Anatomy of the Eye:** Learn the anatomy of the eye, eyelids and the areas that are safe for tattooing and those that are not, and why. Learn safe tattooing techniques that enhance and flatter the shape of each individual’s eyes.

**Skin/Skin Disorders:** Learn where and how pigment is placed into the skin. Disorders, scar tissue, Fitzpatrick Scale, textures and tones, aging, elasticity, and how all of these factors affect the ultimate healed results.

**Patient/Client Treatment:** Learn how to evaluate each client, consult and offer informed consent. Live models are scheduled so the trainee can observe the instructor during the initial consultation. Identifying areas that require medical clearance prior to tattooing. Application of cosmetic rules regarding shape and color for the client are shown as well as evaluating the client’s expectations of the procedure(s).
**Patient/Client Management:** Learn the importance of consultation, communication skills, ethics, health history and identifying personality problems and how to handle unrealistic expectations. The power of “NO!”

**Hands-On Exercises and Demonstrations:** Observe and perform eyebrow, eyeliner and lip liner procedures. Learn appropriate selection of pigment colors, use of extremely effective (OTC) topical anesthetics for client comfort. Other exercises include: observance of the instructor’s techniques and form while doing procedures, proper positioning of technician’s body (especially the arm and hand) and correct use of machine for a safe and stable application.

**Pre/Post Treatment:** Instructing clients on how to prepare for their procedures as well as how to care for them. Proper instructions promote the best color retention.

**Equipment and Supplies:** Learn appropriate selection of needle clusters for various effects. Determine how to select the speed and depth of equipment. Learn about pigments and their ingredients.

**Extensive Color Theory:** Color theory made EASY! Learn how to apply color with confidence using our tried and true formulas. Learn how intradermal color behaves in permanent makeup compared to body art tattooing. Learn how to alter and correct color, since there is so much permanent makeup already done that requires correcting or adjustment.

**Salt Removal:** Learn how to effectively remove permanent makeup with a safe and very simple salt solution that is safer and more effective than any products sold. Salt-water’s efficacy has proven itself over time by removing makeup that is anywhere from 25 years old to current time—nothing compares.

**Marketing and Business:** Beau Institute offers the most comprehensive, step-by-step marketing plan. Every detail of FREE and INEXPENSIVE marketing is clearly written out, with sample letters to medical practices and salons. Also included: a marketing calendar, Social Media tips and attractions, how to get editorial, etc.

**Continuing Education:** Once you have completed your primary training in permanent cosmetics, Beau Institute offers continuing education in advanced techniques such as the in-demand 3-Dimensional Areola Tattooing and Scar Camouflage. In addition, we have built our reputation on our extraordinary ability to support our graduates. One of the ways we do this is our open door policy by which graduates are entitled to visit and observe all future classes.
What will I need to bring with me?

Class Attire: We request student’s attire be casual professional or medical and that students wear comfortable closed-toe shoes (sneakers and scrubs are fine).

Manual: (If previously mailed to you)

Blood Borne Pathogen Certificate: Complete online prior to class.

Notebook and Pen: You will want to take notes.

Camera: Students are required to begin cataloging before and after pictures (preferably with a camera with a macro setting for closeup shots). If you do not have a camera, phone camera or iPad, Beau Institute does not provide you with these photographs.
What will Beau Institute provide?

**Manual:** An in-depth, SPCP approved training manual that gives you the pertinent and necessary information required for your new career. In addition, a folder of learning material that is exclusive to Beau Institute. If you are provided with your manual prior to your training, please bring it with you to class.

**Pigments:** FaceInks® Pigments will be provided along with detailed, instructional color charts.

**Equipment:** All supplies used during the class will be provided with the exception of a camera. This you will want to bring.

**Models:** Beau Institute provides live models for trainees to perform procedures. Procedures include a minimum of: 2 eyebrows, 2 lips and 2 eyeliners.

**Certificate:** Upon satisfactory completion of the course, trainees will receive a beautiful certificate, which also qualifies you for insurance coverage.

**Meals:** Lunch, refreshments and snacks will be provided.
Sharing my experience and my passion for this exciting profession has been the most rewarding part of my entire aesthetic career. Countless trainees come to Beau from around the globe, expressing how they are seeking a new career that is creative and rewarding and how they want to help others. I watch as these dreams are fulfilled with permanent makeup and/or areola tattooing.

I never tire of seeing our trainees faces light up following their first procedures, as they see the joy, freedom and confidence they gave to their models. It becomes evident they found the gratification they were looking for in the Beau training.

Don’t wait! Now is the perfect time! There is an increasing demand for permanent makeup practitioners. Countless Plastic Surgeons, Dermatologists, Medi-Spas, Salons and Tattoo Shops are looking to add permanent makeup to their menu of services.

