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DAIANE RUHT

Founder | Licensed PMU Artist | Businesswoman

Hello! I'm Daiane Ruht, I'm 38 years old, Brazilian, a mother and a businesswoman. I came to the United States 10 years ago with the goal of bringing what I had already worked on in Brazil to the beauty and aesthetics field. I founded Umbrella Beauty 7 years ago, building my name in the beauty industry through resilience, strategy and hard work. I often say that I identify a lot with the phoenix. Sometimes, I rise from the ashes when no one expects it, ready to conquer new challenges. Rebirth is intertwined in my being because I believe in the incredible power of transformation. With God in my heart, I find the strength to overcome any battle that comes my way. As the founder of Daya Aesthetics, my mission is crystal clear: behind every strong woman, there is another fierce woman who lifts her up, especially on the hardest days. We all have moments when we don't feel strong, but together, we are a force to be reckoned with.

When I found the space that would become my business, it was falling apart—walls crumbling, floors damaged, a place most people would shy away from. But I saw something different. With a vision and the support of a friend who owned a construction company who believed in me, I transformed that space into a luxury clinic in the heart of Philadelphia.

That dream became DAYA Aesthetics.

Daiane Ruht





ANDRESSA SCHROEDER

Master Trainer | Licensed PMU Artist | Mentor & Educator

Hi, I am Andressa Schroeder. With over a decade of hands-on experience in the beauty industry, I've had the honor of training more than 1,000 students across the United States in eyebrow design, microblading, henna, and permanent makeup. I hold Platinum Artist status as a Master Trainer certified by the American Academy of Micropigmentation (AAM) — a reflection of my commitment to excellence and professional growth.

My purpose goes beyond enhancing natural beauty. I'm here to empower aspiring artists with the skills, confidence, and mindset needed to build a successful and fulfilling career in permanent makeup. My teaching is rooted in passion, precision, and care — because I truly believe that when one woman rises, she lifts others with her.

I'm also the cofounder of Dayas Academy, where we provide high-level training, mentorship, and continued support to help students thrive in their journey — whether they're just starting out or ready to take their business to the next level.

God is everything to me, and I'm deeply grateful for His guidance in every step of my personal and professional life.

If you're ready to learn from someone who leads with heart, discipline, and real-world experience — you're in the right place.

Let's build your future, together!

Andressa Schroeder





01. **FULL THEORY**

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COURSE INTRODUCTION

This course aims to prepare and train new professionals to perform the technique known as **MICROBLADING**.

The world of micropigmentation is an industry you won't regret. Once you learn the techniques taught in this course, you will have many opportunities to start a new business or expand your work.one more vendor space left available

SOME OF THE OBJECTIVES OF THIS COURSE:

- Learn how to map eyebrows.
- Essential biosafety procedures.
- Understand the necessary materials to start working with microblading.
- Learn color theory and how to apply it.
- Understand skin structure.
- Learn how to understand client expectations.
- Master execution techniques.
- Understand the healing process and be able to answer client questions.
- Tips on the importance of social media, photography, marketing, and much more.

OUR GOAL is to prepare you for a promising future through microblading!

This course is designed to train and prepare new professionals in the execution of the microblading technique. The world of micropigmentation is an industry you won't regret joining. Once you learn the techniques taught in this course, you will have many opportunities to start a new business or expand your current work.

Take full advantage of the lessons, study the material, practice a lot, and have success!



WHAT IS MICROBLADING?

Microblading is an eyebrow pigmentation technique where the professional draws very fine hair-like strokes that blend naturally with the client's own brows. Because of this, the technique is also known as "hair stroke" or "feathering."

The results are semi-permanent, and the process involves facial measurements to ensure symmetrical and well-suited eyebrows for each client.

However, it's essential to understand **what microblading is NOT**. Some people confuse this procedure with other micropigmentation techniques. While they have the same goal, the results and techniques differ.


As a professional, it's important to recognize these differences.



MICROPIGMENTATION

In this method, a **dermograph device** is used to apply pigmentation through electrical stimulation. The result is more intense, creating a more defined and structured eyebrow.

The spacing between strokes is larger, giving a more filled-in look. The more specialized the professional is, the better the results will be. Proper training and constant practice with the device are necessary to ensure precision.

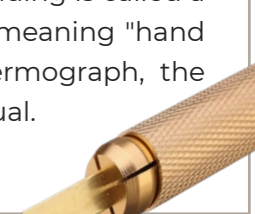


MICROBLADING

One of the reasons microblading has become so popular is its natural-looking results, especially for those who want a subtle and realistic enhancement.

Unlike micropigmentation, microblading creates finer strokes with less spacing between hairs, making the pigment blend seamlessly into the natural brow. This is why it's called the "hair stroke" method.

The tool used for microblading is called a **Tebori**, a Japanese term meaning "hand tattooing." Unlike the dermograph, the Tebori is completely manual.



Ombre/Powder Brows

Combo Microblading + Shading

Microblading

PROFESSIONAL ETHICS

The word ethics comes from the Greek ethos, meaning "habit," "behavior," or "way of being." To start your business, it is essential to adopt ethical values that **guide your actions**. Ethics covers a broad area and can be applied professionally. There are professional codes of ethics that outline the fundamental principles of a profession.

Having good professional conduct requires **upholding values that demonstrate ethics and professionalism to your clients**. To do this, let's begin by reflecting on some important behaviors and actions for your career.

A workplace based on ethics creates a positive environment. When an organization operates with ethical principles, it fosters loyalty and professionalism on both sides. Maintaining an ethical posture in the workplace is key to professional success.

KEY ETHICAL PRINCIPLES FOR YOUR BUSINESS:

- **Responsibility** – Keep commitments to clients by respecting deadlines and appointments. Punctuality shows commitment, respect, and responsibility.
- **Professionalism** – Seek continuous education and ensure you are well-prepared to use the appropriate products and techniques for each client.
- **Discipline** – Follow the necessary standards to ensure safe and professional service.
- **Confidentiality** – Maintain client information in strict confidence. Avoid gossip and unprofessional topics in the workplace.
- **Honesty** – Be truthful with clients about the procedures, potential issues, and any mistakes that may occur.
- **Respect** – Foster good interpersonal relationships, using common sense and maintaining respectful communication at all times.
- **Organization** – Keep your workspace clean and professional.

THE IMPORTANCE OF ETHICS IN THE WORKPLACE

Ethics are essential for creating a **positive and productive work environment**.

When guided by ethical principles, the workplace promotes **loyalty and professionalism** on all sides.

Maintaining an **ethical attitude is a key driver of professional success**.

Success at work goes beyond skills — it's also about **relationships and emotional intelligence**.

ALL OF THIS CONTRIBUTES TO A HEALTHIER, MORE RESPECTFUL, AND MORE SUCCESSFUL WORK CULTURE.

CULTURAL DIFFERENCES AND ETHICAL RELATIVISM

Beauty is not universal. What one culture sees as beautiful may differ greatly from another's standards. This is where the concept of **ethical relativism** comes into play.

Example in Permanent Makeup:

- In some cultures, **bold, dramatic eyebrows** symbolize professionalism, beauty, and confidence.
- In others, **natural, subtle enhancements** are seen as the only "correct" or "ethical" approach to permanent makeup.

A PMU artist practicing ethical relativism respects both perspectives. Instead of believing there is only one right way to define beauty, the ethical artist listens to each client's desires and honors their cultural and personal standards—without judgment.

How to Apply Ethics in Your PMU Practice

- **Respect the Client's Vision.** Even if a client requests a style different from your personal taste, respect their choice. Your role is to advise with honesty, not impose your own beauty ideals.
- **Communicate Clearly and Honestly.** Set realistic expectations. Be upfront about what can and cannot be achieved based on skin type, existing pigmentation, or facial structure. Ethical artists never overpromise.
- **Prioritize Safety and Sanitation:**

Ethics means protecting your client's health:
 - Always use sterile, disposable tools
 - Maintain a clean working environment
 - Follow all local health regulationsA beautiful result is meaningless if the client's safety is compromised.
- **Protect Client Confidentiality.** Clients often share personal information during consultations. An ethical artist keeps all client information private and secure.
- **Continue Learning and Improving.** Ethics include a commitment to growth. Attend continuing education courses, learn about new safety protocols, and expand your understanding of different cultural beauty standards.

WHY ETHICS MATTER IN BUILDING A PMU CAREER?

TRUST

Ethical behavior builds client trust, leading to referrals and a strong reput

LONGEVITY

Artists who prioritize ethics create lasting, meaningful careers.

PERSONAL PRIDE

Ethical work leads to personal fulfillment—you'll know you're truly making a positive difference in your clients' lives.

SKIN STRUCTURE

The skin is the largest organ of the human body, meaning it is the organ that surrounds the body, defining its boundary with the external environment. **Its thickness varies:**



VARIES BY REGION

Thicker on palms and soles, thinner on eyelids.



CHANGES WITH AGE

Skin tends to thicken over time.



DIFFERS BY SEX:

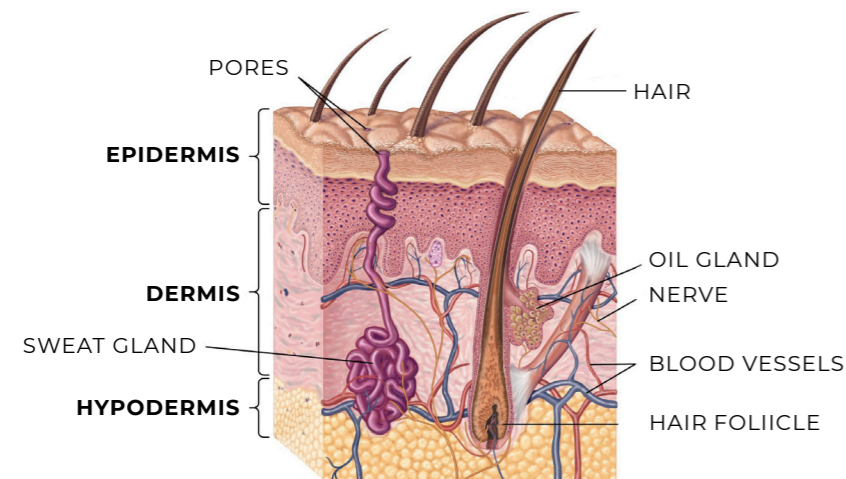
Generally thinner in women.

FUNCTIONS OF THE SKIN:

The skin performs various functions, such as:

- Thermal regulation;
- Organic defense;
- Control of blood flow;
- Protection against various environmental agents;
- And sensory functions (heat, cold, pressure, pain, and touch).

The skin is responsible for the production of melanin, sebum, keratin, and sweat. It is made up of three layers: **EPIDERMIS**, **DERMIS**, and **HYPODERMIS**.



EPIDERMIS: This is the outermost, most superficial layer. Its main function is to protect the body. As it prevents the entry of microorganisms and is able to regenerate, we can compare the epidermis to a biological armor for our body. In younger skin, skin cells take about 28 days to reach the surface. In more mature skin, however, it takes about 40 days. This means that, by the time the cells reach the surface, they are about 12 days older, and the skin becomes an accumulation of aged and dead cells.

The journey duration of a skin cell also depends on various other factors such as UV exposure, pollution, lack of sleep, and nutrition — all contributing to a slower cell renewal rate.

DERMIS: It is made up of connective tissue and contains nerves, blood and lymph vessels, hair follicles, and sweat glands. The dermis can be up to 3 mm thick on the soles of the feet.

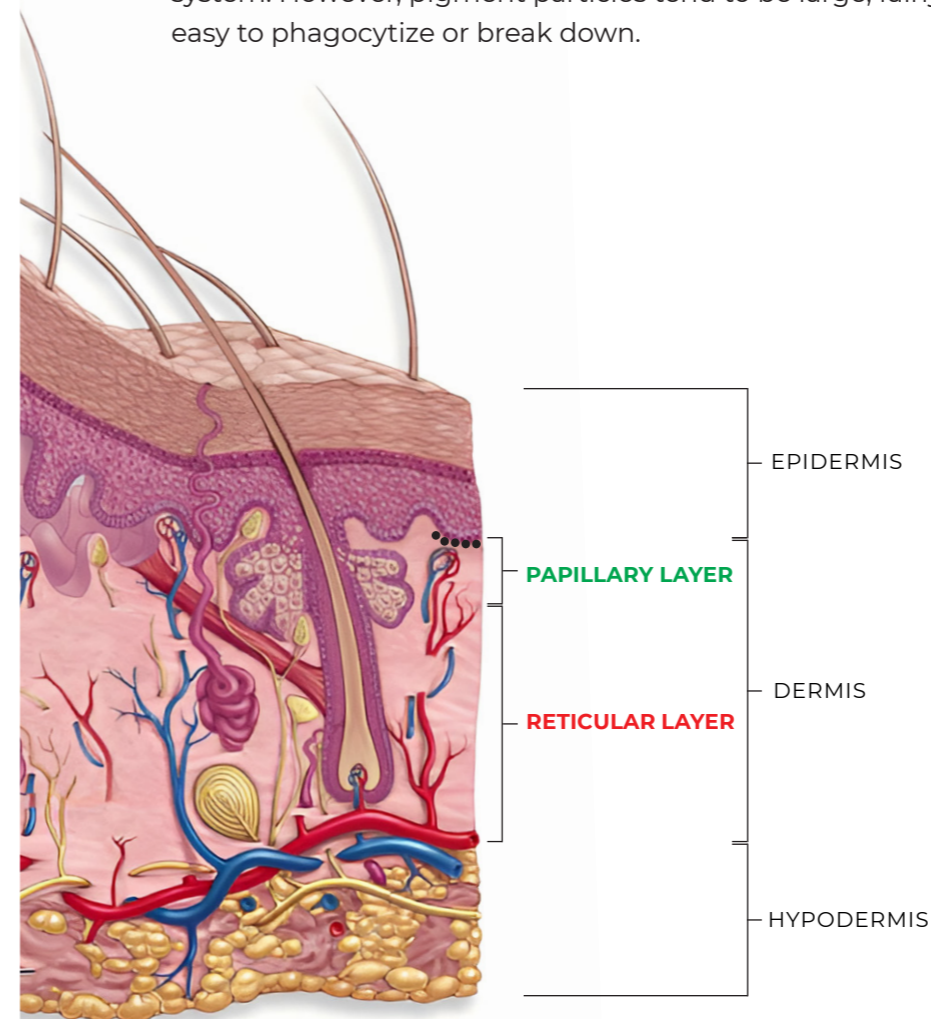
Papillary layer: Contains numerous dermal papillae interlocked with the irregular surface of the epidermis.

Reticular layer: Contains more elastic fibers, along with blood and lymph vessels and nerve endings. Sebaceous (oil) and sweat glands, as well as hair roots, are also found here.

HYPODERMIS: This is the deepest layer of the skin, composed of adipose (fat) cells, fibrous tissue, nerves, and large blood vessels.

For us micropigmentation professionals, the most important layer is the **papillary dermis**, because this is where the pigment should be implanted.

The pigment is applied to the papillary dermis, the most stable part of the skin, and remains specifically in the upper part of the dermis. Immune system cells, which are responsible for the body's defense, surround the pigment at the micropigmentation site but are unable to completely phagocytize (consume) the pigment, although part of it is eliminated through the lymphatic system. However, pigment particles tend to be large, fairly inert (low chemical reactivity), and not easy to phagocytize or break down.



If the pigment is implanted in the **deeper dermis** (reticular layer), it cannot be eliminated, making the procedure permanent.

The deeper it is, the less light reflection occurs.



VERY DEEP

Pigment applied deeply, even causing scars.



SHALLOW PRESSURE

The pigment is too shallow.



PERFECT

The pigment is on top of the dermis.

UNDERSTANDING SKIN TYPES AND TAILORING YOUR TECHNIQUE FOR EACH ONE

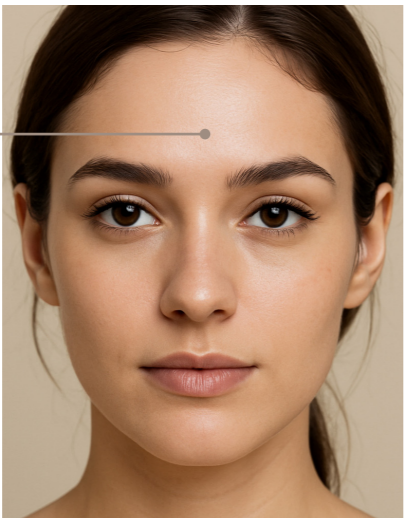
1. NORMAL SKIN (BALANCED OIL & WATER LEVELS)



NO FLAKING OR
EXCESSIVE OIL

SMALL PORES

EVEN TONE AND
TEXTURE



TECHNIQUE TIPS FOR
MICROBLADING ON NORMAL SKIN

- Use standard hand pressure — no need to adjust too much
- Choose medium-consistency pigments (not too thick or watery)
- Blade glides easily, reducing skin trauma
- Excellent pigment retention after healing (80–100%). Less chance of strokes blurring or migrating



RECOMMENDED DEPTH

Standard depth into the upper dermis.



SOLUTION

Crisp strokes, excellent pigment retention. Use regular blades and pigments

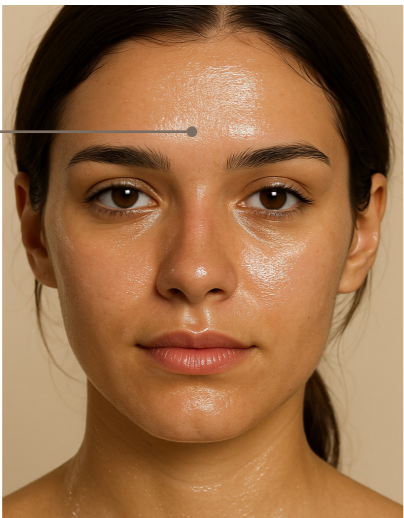
2. OILY SKIN



SHINY APPEARANCE

LARGE PORES

PRONE TO PIGMENT DIFFUSION
AND FASTER FADING



TECHNIQUE TIPS FOR
MICROBLADING ON OILY SKIN

- Use hybrid/combo techniques: Add machine shading to support fading strokes.
- Choose strong, saturated pigments
- Go slightly deeper, but be gentle
- Stretch skin well, avoid slipping
- Fewer passes: Avoid over-saturating oily skin



RECOMMENDED DEPTH

Slightly deeper than normal skin, but with great caution.



SOLUTION

Use combo techniques with shading, stronger pigments, and explain that touch-ups are expected.

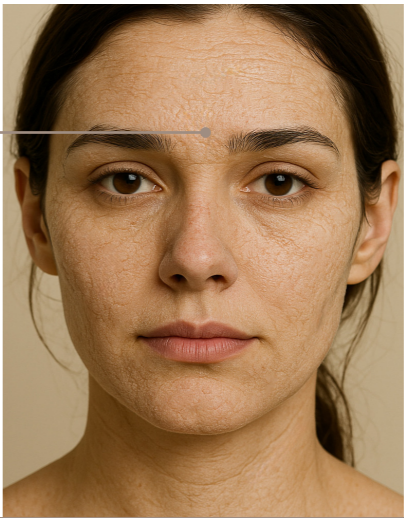
3. DRY SKIN



FLAKY OR TIGHT-
FEELING SKIN

FINE PORES

SLOWER HEALING



TECHNIQUE TIPS FOR
MICROBLADING ON DRY SKIN

- Use light pressure—skin is thin but holds pigment well
- Pick creamy pigments for smooth healing
- Avoid overworking to reduce flaking
- Fewer touch-ups usually needed
- Moisturize skin before and after procedure (avoid right before treatment day)



RECOMMENDED DEPTH

Slightly shallower—pigment holds well even with light pressure.



SOLUTION

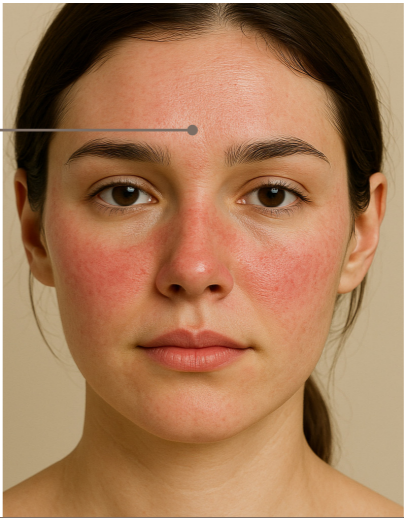
Expect sharp, long-lasting strokes, avoid overworking skin, use creamy pigments

4. SENSITIVE SKIN



EASILY REDDENS
OR REACTS

MAY SWELL QUICKLY
DURING PROCEDURE



TECHNIQUE TIPS FOR
MICROBLADING ON SENSITIVE SKIN

- Use very light pressure - skin reacts quickly.
- Limit passes to reduce irritation.
- Expect redness, swelling, or slight bleeding.
- Apply numbing cream gently and monitor skin reaction.
- Choose gentle, hypoallergenic pigments.



RECOMMENDED DEPTH

Light pressure—watch for excessive bleeding.



SOLUTION

Limit passes, use good-quality numbing, adapt aftercare for sensitive healing

5. MATURE SKIN



THINNER
EPIDERMIS

LOSS OF ELASTICITY
MAY BRUISE OR TEAR
EASILY



TIPS
TECHNIQUE TIPS FOR
MICROBLADING ON MATURE SKIN

- Opt for soft, flexible blades to prevent tearing.
- Limit stretching—skin loses elasticity.
- Work slowly and avoid too many passes
- Expect longer healing time
- Choose warmer pigments (mature skin may heal cooler)



RECOMMENDED DEPTH

Very shallow and gentle strokes



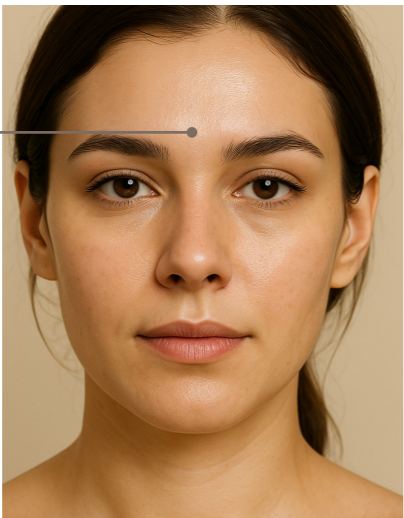
SOLUTION

Use fine blades, be extremely gentle
avoid over-stretching the skin

6. COMBINATION SKIN



OILY IN T-ZONE,
DRY OR NORMAL
ELSEWHERE



TIPS
TECHNIQUE TIPS FOR
MICROBLADING ON COMBINATION SKIN

- Assess each brow area separately (some zones may be oily, others dry).
- Adjust pressure accordingly—light in dry areas, firmer in oily spots.
- Use combo techniques (microblading + shading) for balanced results.
- Stretch and blot oily zones more often during procedure.
- Recommend tailored aftercare - target each area's needs.



RECOMMENDED DEPTH

Vary pressure based on area.



SOLUTION

Watch skin reaction area by area,
blend techniques if needed
(micro + shading)

WHY SKIN STRUCTURE MATTERS IN MICROBLADING?



PRECISION IS KEY

The goal is to reach the upper dermis, which requires a steady hand, proper training, and a light touch.



CLIENT VARIABILITY

Every client's skin is different—some may have oily, thin, thick, or mature skin. Knowing how to adjust your technique based on these skin types is crucial.



RETENTION & HEALING

Correct depth means better pigment retention, smoother healing, and more natural results.



MINIMIZING DAMAGE

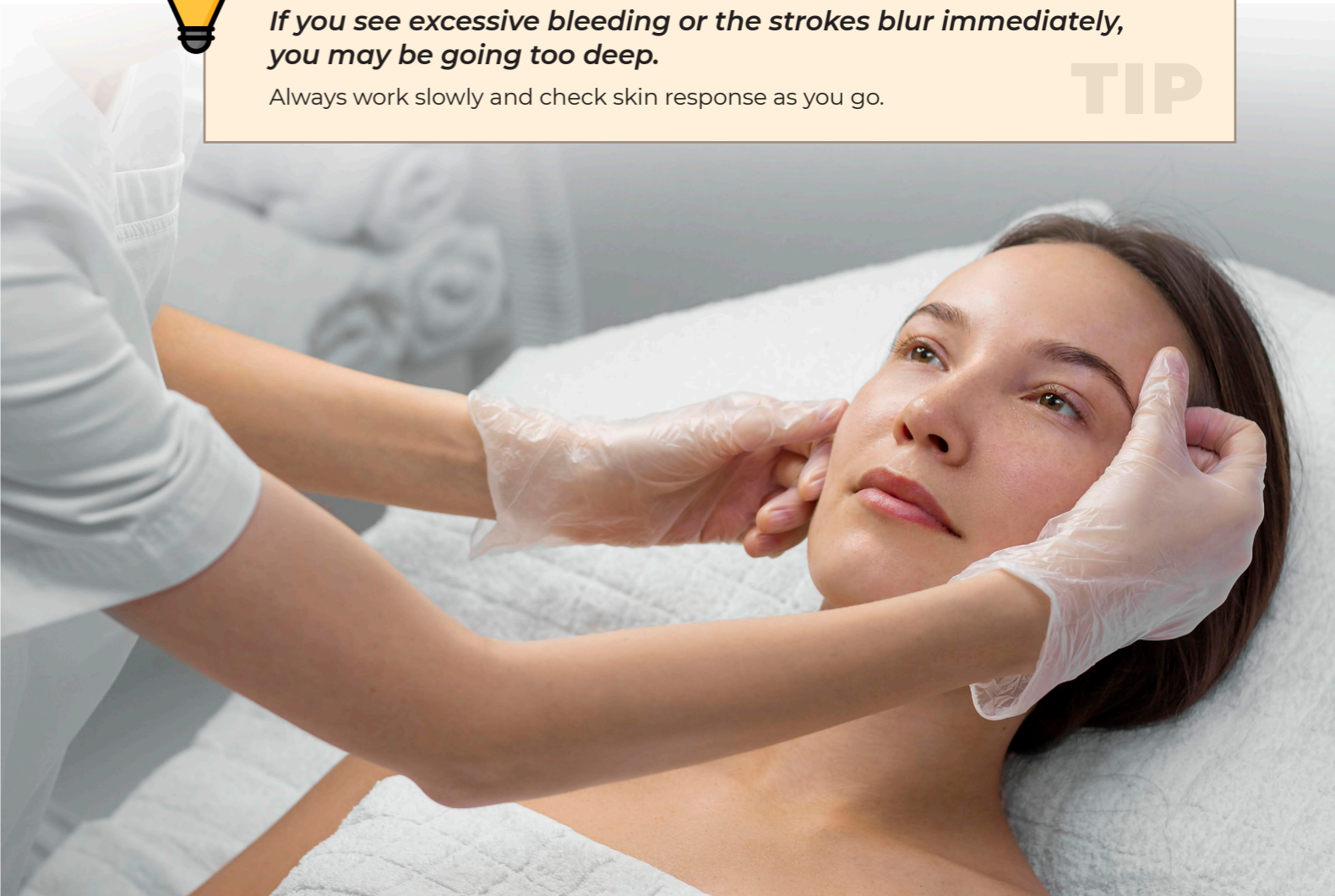
Going too deep can cause excessive trauma, scarring, or color migration, while staying too superficial causes the pigment to fade prematurely.



If you see excessive bleeding or the strokes blur immediately, you may be going too deep.

Always work slowly and check skin response as you go.

TIP



CONTRAINDICATIONS & HEALTH CHECK

Before the microblading procedure, it is necessary to carry out a **preliminary assessment**, check for any contraindications and explain the whole procedure to the client. Some of the patient's health conditions can be dangerous for the micropigmentation process, so it's always good to be aware of them.

There are some problems that go beyond what the eye can see, so it's very important to guide the patient correctly to **avoid any kind of accident**. Paying attention to these details will make all the difference to your work, because despite being a reasonably safe technique, it can be dangerous for people with compromised health.

SOME OF THESE HEALTH PROBLEMS ARE LISTED BELOW:

- **Allergies.** Always check for client sensitivities to any products used, as allergic reactions can cause serious side effects and impact both the procedure's outcome and the client's health.
- **Anemia.** People with impaired tissue oxygenation may have problems with the healing of the procedure due to the sensitivity of the dermis. It is not recommended to carry out these procedures without medical advice.
- **Patients under chemotherapy treatment.** Although many patients seek the procedure due to hair loss, it is contraindicated, especially when health is very compromised, as it can affect the immune system.
- **HIV carriers.** Assess the patient's health before the procedure, as a weakened condition may trigger serious allergic reactions. This is to ensure safety, not due to contamination risk.
- **Caregivers of autoimmune diseases.** Patients should obtain a doctor's authorization before the procedure, as the body may react negatively to the pigment, leading to allergies or healing problems.

ABSOLUTE CONTRAINDICATIONS

- Skin abnormalities
- Protuberances
- Keloid
- Melanomas
- Tumors
- Ichthyosis



TEMPORARY CONTRAINDICATIONS

- Acute herpes
- Immunodeficiency
- Pregnancy, Lactation
- Plastic surgery
- Local infection
- Recent scars - surgical or not
- Sunburn
- Dermatitis
- Infection with bacteria, fungi and viruses
- Inflammation of the eyes
- Papules, pustules
- Contusions, bruises and scratches
- Wound infection
- Inflammatory spines



Always remember to ask the patient to fill in the **ANAMNESIS FORM**, so that you have access to more detailed information about their history and can prevent future problems from occurring.

TEMPORARY CONTRAINDICATIONS – WAITING PERIODS

Procedure or Product	Waiting Period
LASIK OR CATARACT SURGERY	1 month before and wait 3 months post-op
LATISSE	2 weeks off
BOTOX	2–4 weeks
FILLERS (JUVEDERM, SILK, VOLUMA, SCULPTRA, ETC.	1 week
FAT TRANSFER TO LIPS	Wait 1 month for swelling to reduce
FULL DOSE OF ACCUTANE	1 year (half dose or prophylactic use needs doctor's clearance)
TANNED SKIN	1 month
RETINOIDS, GLYCOLIC ACID (AHA), VITAMIN C PEELS	4 weeks
LASERS	8 weeks
IPL (INTENSE PULSED LIGHT)	1 week
LASER REMOVAL OF OLD PERMANENT MAKEUP	8 weeks

MEDICAL RESTRICTIONS

In the cases listed below, it is important to request a medical assessment before the procedure:

- Diabetes
 - Haemophilia
 - Extreme high blood pressure
 - Skin changes that are not diagnosed
 - Other chronic diseases
 - Rosacea
 - Muscle disorder
- Birthmarks (raised or darkened)
 - Scars
 - Furuncles
 - Fibroma
 - Epidermoid cyst
 - Facial erysipelasone more vendor space left available

ANAMNESIS FORM

In summary, the anamnesis form functions like an **interview with the client**.

The goal is to gather **essential information about them related to their health, habits, and their objective with the aesthetic procedure**. By completing the form, you ensure the safety of your service and increase the chances of a successful outcome for the procedure you will perform.

The aesthetic anamnesis form represents a commitment to your **client's health** and satisfaction.

Therefore, it takes into account various specific aspects of each patient, such as skin type, the area to be treated, their goal, and expectations.

Additionally, information related to health and habits is also part of the process.

For example, whether the client has any allergies, is a smoker, has a history of illnesses, or has previously undergone a similar procedure.

EXAMPLE OF PRE-PROCEDURE FORM

Contraindications for procedure

- Pregnant/Nursing.
- Chemotherapy and Radiation full treatments – prophylactic chemotherapy is generally safe to proceed.
- Active dermatologic disorders, i.e., rosacea, eczema, psoriasis.
- Eyelash extensions must be removed prior to eyeliner. Contact lenses.
- Sick with flu/fever.
- Active herpes anywhere on the face.

Require waiting periods

- Fillers (i.e. Juvaderm, Silk, Voluma, Sculptra, etc.) – 1 week
- Fat transfer in lips – wait 1 month for swelling to subside
- Accutane full dose – 1 year (half-dose or prophylactic dose needs medical clearance)
- Suntanned skin – 1 month
- Retinols, glycolic acid (A.H.A), Vitamin C peels – 4 weeks
- Lasers – 8 weeks
- IPL (Intense Pulsed Light) – 1 week
- Shingles shot – 1 month
- Laser that removed old permanent makeup – 8 weeks
- Lasik or Cataract Surgery – 1 month prior and wait 3 months post-op
- Latisse – 2 weeks off
- Botox or Dysport – 2–4 Weeks

REQUIRE MEDICAL CLEARANCE/PRE-MEDICATION

- Heart valves, stents, pacemakers, rheumatic fever - medical clearance and pre-medication.
- Organ transplants -medical clearance and pre-medication.
- Joint replacements - medical clearance and pre-medication.
- Insulin dependent diabetics - medical clearance and pre-medication.
- Fever blister history - medical clearance and pre-medication.
- Shingles history - medical clearance and pre-medication, even with immunization.
- Seizures - medical clearance.
- Blood thinners, steroids - medical clearance.
- Eye Diseases (i.e. Glaucoma or Graves’ Disease) - medical clearance.
- Lupus/ Autoimmune Disease - medical clearance and pre-medication.
- Blepharitis - medical clearance.

Signature of Practitioner_____Date____/____/_____

EXAMPLE OF PRE-PROCEDURE FORM

Today's Date ____/____/_____

Name _____ Date of Birth ____/____/_____ Email:_____

Ethnic Background, please include all nationalities _____

Address _____ Apt. # _____ City: _____

State _____ Zip _____ Home Phone () _____ Cell () _____

Occupation: _____ If we call you at home, do you want confidentiality? ☐No ☐Yes

May we call you at works? ☐No ☐Yes If Yes, my work number is () _____

Emergency Contact, Name _____ Phone () _____ Relationship _____

Who may we thank for referring you? _____

Procedure(s) desired: ☐Brows ☐Eyeliner ☐Lips ☐Camouflage ☐Areola Complex ☐Correction

List all medications you are **presently** taking

Name of drug	Mg. or mcg.	How many ea. day	Why it was prescribed to you
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

List all medications you took **in the last six months** that you are no longer taking:

Name of drug	Mg. or mcg.	How many ea. day	Why it was prescribed to you
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Do you have any allergies to medications?: _____

The client consents (initial) _____ or waives (initial) _____ to an allergy test prior to the permanent tattoo procedure to determine allergic or other reactions to the pigments being used by the Practitioner.

Practitioner Signature_____ Date____/____/_____

GENERAL MEDICAL

Do you have? (check all that apply)

☐ Fever Blister/Cold Sores (Ever, even one time)

☐ Diabetes

☐ Grave's Disease

☐ Heart Disease

☐ Shingles History/Recent Shingles Shot

☐ Mitral Valve

☐ Prolapse

☐ Valve Implants

☐ Pacemaker

☐ Stents

☐ Glaucoma or other eye disease/disorder

☐ Problems with healing

☐ Keloids

☐ Seizures

☐ Dermatological Disorder

If so, what? _____

Active or in Flare-ups? _____

☐ Hemophilia or Clotting Disorder

☐ Autoimmune Disorder

☐ Pre-existing nerve damage

☐ Tattoos: Colors you are sun sensitive to: _____

☐ Trichotillomania (pulling of hair, brows, lashes)

☐ Alopecia Totalis or Areata

☐ Allergies

List: _____

Are you? (check all that apply)

☐ Pregnant or Nursing

☐ Planning cosmetic surgery

If so, what & when? _____

☐ Currently under the care of a physician

Describe: _____

Do you practice outdoor activities? Circle all that apply

Tennis

Golf

Gardening

Boating

Swimming

Skiing

Walking

Other

Client Name:_____

Do you use? (check all that apply)

☐ Accutane (currently or within the past year)

☐ Antibiotics prior to dental procedures

☐ Steroids

☐ Retin-A, Glycolic Acid, Vitamin C or other Exfoliants

☐ Tanning Beds

☐ Eyebrow Tinting

☐ Eyelash Tinting

☐ Latisse

☐ Botox - When _____

☐ Chemical Peels - When _____

☐ Chemotherapy or Prophylactic dose of Chemotherapy

☐ Blood Thinners

Have you had? (check all that apply)

☐ Fever Blisters/Cold Sores (Ever, even one time)

☐ Eye Infections (Are you prone to them)

☐ Vision Correction Procedure (Lasik, RK) within the past 3 months

☐ Heart Attack - When? _____

☐ Joint Replacement, Organ Transplant

☐ Eye Trauma

☐ Seizures

☐ Fainting Spells

☐ Hepatitis - What Type: _____

☐ Hepatitis Test - When? _____

☐ Fat Transfer Injections

If yes, where? _____

☐ Gore-Tex Implants

If yes, where? _____

☐ Aesthetic or Cosmetic Procedures

If yes, where? _____

☐ Laser Treatments

☐ What type & why? _____

Physician's Name:

Address:

Phone:

Specialty:

Signature of Practitioner_____Date____/____/_____

INFORMED CONSENT TO PROCEDURE

Initial:

Yes () No ()

1. Are you pregnant or nursing?

2. I absolutely understand and accept that such procedure is a process, often requiring multiple applications of color to achieve desirable results and the 100% success cannot be guaranteed.