Permanent makeup has become totally mainstream. Our clients range from waitresses to physicians. Every woman that fills in her brows is your potential client as are the women who struggle to apply their eyeliner due to visual limitations or allergies. Also, women who have noticed their lips fading and shrinking want their lip shape re-established with a hint of color. Permanent makeup is the perfect solution.

The Beau Training Methods are unique and exclusive. You will learn beautiful yet simple techniques that will stamp your work with professionalism.

Beau’s commitment to you, as a graduate, never ends. You will become part of the Beau Family that will continue to support you. We also have an “Open Door Policy” allowing you to return as often as you wish to observe any class previously taken.

I personally select only the finest instructors, from around the globe, to assist in training and to teach the Beau methods.

My mission is to also bring you the finest in continuing education, such as 3-Dimensional Areola Training and Scar Camouflage and always, state-of-the-art pigments and equipment.

Your success is our success! It fills my heart with joy to see our graduates successful and thriving. Join the Beau family in this rewarding and lucrative profession. Please don’t hesitate to request referrals.

I look forward to meeting you and launching you on your path of success in this exciting career.
What our Graduates are saying

“Because I am a Registered Nurse, I was very selective in whom I chose to train me in permanent cosmetics. I wanted someone who would be up to the medical standards I practiced but could also give me an education in the color and technique end of the training. Rose Marie Beauchemin was the perfect combination for both.”
~ Colleague, Lillian Leftwich, RN.

“The training that I received from Beau Institute was beyond my expectations. The environment and staff are so soothing and kind. I cannot say enough wonderful things about my instructors. They are so very good at giving you the confidence and skill to learn and completely understand permanent cosmetics. Thank you Rose Marie and Beau Institute for everything!”
~ Dana Stavole, Mannington, NJ

“Hoy le quiero dar las gracias a Rosmarie por darme la oportunidad de pertenecer a su instituto por ser una excelente profesora y un gran ser humano. Ya que medio la oportunidad de reforzar mis conocimientos; Gracias a todo el equipo de trabajo y espero pronto volverlos a ver para continuar con los cursos de camuflaje y oreola.”
~ Paola Yepes, New Jersey

“Beau Institute came highly recommended. Its reputation as a state-of-the-art teaching facility is known the world over. After taking the course, I have to say that the course fulfilled all of my expectations.”
~ Randa Hafez, Permanent Makeup Practitioner, Cairo, Egypt

“Beau Institute’s primary training is a well structured, comprehensive program with an atmosphere that is very conducive to learning. Rose Marie Beauchemin is a true professional master who inspires excellent work.”
~ Christy C. Brown, RN, Nyack, NY

“I would recommend that any tattoo artist take this course.”
~ Dan Craft, Tattoo Artist, Laurel Springs, NJ

“A wonderful, engaging experience taught with passion and truth. I am very happy I came.”
~ Francesca Ricci, Permanent Makeup Practitioner, Valley Glenn, CA

“I came to this school wanting to start a new career. Now I feel so equipped and can hardly wait to get started. The amount of information and the attention to detail that I received were amazing. Thank you with all my heart.”
~ Sherri Mills, Makeup Artist/Esthetician, Onley, MD
Travel & Accommodations

Beau Institute is located at:
2000 Academy Drive, Suite 400
Mount Laurel, NJ 08054

About 1 mile from Exit 4 of the New Jersey Turnpike or Exit 36A of I-295

By Air

- 30 minutes from Philadelphia International Airport
- 1 hour from Newark International Airport
- Transportation services from either airport
- Rapid Rover 856.428.1500
  (We recommend that you call as soon as you book your flight.)
- Taxi and auto rental services are available at the arrival terminals of either airport

Hotel

STAYBRIDGE SUITES
856.722.1900
4115 Church Street, Mount Laurel, NJ 08054
www.Staybridge.com/mlauriel
Corporate ID# 100309961

- Mention Beau Institute for a special room rate
- Free shuttle service to and from class
  (Shuttle must be reserved when room is booked)
- DINING: Meet other guests and eat at the complimentary light meal reception, held at evening on Tuesdays, Wednesdays, and Thursdays (A complimentary buffet breakfast is included)
Make Beau Institute your “One Stop Shop” for all your permanent makeup needs from Education to the finest in Supplies.

Nouveau Contour Digital Permanent Makeup Devices

Face Inks Pigments ~ fastest growing pigment line in the country

Our excellent reputation is built on our extraordinary customer service.

We are to happy to service our customers in both Spanish and English.
“If it doesn’t bring you alive, it is too small for you.”
David Whyte

It is so important that we love what we do! Let Beau Institute Bring You Alive in this exhilarating career of Permanent Makeup!

Continue your rewarding journey into the para-medical field and learn 3-Dimensional areola tattooing and scar camouflage.

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BeaulInstitute.com

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