3. I have received, reviewed and understand the pre-procedural instructions as given to me and agree to follow them.

4. Depending on the procedure(s), which I select, I accept responsibility for determining the shape, and position of eyebrows, eyeliners, lipliner and/or full lip color.

5. I understand that the color selection and color results in all procedures are not an exact science.

6. I understand that positioning of my procedures can be affected if I have elected or wish to elect cosmetic surgery, Botox or Restalyne and I assume this responsibility.

7. I am aware that if I am to receive an MRI after the procedure, I must tell the Radiologist that I have iron oxide permanent cosmetics.

8. If I am a lens wearer, I realize that I must keep my lenses out the day of an **eyeliner procedure**.

9. I understand that this procedure will fade and this fading can alter the original pigment color and that this determines that it is a time for a touch-up visit.

10. I realize this is an elective cosmetic procedure and is not medically necessary.

11. It has been explained to me that the following possibilities may occur: Minor and temporary bleeding, bruising, redness or other discoloration; swelling; fever blisters on the lip area following lip procedures and/or fading or loss of pigment.

12. I understand that many lasers & IPL's (Intense Pulse Lights) including those used for hair removal, anti-aging, Photo Facials, removal of lines may or will turn permanent make up dark or even black. I agree to inform my esthetician or anyone operating such that I have permanent make up.

13. I give my consent to _____ to confer with my physicians for medical information required for the safety of my procedures.

14. I agree to accompany my practitioner to the emergency room in the event they were to be accidentally stuck with my needle and take a blood test for their safety & disclose all test results to my practitioner.

15. I am aware that if an infection occurs after I have received Permanent Cosmetics to see with my primary physician or an emergency room, **immediately**.

16. If this is a PAID TOUCH-UP, the price is _____ and is for a one-time touch-up. If after 3 weeks, the client needs an additional touch-up, there will be an additional \$ _____ per procedure.

ACCEPTANCE:
I have read and understand these risks listed above and they have been explained to me. I certify that the information in the above questionnaire is accurate and my questions have been answered.

*****Please read all questions thoroughly before signing!!***

Signature of Client X _____

Signature of Practitioner_____Date ____/____/_____

BIOSAFETY DURING THE PROCEDURE

This is a very important topic, but unfortunately still unknown to some professionals. Biosafety requires attention and awareness for the prevention of diseases in the workplace.

Definition: A set of measures and technical procedures necessary for the handling of biological agents and materials, capable of **PREVENTING, REDUCING, CONTROLLING, or ELIMINATING** risks inherent to activities that may compromise human, animal, and plant health, as well as the environment.

Many times, beauty professionals are either overwhelmed or unaware of hygiene standards, and end up neglecting basic practices, such as cleaning the workspace, sterilizing instruments, using disposable materials, and sanitizing their hands.

However, it is essential to know that biosafety measures are crucial for your safety and your client's safety.

Moreover, knowing that your space meets proper sanitary conditions is a key factor for clients when choosing your services.

By properly following the regulations, you attract clients who care about the risks of an unhygienic and unsafe environment and gain credibility in the market as a trusted professional.

RULES AND CARE IN THE WORKPLACE

Although beauty and aesthetics salons cannot operate under the same sterile conditions as hospitals, professionals should strive to make the conditions as sterile as possible.

This means proper preparation of the environment, instruments, client, and practitioner.

The practitioner must also have a health license issued by the appropriate authorities.

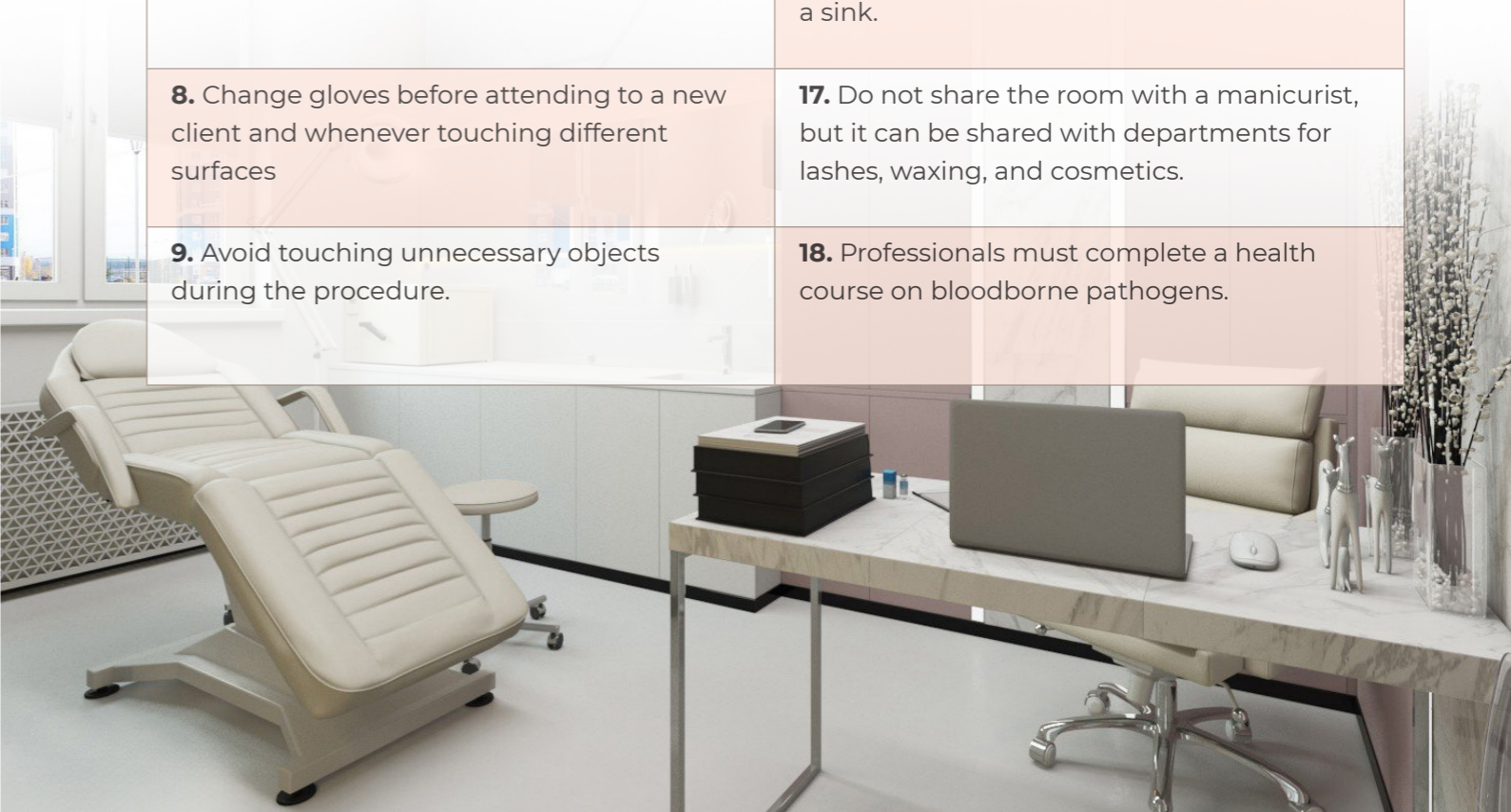
- **Cleaning and disinfecting the environment** should be done daily, alternating the products used so that microorganisms do not proliferate and develop resistance. Each beauty establishment should create and implement its own cleaning and disinfection plan, tailoring processes and chemical products to its reality.
- **Walls and floors should be smooth and impermeable**, making them easy to clean to prevent the accumulation of microorganisms, dust, or secretions.
- It's important to remember that it's not just about **creating a beautiful design** — professionals in this field must act responsibly regarding biosafety, providing clients with not only aesthetics but also a safe outcome.
- In terms of human health and environmental care, micropigmentation professionals must maintain such safety standards to **prevent contamination of the practitioner, the client, and the environment**.



In summary, maintaining high standards of hygiene and biosafety in beauty salons is essential not only for aesthetic results but also to ensure the health and safety of both clients and professionals.

IMPORTANT POINTS REGARDING BIOSAFETY

- | | |
|---|---|
| 1. The professional must wash their hands before treatment and wear gloves, a mask, and a hair covering during the procedure. | 10. Always use disposable tools. |
| 2. Do not let the client touch their own face, especially the eyebrows. (Clients should also disinfect their hands before the procedure.) | 11. Organize and disinfect the workspace after each appointment. |
| 3. The professional must wash their hands before treatment and wear gloves, a mask, and a hair covering during the procedure. | 12. Use biohazard disposal containers and disposable sheets. |
| 4. Do not let the client touch their own face, especially the eyebrows. (Clients should also disinfect their hands before the procedure.) | 13. After the procedure, dispose of all materials in accordance with medical waste disposal regulations. |
| 5. Sterilize the client's face with Green Soap/ Sterile Water (ratio 2:8) before, during, and after the treatment. | 14. Use blue barrier film to cover objects that will be touched during the procedure. |
| 6. Prepare everything before the procedure: set up the tools, work area, and adjust the seat and bed beforehand — do not make adjustments during the procedure. | 15. Do not share hand towels and always use disposable towels in the restroom. |
| 7. Keep all tools sterilized and clean before the procedure. | 16. The treatment area should not have carpets, and the treatment room must have a sink. |
| 8. Change gloves before attending to a new client and whenever touching different surfaces | 17. Do not share the room with a manicurist, but it can be shared with departments for lashes, waxing, and cosmetics. |
| 9. Avoid touching unnecessary objects during the procedure. | 18. Professionals must complete a health course on bloodborne pathogens. |



NECESSARY STRUCTURE

To start your business, a number of materials are required, which we will list here so that you can get organized and serve your customers with safety and quality.



Adjustable Chair



Storable Trolley



Exam Table Paper



Neewer Ring Light



Barrier Film



Disposable Wipe



Latex Glove



Disposable Caps



Waterproof Bib Sheet



Micro Brush Applicator



Cotton Rounds



Dermaplaning Razor



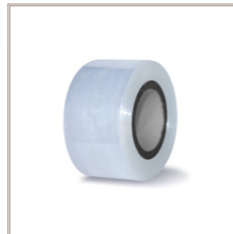
Diffuser Bottle



Wash Bottle Bags



Anesthetic Cream



Plastic Wrap



Ratio Caliper



Disposable Universal Holder



Disposable Microblading Pen



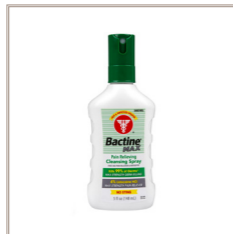
Sharps Container



Ring Cup Holders



Vaseline for Aftercare



Spray Pain



Disposable Lip Brushes

CLIENT PREPARATION BEFORE THE PROCEDURE

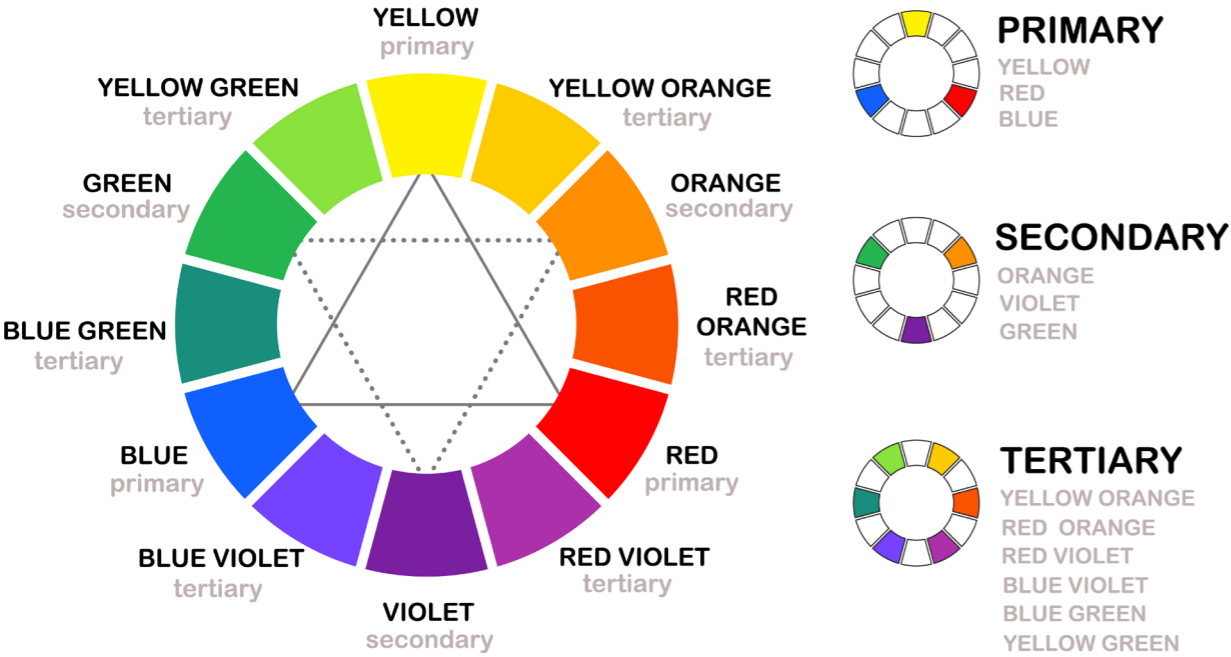
The success of the procedure also depends on the client's pre- and post-care. There are guidelines that should be communicated to clients so they are satisfied with the results:

- Keep the skin hydrated by drinking 2 liters of water per day;
- Do not consume alcoholic beverages one day before, on the day of, and one day after the procedure;
- Do not wear makeup on the day of the procedure;
- Avoid using acid-based facial products for 30 days prior to the appointment;
- Do not be on antibiotics, as they can cause the eyebrows to appear purplish;
- Do not be on corticosteroids, as they reduce pigment retention;
- Wash your hair the day before or on the day of the procedure;
- Do not be on anticoagulant medications, as they affect skin regeneration;
- Avoid consuming alcohol or caffeinated drinks 24 hours before the procedure;
- Avoid taking Aspirin, medications, or products with Vitamin E, Niacin, or Ibuprofen 24 hours before;
- Eat foods rich in Vitamin A, as it promotes proper skin healing.

APPLIED COLOR THEORY

Understanding colorimetry is just as important as being able to draw well, having a good tebori, or mastering the techniques. This is because, depending on the color(s) used, we can intentionally or unintentionally create the appearance of denser or less dense eyebrows, for example.

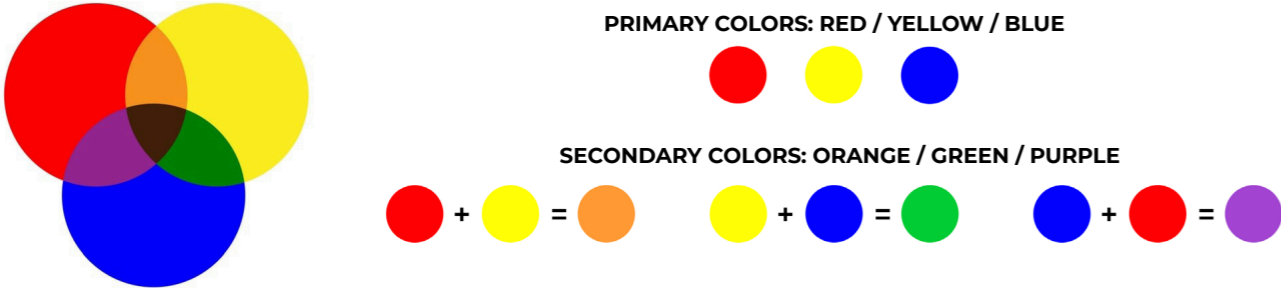
Colorimetry experts developed the “color wheel” to record, organize, and study colors more effectively. This allows for all the knowledge gained to be passed on, including various approaches and interpretations.



Colors are divided into primary, secondary, tertiary, and neutral colors:

- PRIMARY COLORS:** red, yellow, and blue.
- SECONDARY COLORS:** formed by mixing two primary colors — green, violet, and orange.
- TERTIARY COLORS:** formed by mixing one primary color with one or two secondary colors — these make up all other colors.
- NEUTRAL COLORS:** used to complement a desired color, with little reflection. Neutral colors include white, gray, and brown, which in lighter shades are called beige.

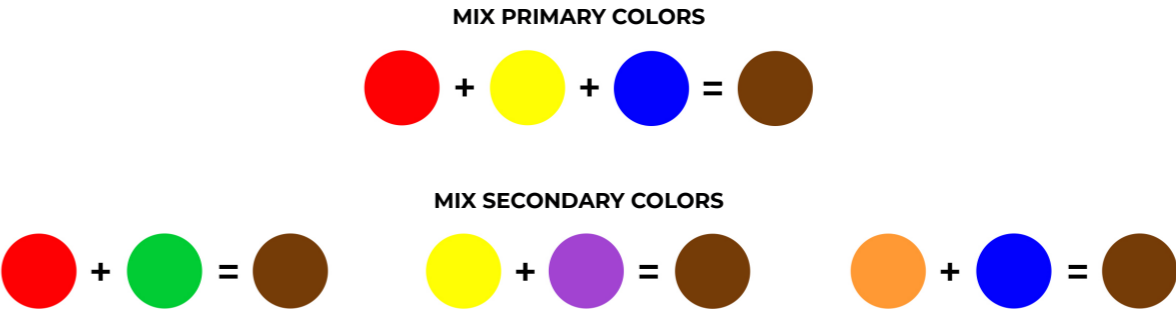
When you mix primary colors together you get secondary colors. On the color wheel, they are between the primary color's.



HOW THE COLOURS ARE MADE IN A FACTOR

Brown is a neutral color. There are 2 ways to achieve brown.

- Mix 3 primary colors together to get brown: YELLOW + RED + BLUE
- Mix a primary color with a secondary color at the opposite spectrum of the color wheel to get brown: YELLOW + PURPLE, ORANGE + BLUE, RED + GREEN

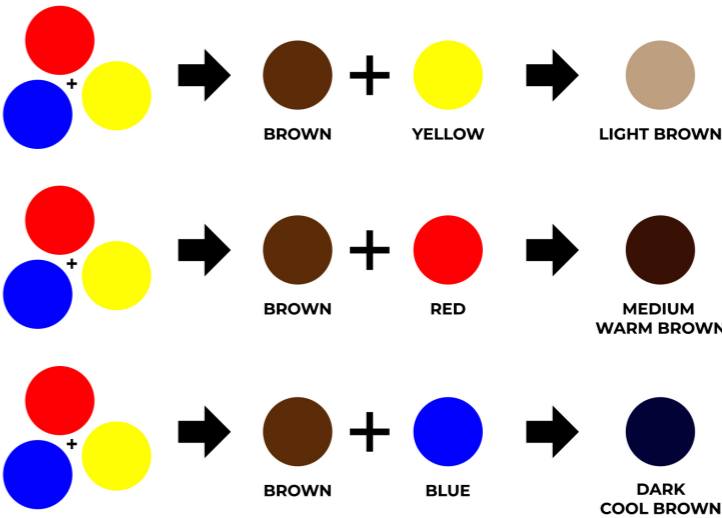


The German psychologist Wilhelm Wundt (1832–1920) was responsible for developing the cataloging of colors according to temperature: **cold and warm**.

The following are considered cold colors: **purple, blue and green**.

The warm colors are considered **yellow, orange and red**.

This diagram visually explains how to mix primary colors to create custom brown tones, allowing microblading artists to tailor pigment shades for different skin tones and client preferences.



PIGMENT SELECTION

Pigment selection is one of the most critical elements in achieving successful, long-lasting, and natural-looking microblading results. The perfect brow isn't just about shape — it's about choosing the right pigment that complements the client's skin tone, undertones, hair color, and personal preferences.

In microblading, we use 2 types of pigments:

	
ORGANIC	INORGANIC
Carmine Flower Vegetables	Iron oxide (metals) Ground Minerals Stones
<ul style="list-style-type: none">• Shorter Lastin• More Luminous / Intense• More Translucent• Difficult To Wash Of Skin And See Real Result Of Treatment• Blend Of Organics Less Stable• Easier To Remove By Laser	<ul style="list-style-type: none">• Longer Lasting• More Matte Coloured• More Opaque• Pigment Easy To Wash Or Clean Of Skin So Better For Predrawing• Blend Of Inorganics Is Very Stable• Harder To Remove By Laser

Understanding your pigment brand's base formulation (organic, inorganic, or hybrid) is crucial. Some brands use a **hybrid** blend of both types to combine the benefits of each - offering the natural healing of iron oxide with the staying power of synthetics.

Before committing to a pigment line, test how it behaves on different skin types, and always monitor how it heals and fades over time. Remember, a pigment that looks perfect on day one may heal differently depending on the individual client's skin chemistry, aftercare, and lifestyle.

SKIN TONE AND UNDERTONE MATCHING

Matching pigment to skin is not one-size-fits-all. Every client has a unique skin undertone that affects how pigment heals. The undertone is the consistent hue beneath the skin's surface:

- **Warm undertones** – yellow, golden, or peachy
- **Cool undertones** – pink, red, or bluish
- **Neutral undertones** – a balance of both

TIP

Look at the veins on the inside of the wrist. Green veins suggest warm undertones, blue veins suggest cool, and a mix indicates neutral.



The image above beautifully showcases a spectrum of skin tones, from fair to deep, illustrating the diversity artists must master.

Here's a guide to help you choose the right microblading pigment for each skin type:

#	Type of skin	Characteristics	Best Pigments	Important Tips:
	Very Fair Skin (Porcelain, Cool Undertones)	Pale, almost translucent skin that may burn easily; cool or pink undertones.	Light taupe, soft ash blonde, or very light cool brown.	Avoid dark or warm pigments, as they can heal too bold or turn orange/red on cool-toned fair skin. Use cool or neutral pigments for a natural look
	Fair to Light Skin (Neutral to Warm Undertones)	Fair but with a little more warmth (peachy or neutral base).	Soft blondes, light golden browns, or neutral taupes.	Choose pigments with a balance of warmth and ash. Avoid colors that are too ashy, as they may heal grayish.
	Light Medium Skin (Warm to Olive Undertones)	Light olive or golden tones; easily tans.	Medium brown, golden brown, or soft caramel tones.	Add slight warmth to pigments to prevent them from turning ashy after healing, especially if the client has green or olive undertones.
	Medium to Tan Skin (Golden, Warm Undertones)	Tan skin with a golden, peach, or warm glow.	Warm medium brown, dark caramel, chocolate brown.	Use rich, warm-based pigments. Stay away from cool ash tones, as they might heal looking washed out or gray.
	Deep Tan to Light Brown Skin (Warm or Red Undertones)	Deep golden to reddish brown skin; may have rich, vibrant undertones.	Deep warm brown, dark chocolate, or mocha.	Choose pigments with strong warmth to prevent the brows from healing too cool (gray/blue). Deep reddish-brown pigments help retain vibrancy.
	Dark to Deep Skin (Cool Undertones)	Very rich, dark brown to deep ebony tones; often cool undertones.	Deep espresso, dark brown, cool black-brown blends.	Use highly saturated cool-toned pigments. Avoid pigments that are too warm, which may heal red or orange over time. Focus on cooler, neutral browns for a natural and flattering effect.

NECESSARY SETUP TO START

Starting a career as a microblading artist is exciting and rewarding, but it requires the right preparation, tools, and mindset. Whether you dream of working in a salon, opening your own studio, or offering luxury mobile services, success begins with a strong, professional setup.

1. PROFESSIONAL TRAINING AND CERTIFICATION

Before anything else, proper education and certification are mandatory:

- **Complete a recognized microblading training course** that covers theory, practical skills, safety, sanitation, and client communication.
- **Obtain Bloodborne Pathogens Certification** (required in most states and countries for working with skin and blood exposure).
- **Local Licensing:** Research and comply with your state or country's licensing requirements (tattoo licenses, cosmetic tattoo permits, etc.).

TIP

Always prioritize continuing education and advanced courses as you grow.

2. ESSENTIAL TOOLS AND SUPPLIES

Invest in high-quality, professional-grade tools. Your setup should include:

- Microblading Hand Tools
- Pigments
- Measuring and Mapping Tools
- Numbing Agents
- Safety and Sanitation Supplies
- Aftercare Products

3. SETUP OF YOUR WORKSTATION

Create a clean, organized, and professional working environment:

- **Treatment bed/chair:** Comfortable, adjustable, and easy to sanitize.
- **Bright adjustable lighting:** Good visibility is crucial for precision.
- **Trolley or station:** To organize and store all your tools efficiently.
- **Autoclave/Sterilization options:** If reusing any non-disposable tools (in compliance with local regulations).
- **Hygienic surfaces:** Easily wiped down and disinfected after each client.

TIP

Clients trust what they see—your space should always look sterile, welcoming, and professional.

4. SETUP OF YOUR WORKSTATION

If you plan to operate independently also prepare your business foundation:

- **Business license and insurance coverage** (especially liability insurance).
- **Professional website and/or social media accounts** to showcase your work.
- **Client consultation forms and consent forms** (digital or printed).
- **Booking system** (online scheduler or app) for easy appointment management.
- **Portfolio:** Before-and-after photos of models or practice skins to display your skills.

5. MINDSET AND COMMITMENT

Starting in microblading isn't just about equipment—it's also about attitude:

- **Practice consistently** — on fake skins, latex mats, and models.





02. INITIAL PRACTICE ON SYNTHETIC SKIN


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INTRODUCTION TO TEBORI

Microblading uses a manual tool called **TEBORI**, similar to the tool used in the ancient Japanese art form. Made up of a handle with disposable needles arranged diagonally, the tebori gives the cosmetic tattoo professional much greater control over the final design of each hair stroke and allows for a much more superficial application of the pigment.

Tebori is a traditional manual technique used in microblading and cosmetic tattooing, originating from ancient Japanese artistry. Its name means "*hand carving*," and it offers a level of precision and artistry that machines often cannot match.

Mastering the setup, handling, and angling of the Tebori tool is essential for creating clean, natural-looking hair strokes and achieving excellent healed results.



SETUP

Before beginning any Tebori procedure, proper setup is crucial for both safety and performance. The Tebori tool consists of a lightweight handle and disposable needle cartridges. The needle configurations can vary depending on the desired stroke thickness and style.

Key steps for setup:

- **Sanitize** your workspace thoroughly.
- **Wear gloves** and maintain a sterile environment.
- **Select the appropriate needle** configuration based on the client's needs (e.g., thinner needles for finer strokes).
- **Attach the needle securely** to the handle, ensuring it is stable and does not wobble.
- **Prepare your pigments** and supplies within easy reach to maintain workflow efficiency.

HANDLING

The Tebori tool should feel like an extension of your hand. Comfort and control are critical. Best practices for handling:

- **Hold the Tebori** like a pen, using a relaxed but firm grip.
- **Rest your hand** lightly on the client's skin to stabilize your movements.
- **Maintain consistent pressure** — firm enough to implant pigment superficially into the upper dermis, but light enough to avoid trauma.
- **Work slowly and intentionally**, focusing on each stroke's direction and flow.

Over time, your muscle memory will improve, allowing you to create consistent strokes with less conscious effort.

ANGLING

The angle of the Tebori tool during application greatly affects the stroke quality and pigment retention.

Tips for proper angling:

- **Maintain an angle between 45° and 90°** relative to the skin, depending on the area of the brow you are working on.
- **For longer, flowing strokes**, use a slightly flatter angle (closer to 45°).
- **For short, precise strokes**, a steeper angle (closer to 90°) provides better control.
- Always **adjust the angle smoothly** as you move across the brow to mimic the natural growth pattern of the hair.

TIPS

CORRECT WAY TO HOLD THE TEBORI



PROPER TOOL CONTROL

PROPER TOOL ANGLE

STEP 1

Hold the blade at a 90-degree angle

STEP 2

Tilt the blade 45 degrees forward

STEP 2

Proceed with your cuts

Mastering Tebori setup, handling, and angling builds the foundation for beautiful, natural microblading results. Take the time to practice proper technique with focus and patience — your skills will grow with every procedure.

PRACTICE OF STROKES ON LATEX

Practicing strokes on latex skin is a critical step in mastering microblading. It allows students to develop control over the three essential elements of hair simulation: **pressure, rhythm, and direction**. Consistent practice builds the muscle memory needed to create realistic, natural-looking brows on actual clients.

PRESSURE

Correct pressure is fundamental in microblading. Too much pressure can cause deep cuts, resulting in heavy, blurred strokes once healed. Too little pressure may not implant enough pigment, leading to strokes that fade prematurely or disappear altogether.

Guidelines for mastering pressure:

- **Aim for superficial depth.** Pigment should be implanted just into the upper dermis, not deeper.
- **Consistent pressure throughout the stroke** ensures an even pigment deposit.
- **Practice varying pressure on latex** to understand how different depths affect stroke appearance.
- Look for **fine, clean lines** that do not bleed out on the latex surface—this is a good indicator of correct pressure.

RHYTHM

Rhythm refers to the flow and pace at which strokes are made. A smooth, steady hand will produce elegant, believable hair strokes, while uneven rhythm can cause shaky or uneven results.

Keys to mastering rhythm:

- **Move with intention, not speed.** It's better to be slow and consistent than fast and sloppy.
- **Find a natural, relaxed pace** that allows you to control each stroke fully.
- **Avoid stopping midway** through a stroke; each hair simulation should be one continuous movement.
- Use breathing techniques, such as **exhaling slowly while stroking**, to maintain a calm rhythm.

DIRECTION

Direction ensures that strokes follow the natural growth pattern of eyebrow hair. Incorrect direction leads to unnatural or "fake" looking brows.

Tips for practicing direction:

- **Study natural eyebrow patterns before practicing.** Notice how hair angles shift across the brow: upward at the head, diagonal at the arch, and downward at the tail.
- **Practice mapping zones** on latex where stroke direction changes, just like a real brow.
- **Draw guide lines on latex** to help visualize where each stroke should flow.
- **Keep strokes curved and soft**, avoiding harsh angles or perfectly straight lines.

PRECISION AND CONSISTENCY OF STROKES

Developing mastery in microblading requires more than just artistic talent—it demands disciplined practice and attention to technique.

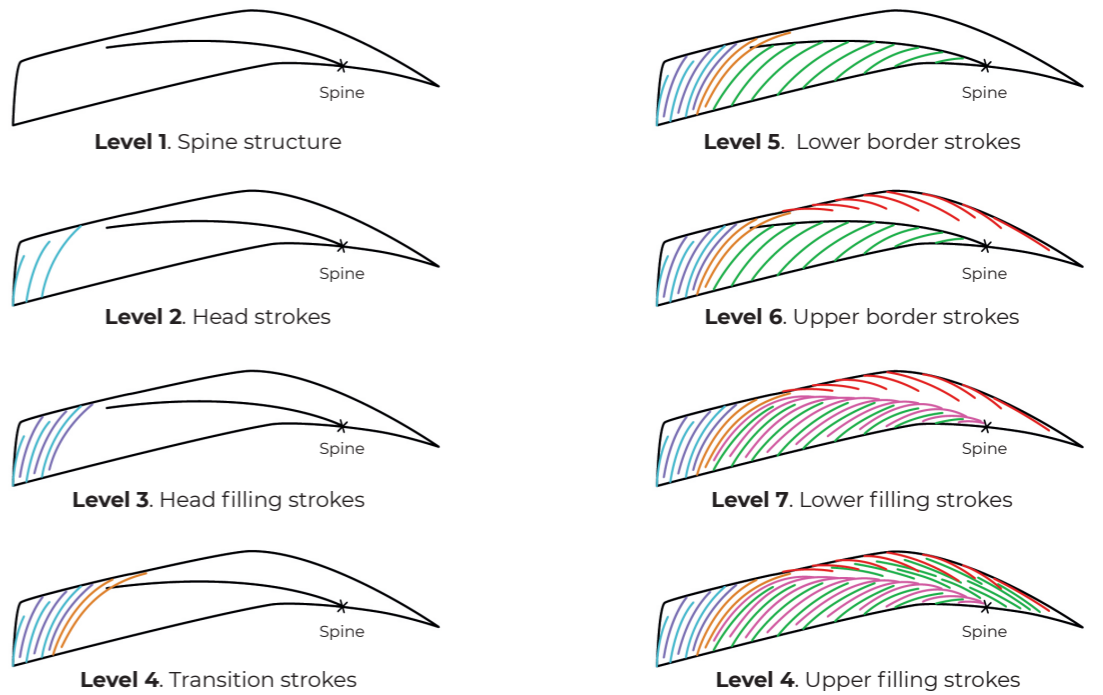
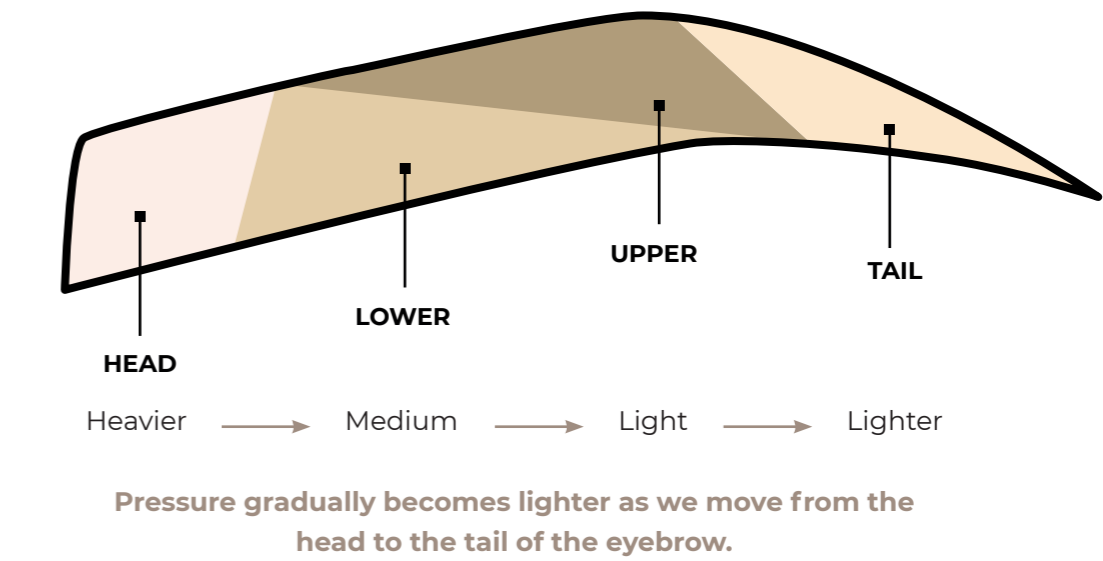
Precision and confidence during strokes are essential for eyebrow design and pigment retention. Practice consistently to improve and gain more control with each stroke over time.

STROKE PATTERNS

Understanding and practicing stroke patterns is essential for creating realistic, hair-like designs. Stroke patterns follow the natural growth direction of eyebrow hair and vary depending on brow shape, facial structure, and client preference.

Key points to focus on:

- **Learn the standard zones of the brow.** Each has a distinct stroke direction.



- **Use reference guides or templates to visualize patterns** until you can map them confidently by memory.
- **Practice flow and curvature.** Strokes should mimic the slight curve of real hair—avoid straight or mechanical-looking lines.
- **Train both left and right brows** equally to maintain symmetry and balance.

CORRECT PRESSURE

Pressure control is what separates beginners from advanced artists. The goal is to implant pigment into the upper dermis without damaging the skin

Tips for developing proper pressure:

- **Start on latex skin** to feel resistance and learn how much force is too much.
- **Watch for signs of overpressure:** tearing, excessive pigment pooling, or "blown-out" lines.
- **Use light, consistent pressure** across the entire stroke to avoid patchy or uneven healing.

REMEMBER

IN MICROBLADING, LESS IS MORE

You can always build color with additional passes - going too deep causes trauma.

REPETITION FOR MEMORIZATION

Repetition trains your hand and brain to work in harmony. Just like learning to write or draw, repeating stroke patterns helps develop muscle memory, allowing your technique to become second nature.

HOW TO USE REPETITION EFFECTIVELY

Practice daily in short, focused sessions to reinforce technique.

Challenge yourself by drawing full brow patterns without guides after initial training.

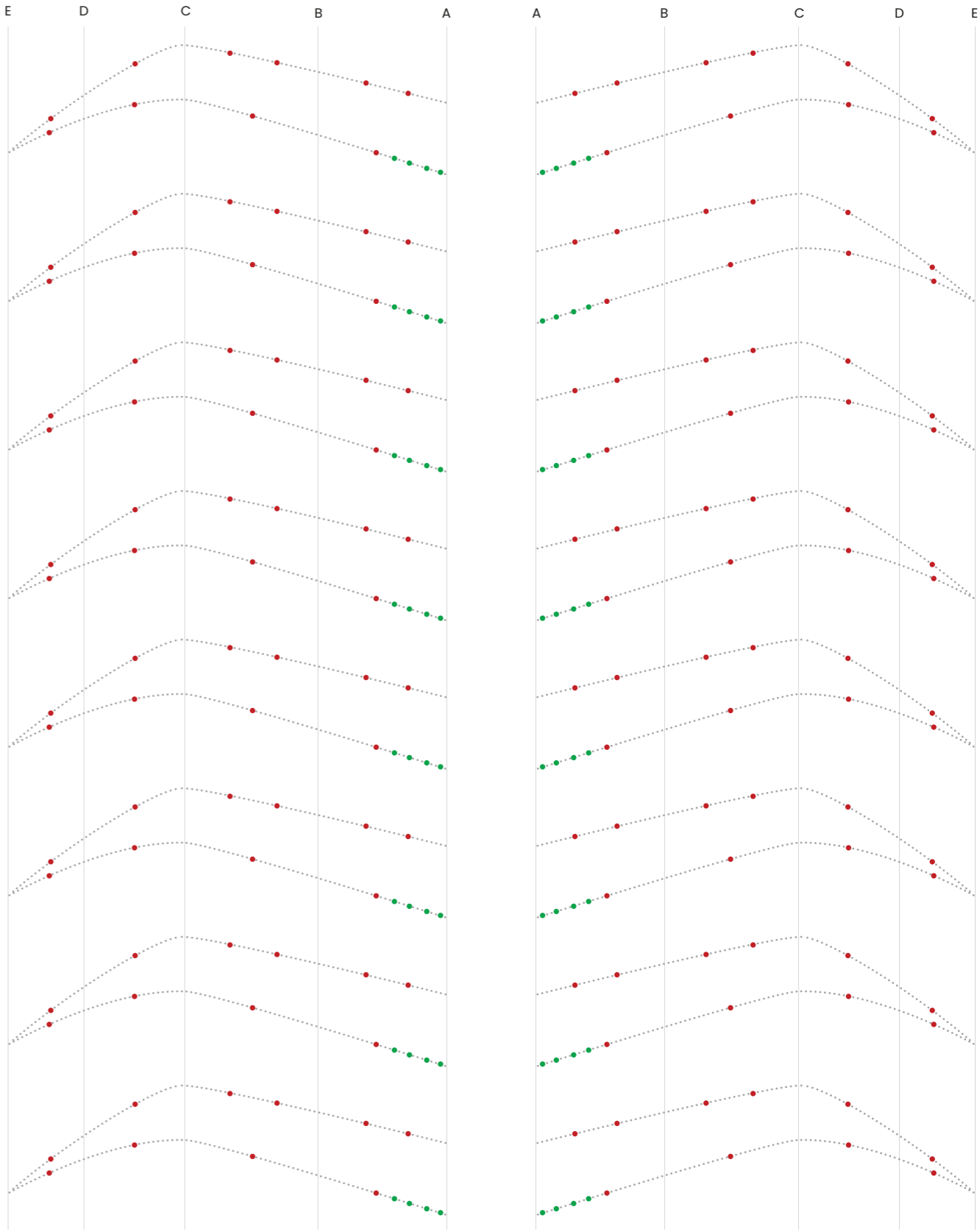
Repeat specific stroke types (e.g., upward strokes, curve transitions) until they feel fluid and natural.

Record your progress with photos or videos so you can track improvement over time.

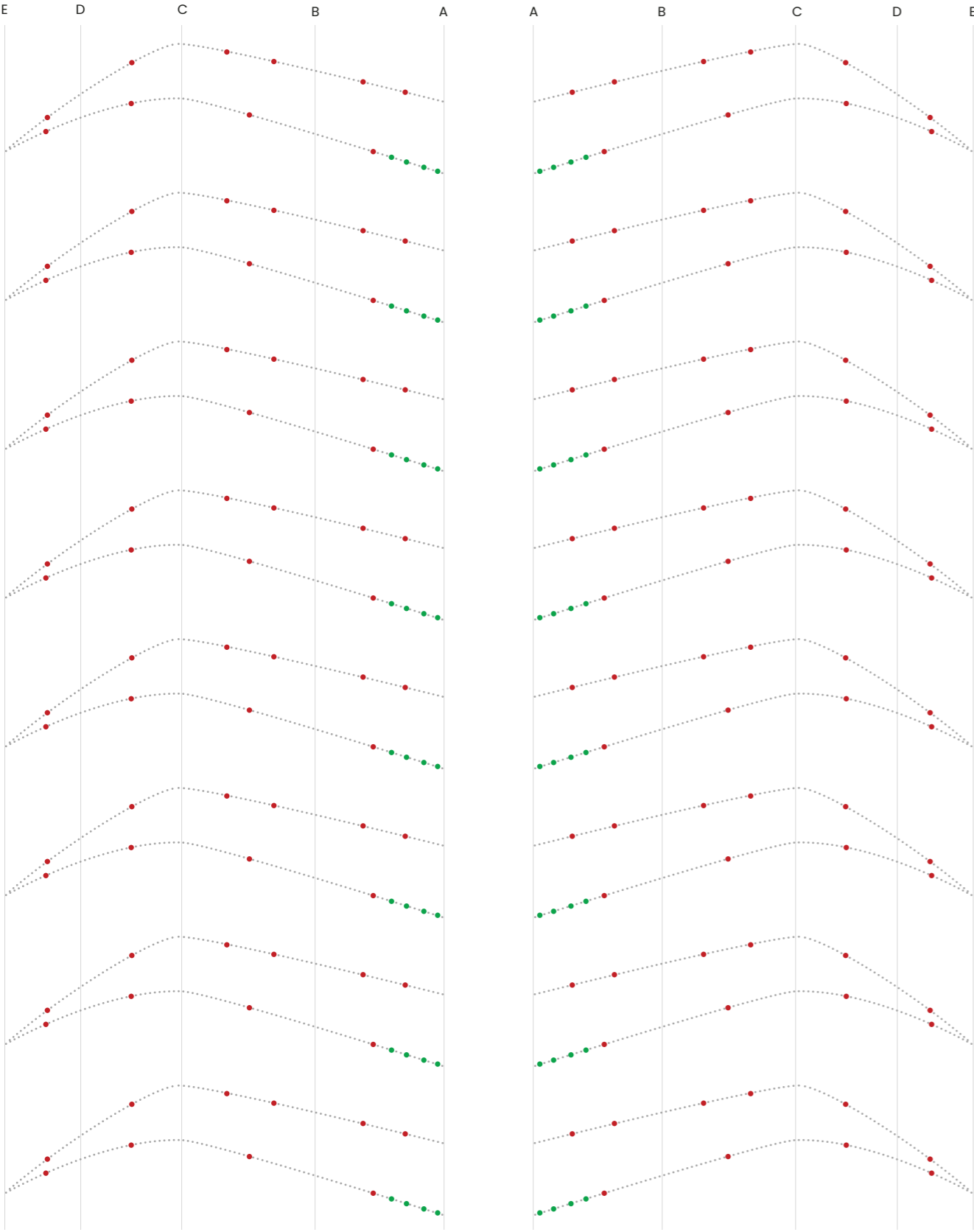
PRACTICE STRATEGY

1. **Start with warm-up exercises** of lines and curves.
2. **Use latex or paper** to practice mapped brow patterns.
3. **Focus on one element at a time** — pattern, pressure, or speed.
4. **Review your work critically** and adjust in the next round.

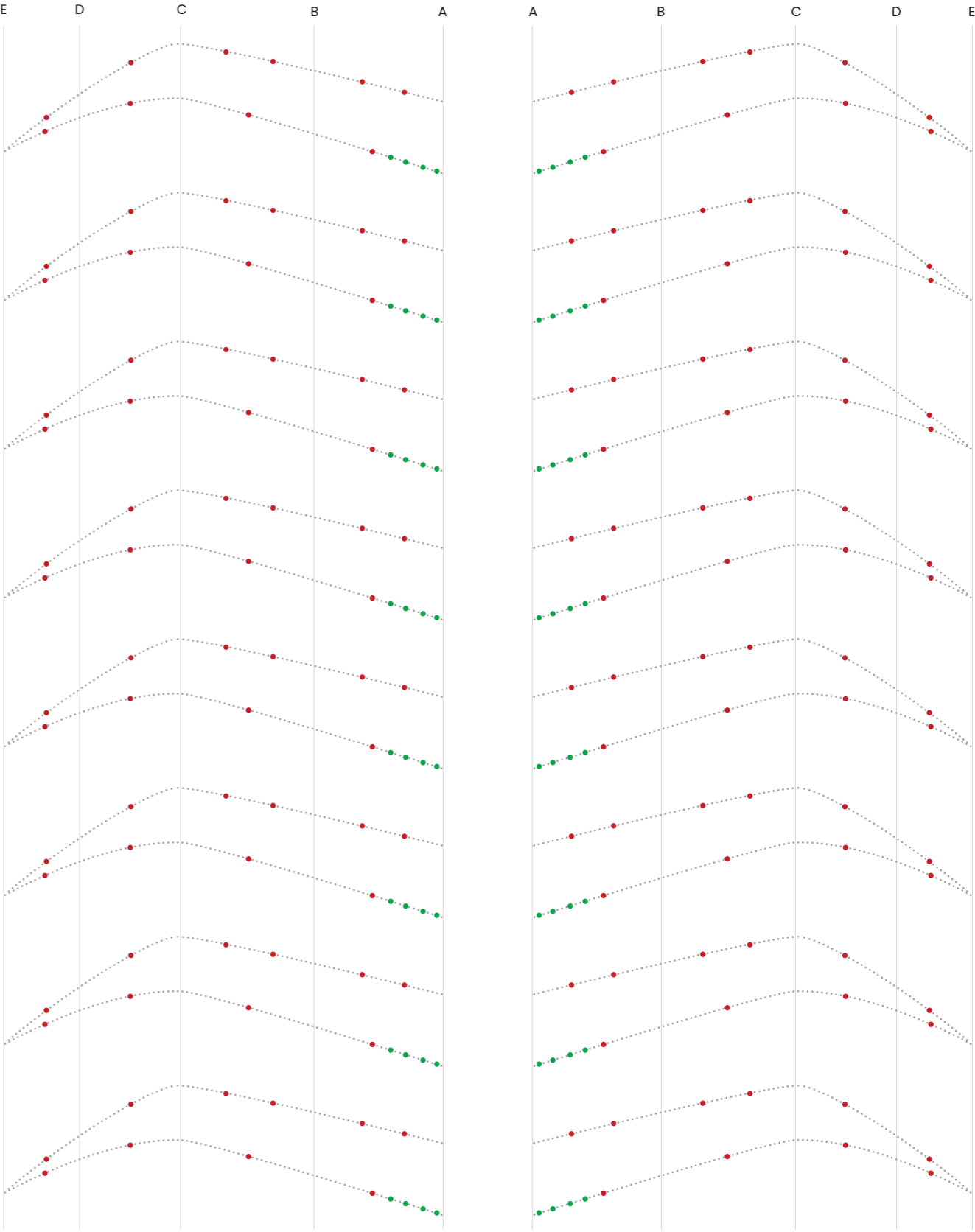
PRACTICE WORKSHEET



PRACTICE WORKSHEET



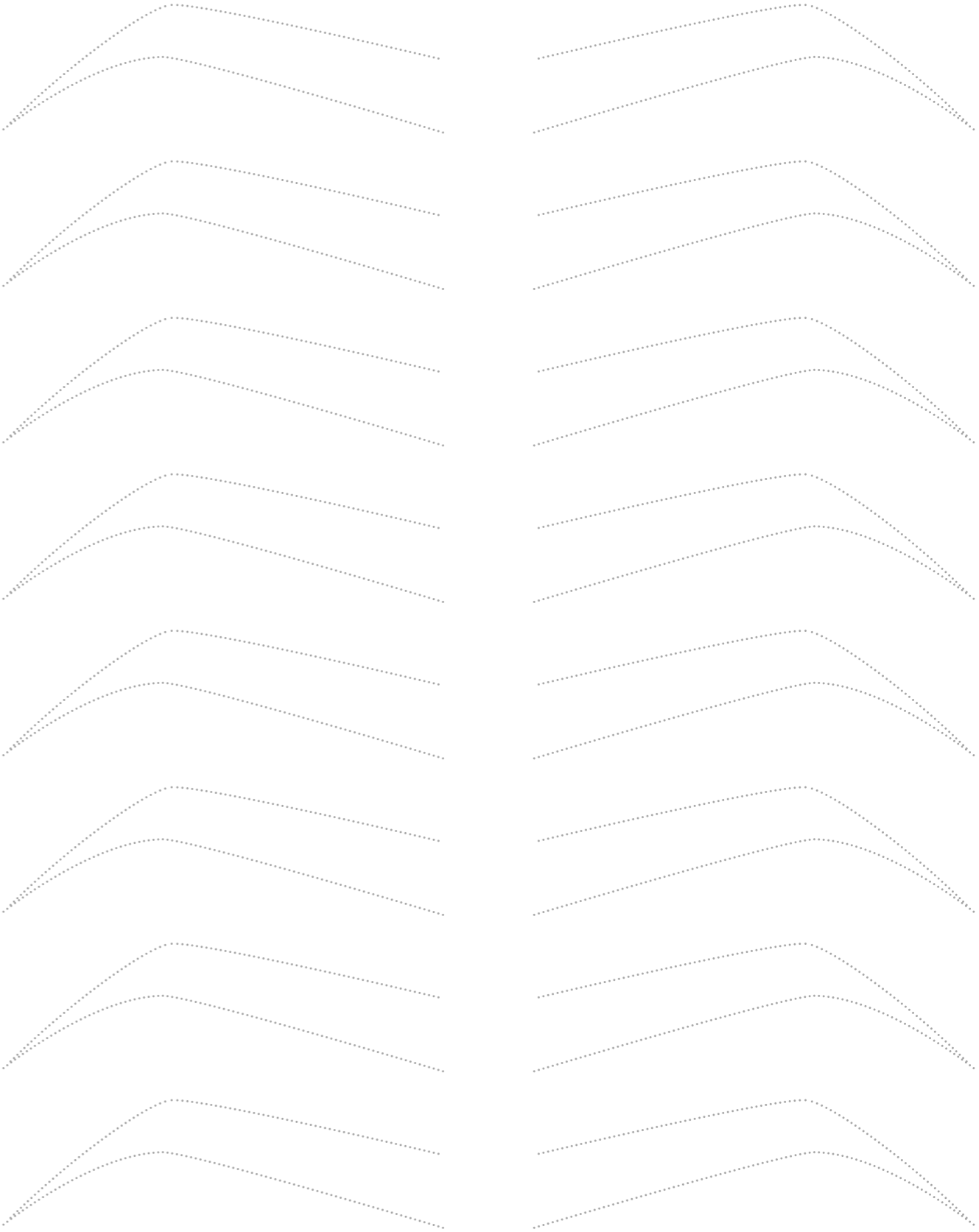
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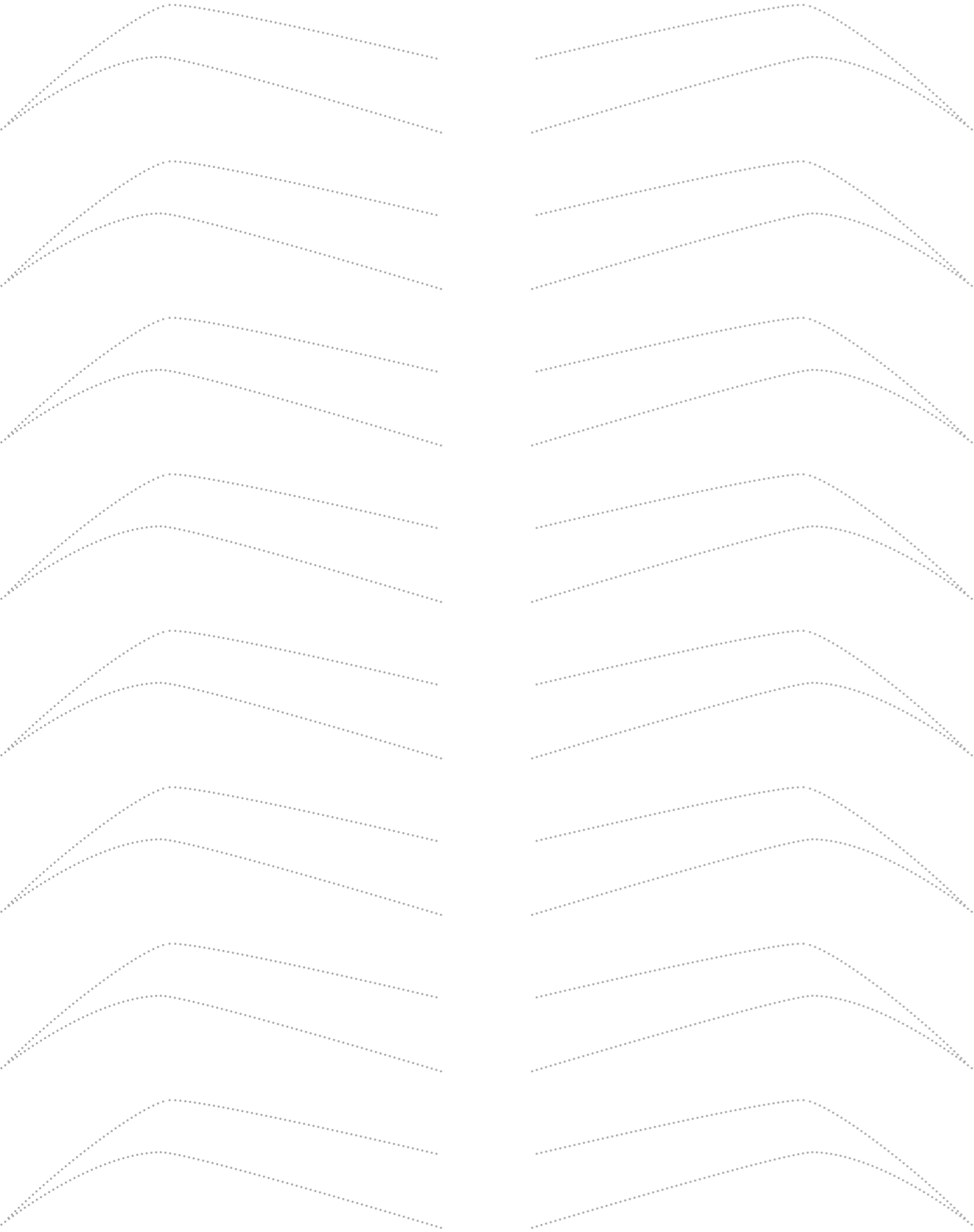
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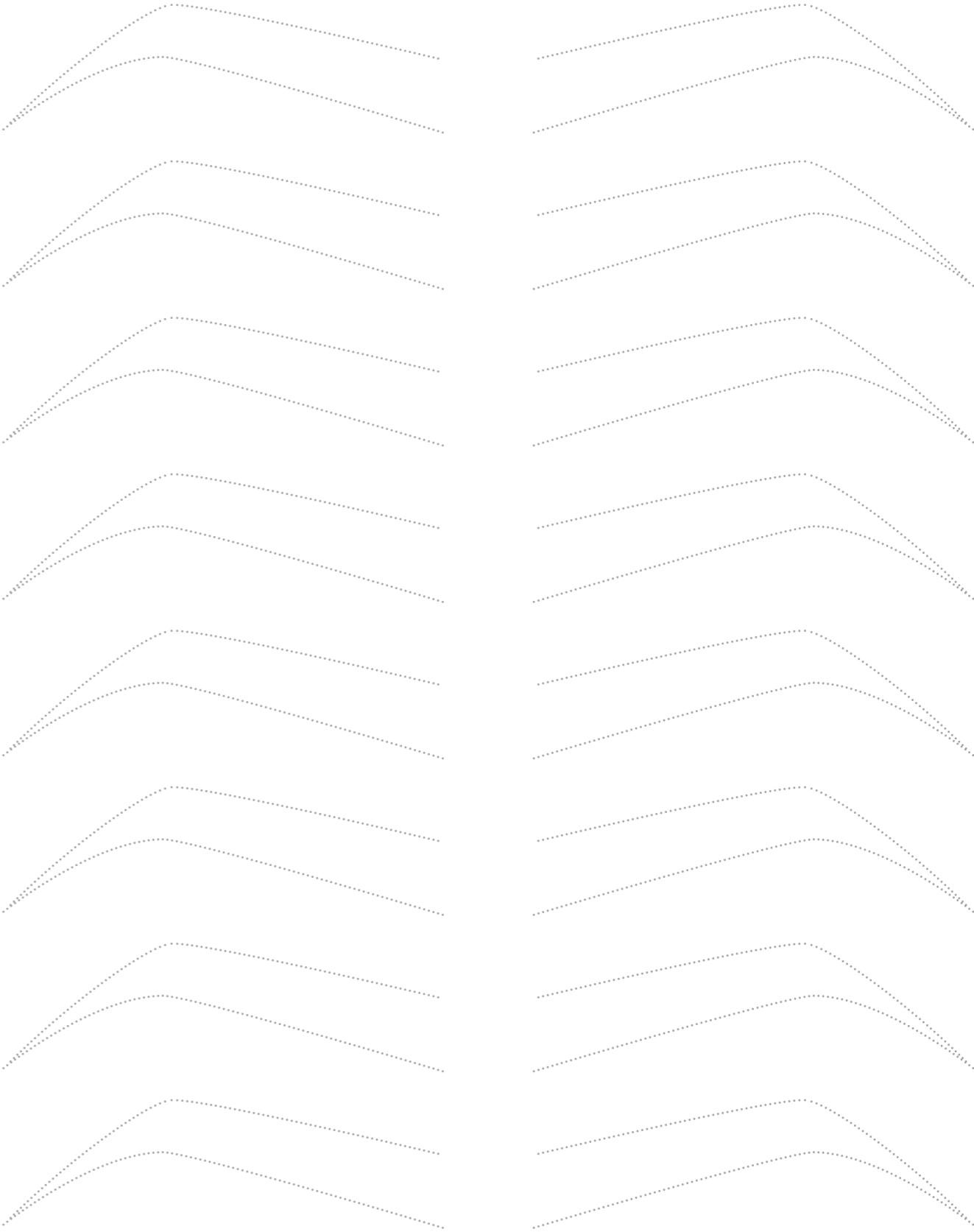
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PRACTICE WORKSHEET





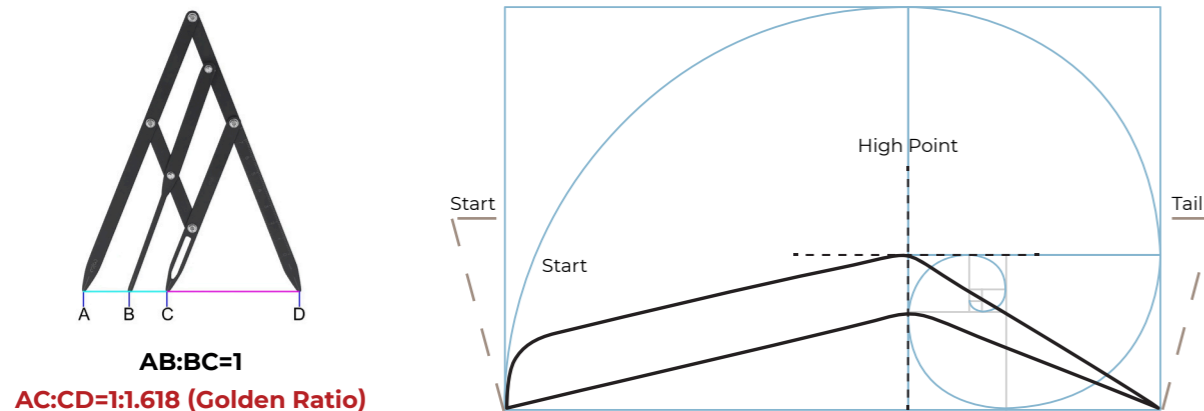
03. **EYEBROW DESIGN**

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THEORY OF THE GOLDEN RATIO

The Golden Ratio is a set of measurements, found using the golden ratio compass, that harmonizes the eyebrows in relation to the face. This enhances your client's beauty to the point where she may go home and her husband is amazed by the result—and her friends come to you asking for the same procedure.

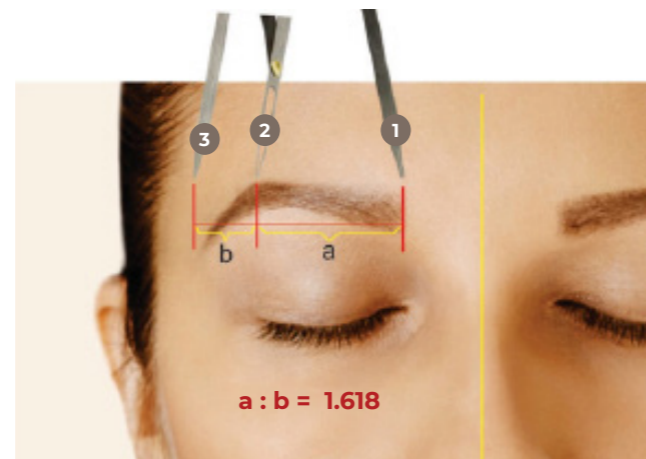
The golden ratio always relates to two measurements (a) and (b), where the ratio of (a):(b) = **1.618**, which is known in mathematics as phi, the golden ratio, the divine proportion, among other names. It appears in four forms: in a straight line, in a golden rectangle, in a spiral, and in circles.



Using a Golden Ratio Compass, microblading artists identify three key reference points for ideal brow placement:

- 1. Start of the brow** – aligned with the inner corner of the eye and the side of the nose.
- 2. Arch (highest point)** – typically aligns with the outer edge of the iris when looking straight ahead.
- 3. Tail of the brow** – aligns with the outer corner of the eye and side of the nose.

These points are guided by the 1.618 ratio, helping to create brows that are in balance with the overall dimensions of the face.



BENEFITS OF APPLYING THE GOLDEN RATIO

- **Enhances facial harmony:** Brows look naturally suited to the client's face.
- **Improves symmetry:** Helps ensure both brows are balanced.
- **Builds client confidence:** A well-proportioned brow boosts overall appearance.
- **Creates consistency:** Useful for all face shapes—oval, round, square, etc.

THE 4 GOLDEN RULES OF EYEBROW DESIGN FOR IDEAL SHAPE AND PROPORTION

RULE 1

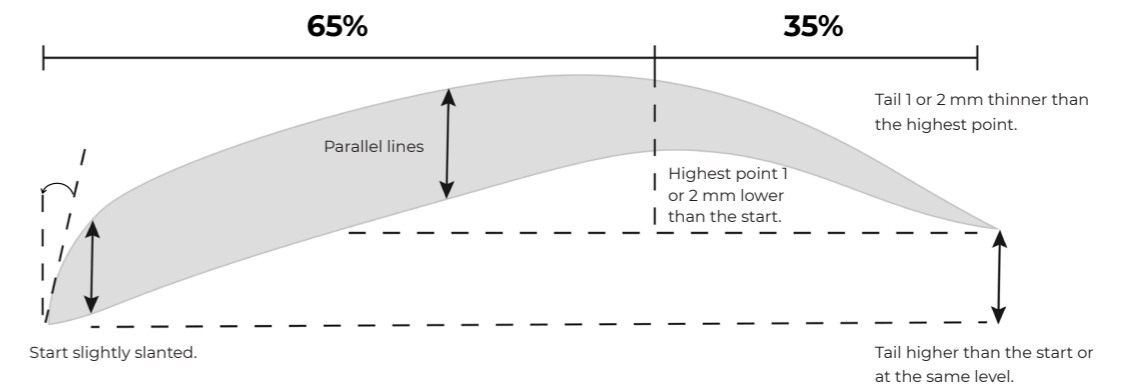
HIGH POINT

The first rule concerns the division of the eyebrow's high point, where the eyebrow is divided: the larger part, called the body of the eyebrow, takes up 65% of the total length of the eyebrow. The tail of the eyebrow takes up 35%. This division is known as the high point, which is the point where the curve forms, the angle where the eyebrow appears lifted.

RULE 2

HEIGHT OF THE END POINT

The end of the eyebrow must always be above the starting point or at most on the same line; if the tail is below the starting line, the eyebrow and face will look droopy and sad.



RULE 3

START OF THE EYEBROW

The third rule concerns the beginning of the eyebrow. The start of the eyebrow should normally be slightly turned inward, never outward, and never completely square or straight.

RULE 4

PROPORTION OF THE BODY OF THE EYEBROW

The fourth rule is the relationship between the height of the start of the eyebrow and the middle of the eyebrow; the middle cannot be the same height or higher than the start—it must always be lower, slightly thinner.

Proportion is something that must be taken seriously to ensure a very linear job that gives the structure and shape to the person's gaze.

Understanding and applying this theory may seem difficult at first, but don't worry! Let's learn step by step how to apply these concepts to create the correct and harmonious design for your client.

BROW MAPPING

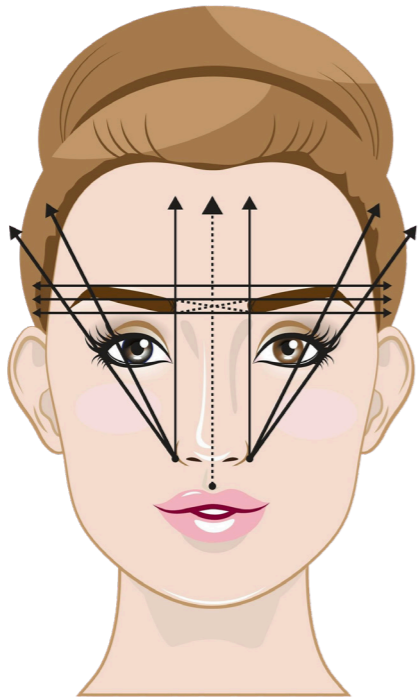
Brow mapping is a fundamental step in the microblading process. It ensures balanced, symmetrical brows and helps correct any discrepancies in shape or size, laying the foundation for natural-looking results.

This technique involves identifying key reference **points on the face** using a straight-edge tool, brow pencil, or inked string. These marks create a precise visual guide- or "blueprint" - that directs both hair removal and pigment placement during the procedure.

WHY MAPPING MATTERS

When shaping and designing eyebrows, a fundamental rule is to align the brows with the natural structure of the face. Proper eyebrow mapping ensures that the brows enhance facial harmony and expression. Follow these basic reference points:

- 1. Start Point (Head of the Brow):** The inner edge of the brow should align vertically with the dimple of the nose. To locate this, have the client face straight ahead and mark the point where the nostril begins to flare outward.
- 2. Arch (Highest Point):** The arch should fall directly above the outer edge of the iris when the client is looking straight ahead.
- 3. End Point (Tail of the Brow):** You should be able to draw a straight line from the outer edge of the nostril to the outer corner of the eye, extending to where the tail of the eyebrow should end.



Proper mapping leads to better outcomes, easier pigment placement, and improved client satisfaction.

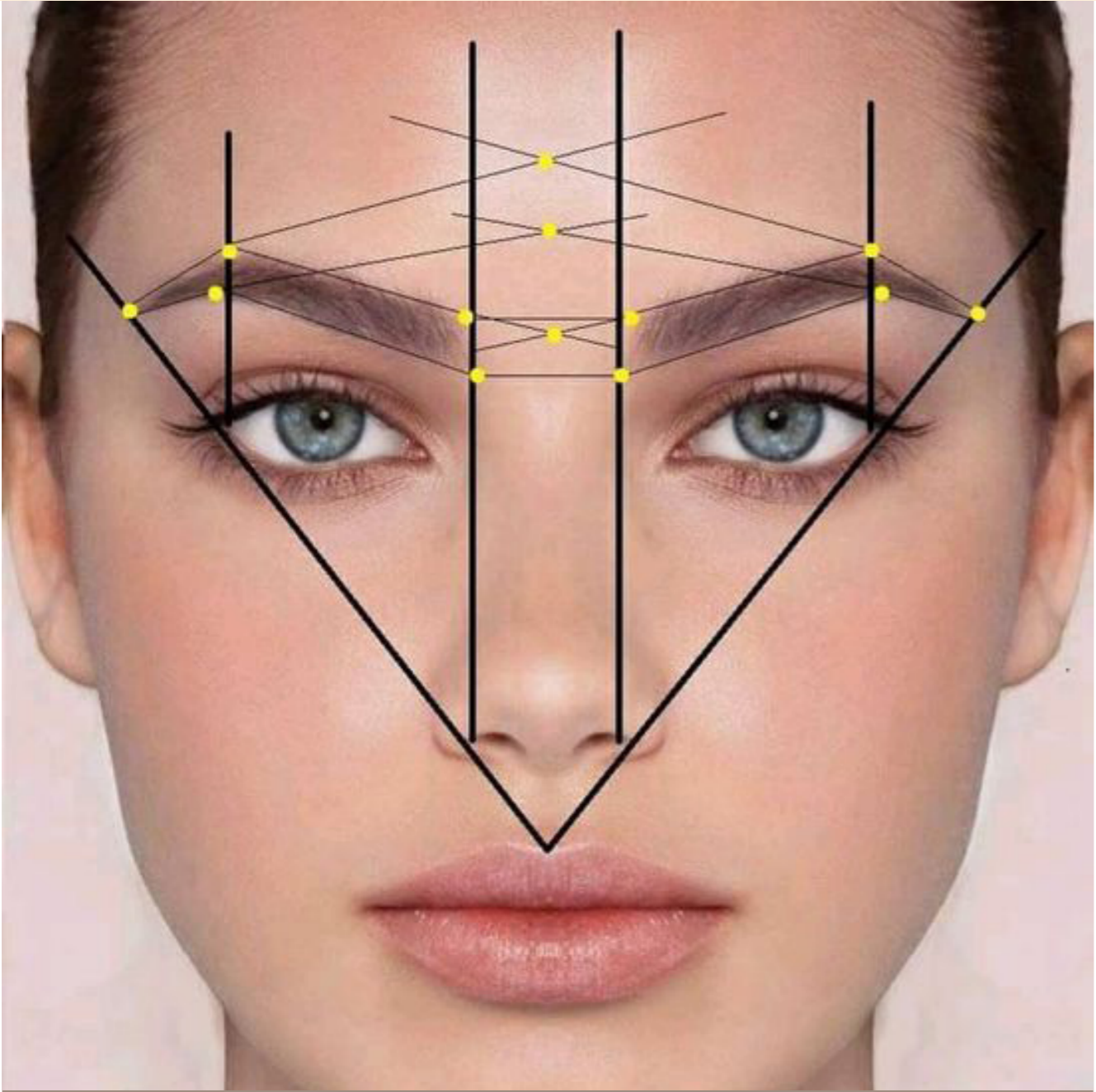
THE MAIN GOAL IS TO CREATE NATURAL-LOOKING EYEBROWS THAT ARE SYMMETRICAL AND TAILORED TO THE CLIENT'S FACIAL FEATURES

MAPPING TOOLS IN MICROBLADING

Achieving symmetrical, well-proportioned brows is one of the most critical elements in microblading. Brow mapping provides the framework for creating **balanced brows** tailored to the client's facial structure. To do this accurately, artists rely on a variety of mapping tools. Each tool plays a unique role in enhancing precision, efficiency, and consistency throughout the pre-draw phase.

Below is an overview of the most commonly used mapping tools in microblading, along with their purpose and best use cases.

Tools	Description	Best For	In Practice
Brow Pencil 	A brow pencil is one of the most basic yet essential tools for mapping. It is used to draw guidelines directly on the skin to outline the ideal brow shape. A good mapping pencil should be: 1. Sharp and easy to control 2. Highly pigmented for visibility 3. Smudge-resistant but easy to clean	Marking the brow outline and connecting reference points during the mapping process.	
Caliper 	A caliper helps measure distances between facial features to ensure symmetry. This tool allows the artist to assess the space between the brows, the length of each brow, and the height of the arches.	Precise measurement of brow length, spacing, and alignment with facial landmarks.	
Inked String (Pre-Inked or Manually Inked) 	Inked string is used to create crisp, straight guidelines across the forehead and brow area. It is especially useful for marking vertical and horizontal lines that ensure even spacing and alignment.	Creating consistent guide lines for inner brow start, arch height, and tail placement.	
Ruler or Brow Sticker Ruler 	These disposable rulers are placed across the forehead to help guide brow positioning. Many have pre-marked measurements to assist with spacing, symmetry, and proportionality.	Quick reference and straight line alignment across both brows.	
Compass or Golden Ratio Divider 	The golden ratio compass helps identify ideal brow proportions based on facial symmetry and balance. This tool uses the golden ratio (approximately 1:1.618) to create brows that naturally fit the client's features.	Designing custom brow shapes according to classical beauty standards.	



BROW SYMMETRY MAPPING DIAGRAM, A COMMON REFERENCE IN MICROBLADING AND BROW DESIGN TO CREATE BALANCED, PROPORTIONAL EYEBROWS TAILORED TO A CLIENT'S FACE.

- Map the Fronts.** Draw a vertical line from the crease of the nostril straight up to mark where the eyebrows should begin.
- Map the Arches.** Draw a vertical line starting from the creases of your client's nose up to the starting point of the front of their eyebrows. Another way to find the arch is to draw vertical lines starting from the outer corner of their eyes upwards across their brows. This marks the highest point of the arch.
- Map the Tails.** Draw a diagonal line from the outer nostril past the outer corner of the eye to mark where the eyebrows should end.

Yellow Dots:

The yellow dots mark critical reference points: 1) Where brows should start; 2) The arch peak; 3) Where brows should end 4) Lower and upper height limits for symmetry.

MICROBLADING BROWS RESULT

BEFORE



SKETCH



AFTER



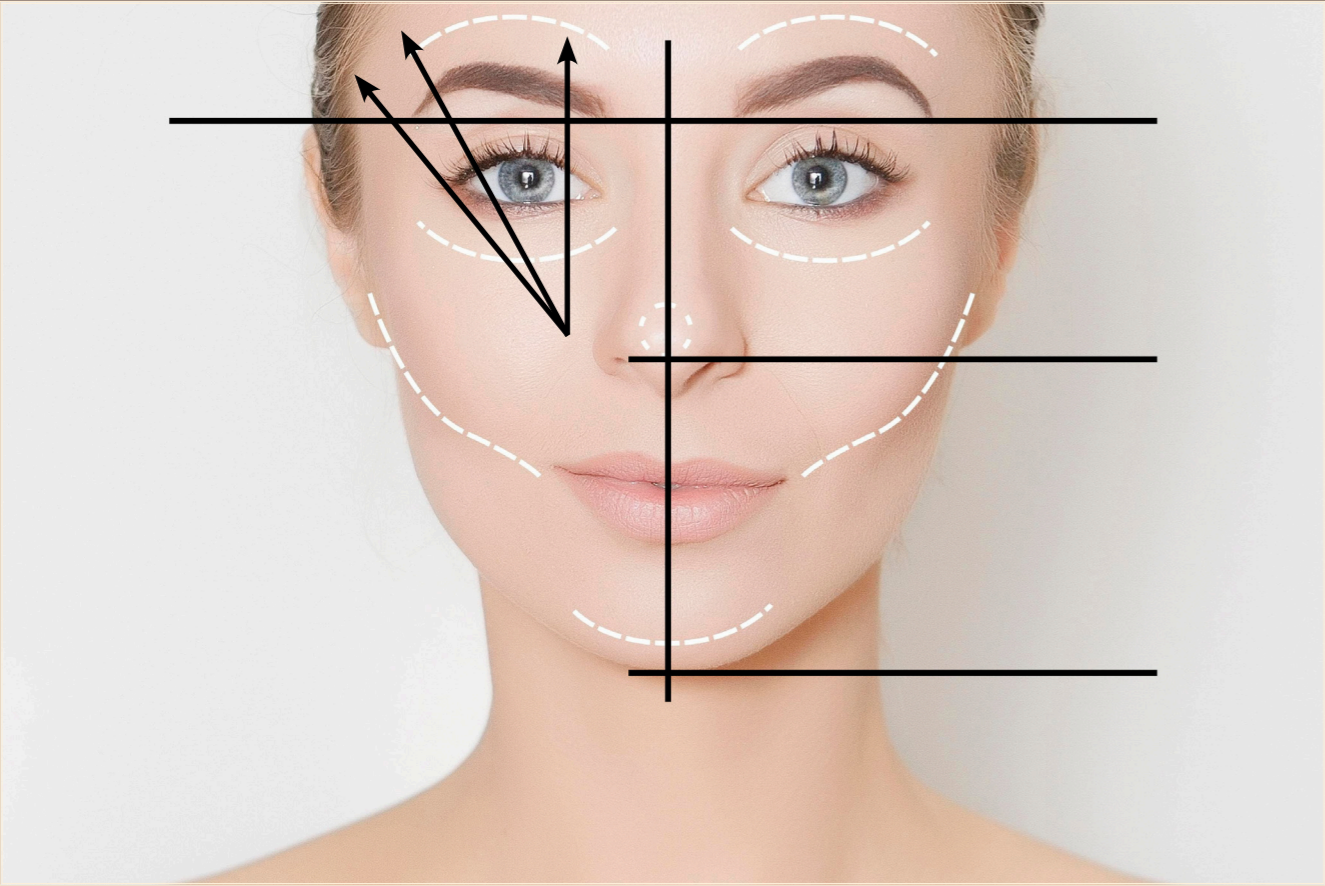
SYMMETRY AND FACE SHAPE

Symmetry in eyebrows doesn't necessarily mean identical brows. As the saying goes, "They are sisters, not twins." The goal is to achieve balanced, harmonious brows that complement each side of the face, respecting the natural bone structure, eye placement, and individual features.

Clients often have minor facial asymmetries - one eye higher than the other, differing brow bone projections, or variations in forehead size. Your job as a brow artist is to recognize these differences and correct them subtly through precise measurements and markings.

It is important that when measuring the client's eyebrows, she is properly positioned to ensure accurate measurement.

This will make all the difference in avoiding errors during the geometric assessment.

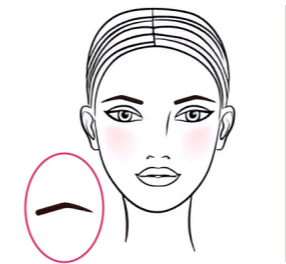


Take your time with the geometric mapping and carefully check that all markings are accurate before beginning the design.

This step is essential for proper execution.

ADJUSTING BROW MARKINGS BASED ON FACE SHAPE

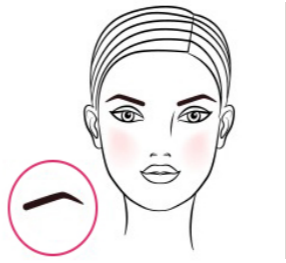
Different face shapes benefit from distinct brow shapes and placements. Here's a guide to customizing your markings and symmetry decisions accordingly:



OVAL FACE

Best Brow: Softly angled, balanced brows.

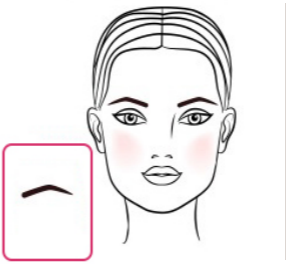
Technique: Maintain natural alignment with the bone structure. A moderate arch works well to highlight balanced facial proportions.



ROUND FACE

Best Brow: High, sharp arch.

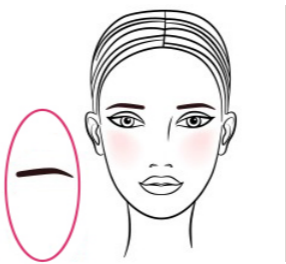
Technique: Lift the arch point slightly higher than usual. Keep the brow tail a little longer to elongate the face visually.



SQUARE FACE

Best Brow: Strong, slightly curved arch.

Technique: Avoid flat brows. Lift the arch subtly to soften the strong jawline. Keep the start and end points symmetrical to maintain balance.



LONG FACE

Best Brow: Flat, horizontal brows.

Technique: Minimize the arch to avoid adding length to the face. Extend the tail slightly beyond the outer eye corner for width.



HEART-SHAPED FACE

Best Brow: Soft, rounded arch.

Technique: Avoid high arches that can exaggerate a narrow chin. Keep the arch gentle and the tail well-balanced to the brow head.

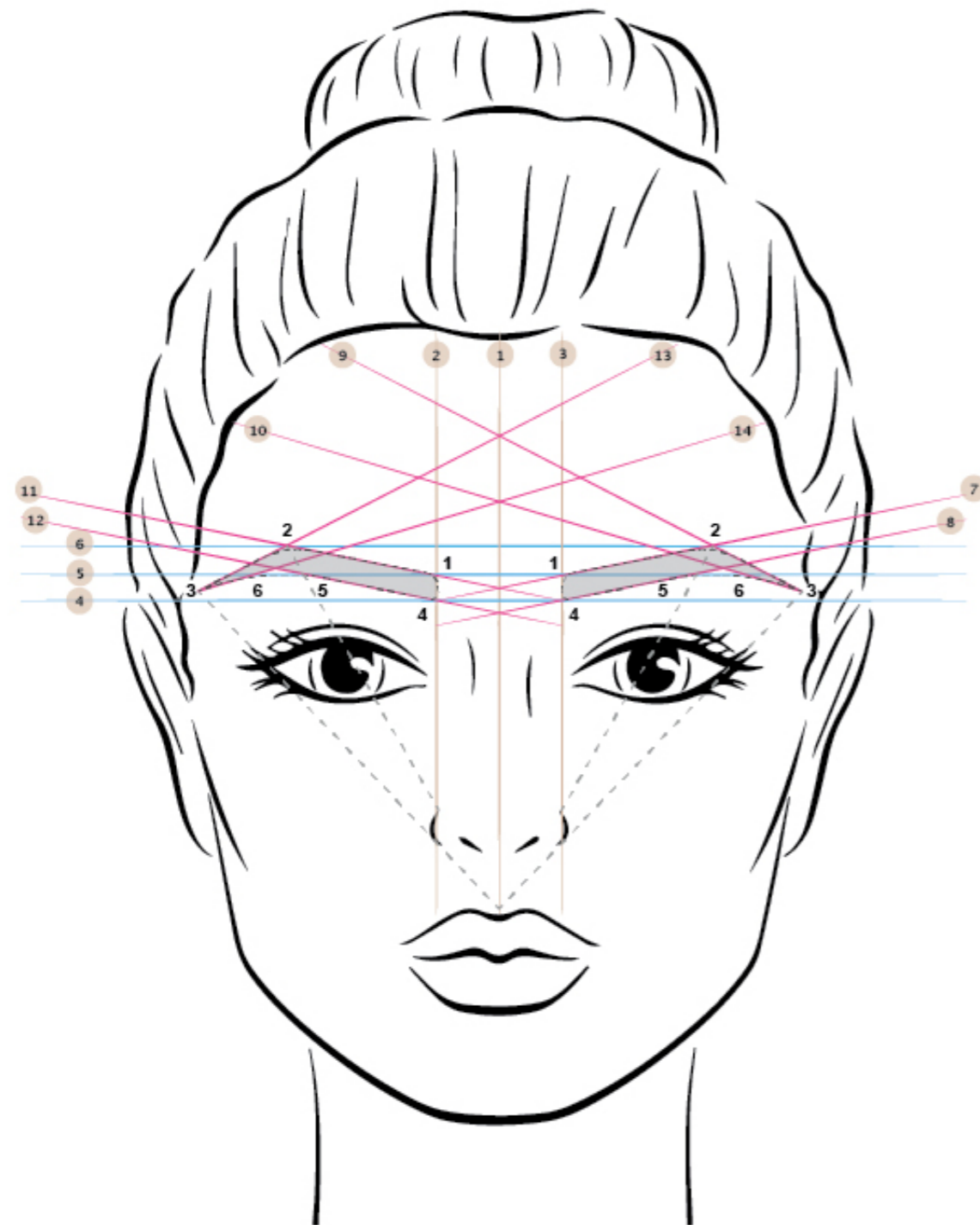


DIAMOND FACE

Best Brow: Curved or rounded arch.

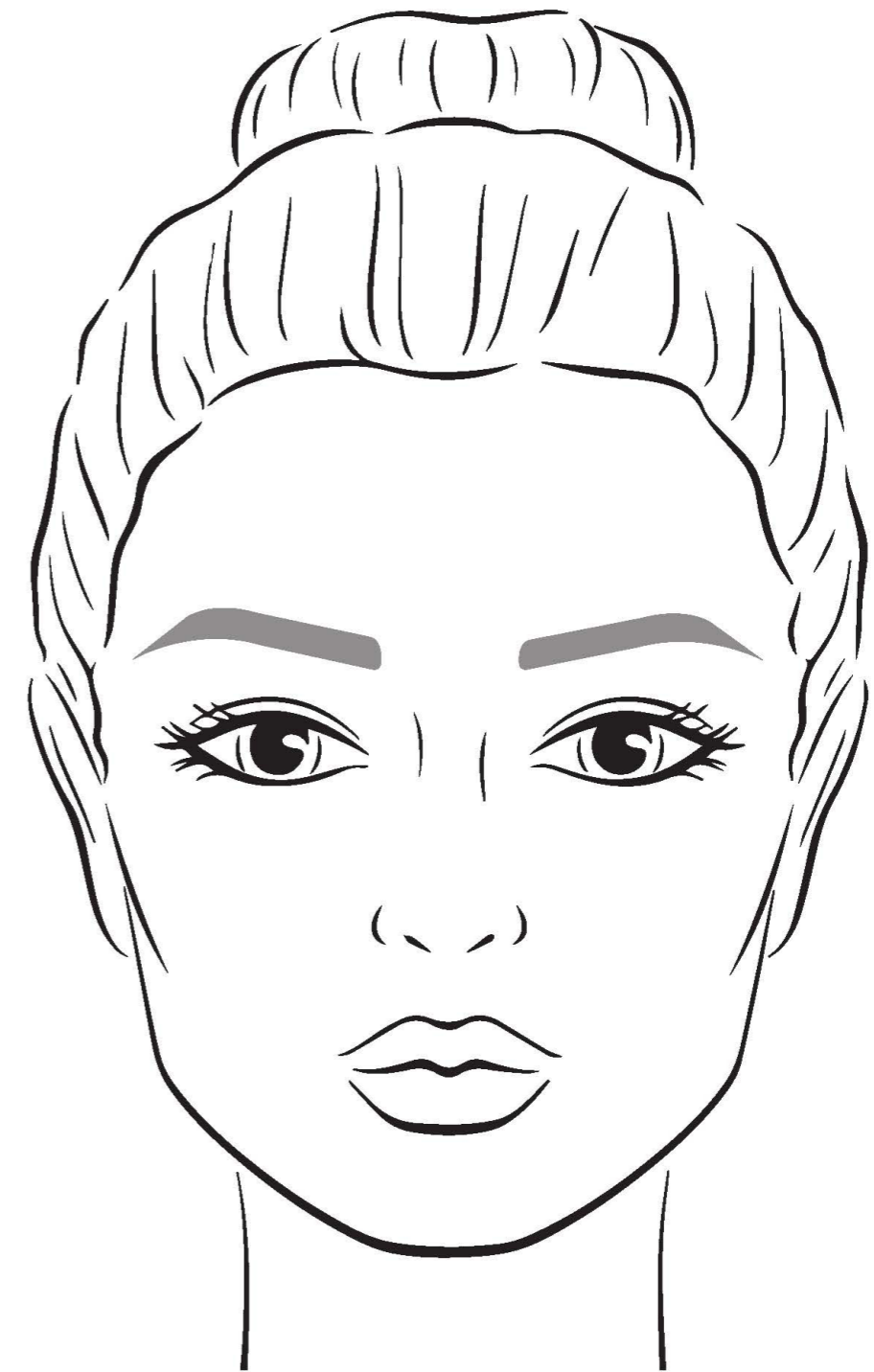
Technique: Focus on softening the angles of the face by creating rounded, lifted arches. Keep both brow heads aligned and symmetrical to offset facial width.

BROW MAPPING STRING - GUIDE



This image is a brow mapping diagram used for eyebrow design in microblading or shaping procedures. It visually guides artists in achieving symmetrical, balanced eyebrows by identifying and connecting key reference points across the face.

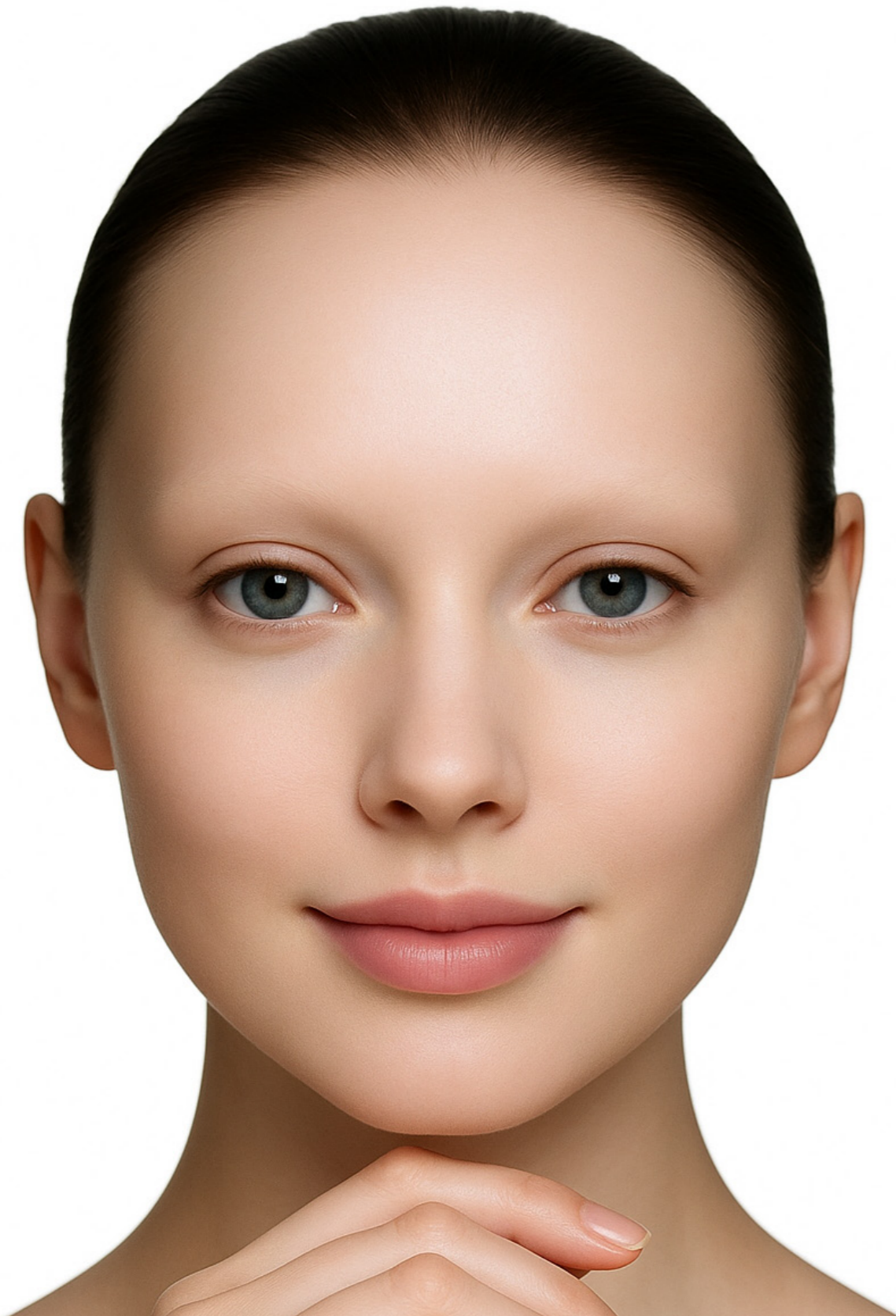
BROW MAPPING STRING



Start at the center between the brow "head." Start from #1 and work your way to #14. Remember the center line is your main guide to create the "X" mark as you create your brows on each side. This "X" mark will help make your eyebrows symmetrical.

For this exercise you will use a ruler and shape the brows on the template. Keep in mind the right and left brows are not symmetrical. Use your best judgement to shape the brows. I.

BROW MAPPING - PRACTICE



BROW MAPPING - PRACTICE



Grab Your Pensil!

Grab Your Pensil!



04. **MICROBLADING SESSION WORKFLOW**

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MICROBLADING STEP BY STEP

STEP-1

The client completes and signs the consent form. Double-check the information on the consent form (allergies, contraindications, etc.).

STEP-2

Clean the eyebrows and remove any makeup using alcohol wipes or soap.

STEP-3

Take photos of the eyebrows from all angles for before and after records.

STEP-4

Shape the eyebrows:

- Sharpen the pencils.
- Discuss the client’s preferences for shape, color, etc.
- Request photos of how the client normally fills in their brows.
- Share your recommendations.
- Have the client sit up to check the shape and symmetry
- Ensure the brows appear even from the front and both sides.
- Shave any excess hairs outside the symmetry guidelines with a disposable blade.
- Ask the client to review the new shape and confirm they’re satisfied.

STEP-5

Prepare for the procedure

- Set up the microblading tools (show the client the sealed packages before opening them) and other supplies.
- Choose a pigment shade that matches the client’s natural hair.
- You can darken the eyebrows during the touch-up session.
- Confirm the client meets the legal age requirement for the procedure.

STEP-6. FIRST PASS

- Use your preferred blade and do not numb the area. (Optional: pre-numb for 10–20 min.)
- Start at the beginning of the brow — draw six strokes from the start and two transition strokes, then use a cotton swab to wipe pigment toward the midpoint and check your pressure.
- Work slowly and carefully — make sure the strokes are dark enough, cleaning and checking before moving to the next section.
- Stay within the outline to prevent the brows from becoming too thin or thick — it’s difficult to correct if you lose control of the shape.
- Apply a pigment mask over the structural strokes, then remove the excess with soapy wipes. (This prevents losing the brow shape before adding filler strokes, as additional strokes can cause bleeding and obscure the outline.)
- Add filler strokes to complete the first pass.
- Thoroughly clean the brow with soapy wipes, apply post-anesthetic gel with a disposable lipstick applicator, and cover with plastic film for 5–8 minutes.

STEP-7. FINISH ONE EYEBROW BEFORE WORKING ON THE OTHER.

Repeat step 6 for the second eyebrow.

STEP-8. SECOND PASS

- Remove the plastic film and clean off the numbing gel.
- Fill in any missing strokes, applying more pressure if necessary.
- Start at the front zone and work toward the tail — focus on the visible strokes first, then fill in the missed ones, making sure they’re precise.
- Work slowly and carefully to ensure the pigment is properly absorbed by the skin.
- Apply additional post-anesthetic gel if the client feels discomfort, working on another section for 30 seconds while it absorbs, before returning to the previous section. (Note: Avoid using pre- and post-anesthetic more than twice per brow.)
- Apply a pigment mask over the brow and let it sit for 5 minutes for even absorption.
- Clean the brow thoroughly with soapy wipes. Repeat step 8 for the second brow.

STEP-9. FINALIZATION

- Take final photos for before and after comparison.
- Apply Tattoo Keeper (post-procedure care gel) with a liquid lipstick applicator.
- Provide and explain post-care instructions.
- Give the client a Vitamin A&D Rapid Heal ointment.
- Schedule a touch-up appointment for 4–6 weeks after the initial procedure.
- A touch-up is always necessary since microblading is a two-session process, and the brows will not be perfect after just one session. This is also when any adjustments are made — reassure the client not to panic if they have concerns.

STEP BY STEP

TOUCH-UP PROCEDURE

I. Clean the brows and redraw them with a caliper if needed.

II. Numb the area for 20–30 minutes (optional).

III. Repeat the microblading steps above, making sure to fill in any missing strokes.

HEALING PROCESS

One of the most important phases of microblading is healing. There are several healing stages, and the client must be diligent with aftercare to ensure proper pigment retention.

HOW DOES THE MICROBLADING HEALING PROCESS WORK?

In the first **two days** after the procedure, the pigment color will **appear darker**. This is normal, as the skin is covered by a mix of blood, lymph, and pigment.

Complete healing takes **about 30 days**, at which point the brows will **lighten by approximately 50%**, creating a more natural, blended look.

During healing, small scabs will form as part of skin recovery. It’s crucial that these scabs dry and fall off naturally - picking at them can affect results and cause deeper skin trauma.

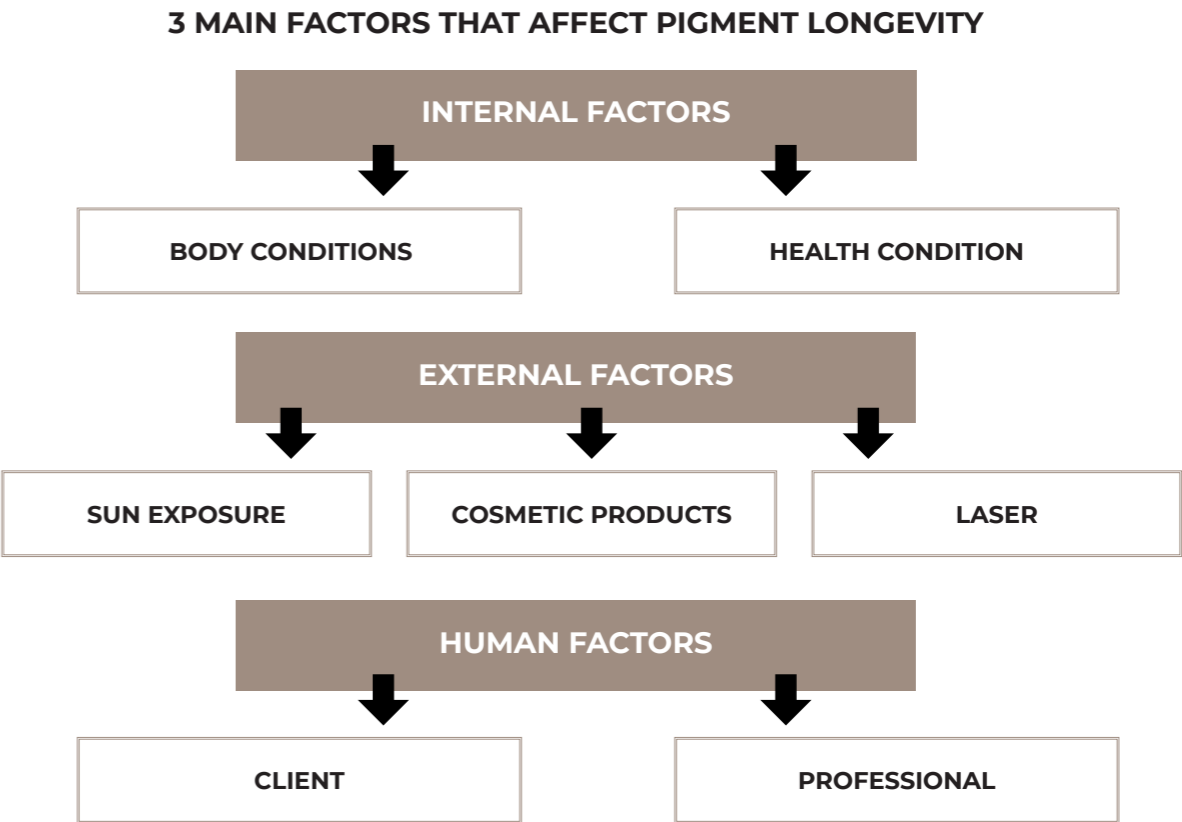


Mastering the microblading process requires **both technical precision and a deep understanding** of client care.

From the initial consultation and detailed mapping to careful stroke application and thorough post-procedure guidance, each step plays a critical role in achieving **BEAUTIFUL, NATURAL-LOOKING RESULTS**.

AFTERCARE INSTRUCTIONS FOR THE CLIENT

1. Avoid getting the microbladed area wet for the first two days; protect during showers.
2. The first post-microblading shower should be without steam.
3. Always wash hands before touching the area, and no one else should touch it for two weeks.
4. Apply a specific moisturizer or healing ointment every 4 hours for 8 days.
5. In the first week, avoid heat sources like steam, ovens, or hair dryers. Excessive sweating can break down pigments.
6. Avoid eating eggs, pork, and seafood during this period to prevent adverse reactions.
7. No visits to saunas, pools, beaches, or waterfalls for the first 30 days.
8. Avoid sun exposure for the first month. Use sunglasses and hats for protection.
9. Do not use oily products, soaps, lightening agents, or abrasives near the area for 15 days.
10. Never pick at scabs — let them fall off naturally.
11. Avoid makeup until complete healing occurs.
12. Don't worry about swelling or pigment changes — these are temporary. You can cover the area with plastic film and ice to reduce them.
13. Avoid using products with acid or vitamin C for the first 2 months.
14. Only schedule MRI exams after 3 months to avoid burns. Request the technician's permission and follow proper protocols.
15. Any health issues like anemia, herpes, or diabetes should be medically monitored. Antibiotics can interfere with pigment retention.
16. Follow the recommended touch-up date, usually after 30 days.



SOCIAL MEDIA MARKETING

In today's beauty industry, mastering your technique is only part of the formula for success. The other half lies in how you present your work to the world. **Social media** has become the most powerful platform for **beauty professionals to showcase** their results, build a personal brand, and attract new clients.

Quality photography and smart marketing strategies are essential tools for any microblading artist aiming to stand out in a competitive market.

THE POWER OF PROFESSIONAL PHOTOGRAPHY

Beautiful, well-lit, and clear photographs are one of the most effective ways to showcase your work. Your portfolio speaks for you — both to potential clients and to other industry professionals.

Here's how to ensure your photos reflect the quality of your service:

- **Use Natural Lighting:** Whenever possible, take photos near a window or in soft, diffused natural light to capture the true color and details of your work.
- **Maintain a Clean Background:** Keep the focus on the eyebrows by using neutral backgrounds that don't distract from the client's face.
- **Capture Multiple Angles:** Take before and after photos from the front, both profiles, and slightly tilted angles to showcase symmetry and precision.
- **Ensure Consistent Framing:** Use the same distance and framing for before and after shots for a professional, polished look.
- **Avoid Harsh Filters:** Present your work honestly — clients appreciate realistic and natural results.



USING SOCIAL MEDIA TO PROMOTE YOUR WORK

Social media platforms like Instagram, Facebook, and TikTok have revolutionized beauty marketing. As a microblading artist, you have the opportunity to reach thousands of potential clients daily through engaging, high-quality content.

Tips to promote your work effectively:

- **Create a professional account** dedicated to your brow work.
- **Post consistently:** Share photos of your procedures, healing updates, touch-ups, and client testimonials.
- **Use relevant hashtags** to increase the visibility of your posts (e.g., #microblading, #browartist, #perfectbrows).
- **Engage with followers:** Respond to comments and messages promptly and warmly.
- **Share behind-the-scenes content:** Videos of your setup, safety practices, or time-lapse brow transformations build trust and interest.
- **Leverage stories and reels** to show quick tips, promotions, or daily work.

TIPS

PHOTOGRAPHY TIPS

COMPOSITION:

Composition is how you organize what's in front of the camera — your client and their eyebrows.

RULE OF THIRDS:

The points of interest (your clients' eyes and eyebrows) should be where the thirds intersect. Most iPhones/smartphones have a grid option you can activate: **iPhone:** Settings → Camera → Grid (activate)

Make sure your photos are level — they should be straight.

If your image has horizontal lines (like the edge of a table or a piece of paper), check that they are perfectly horizontal. If there are vertical lines (like a pole, support beam, or a standing person's profile), make sure they are perfectly vertical.

EXPOSURE:

How dark or bright your image is — underexposed (too dark) or overexposed (too bright). Cell phone cameras usually set exposure automatically, but if your photos don't look right, you can easily adjust:

Tap the subject of the photo. When a box with a small sun icon appears, you can adjust exposure by sliding your finger up or down:

Up = Increase Brightness, Down = Decrease Brightness

Be careful with the photo tones so they don't look artificial or unflattering. A good natural tone generally produces a beautiful image.

FOCUS:

Only post photos that are in focus. If the eyebrows and eyes are slightly blurry, don't post the photo. It will look unprofessional and give potential clients the impression that you don't care about your work.



BUILDING CLIENT LOYALTY THROUGH MARKETING

Attracting clients is important - but retaining them is where long-term success lies. Here's how to turn a first-time visitor into a loyal client:

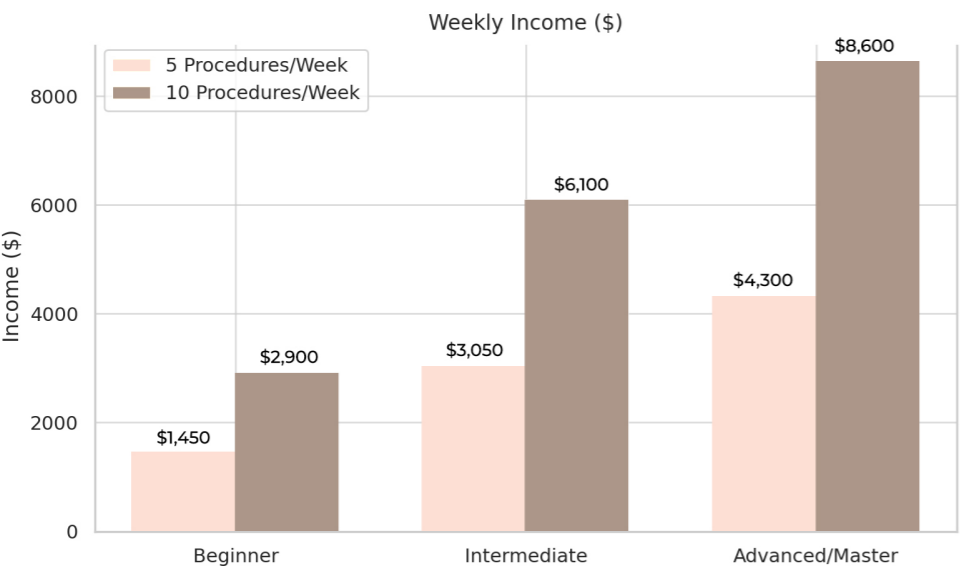
- **Deliver an exceptional experience** from the first contact to post-procedure follow-ups.
- **Send aftercare tips and appointment reminders** via WhatsApp, email, or direct message.
- **Offer referral incentives:** Reward clients who refer friends with a discount or small thank-you gift.
- **Create loyalty programs:** Offer perks for returning clients, such as discounts on touch-ups or complementary treatments.
- **Share client stories and testimonials** (with permission) on your social media to build credibility and emotional connection.
- **Celebrate milestones:** Send a birthday message or exclusive offer to clients on special occasions.

REMEMBER: the quality of your work should be matched by the quality of how you present it. Consistency, authenticity, and care are the keys to growing your microblading business and turning satisfied clients into loyal brand ambassadors.

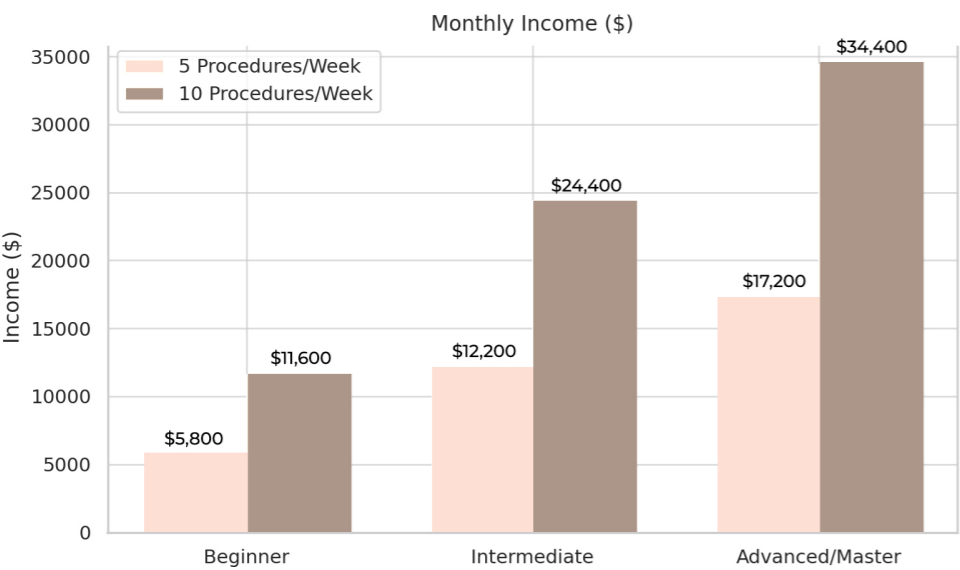
MICROBLADING INCOME ESTIMATION

INCOME POTENTIAL IN MICROBLADING BY SKILL LEVEL AND WORKLOAD

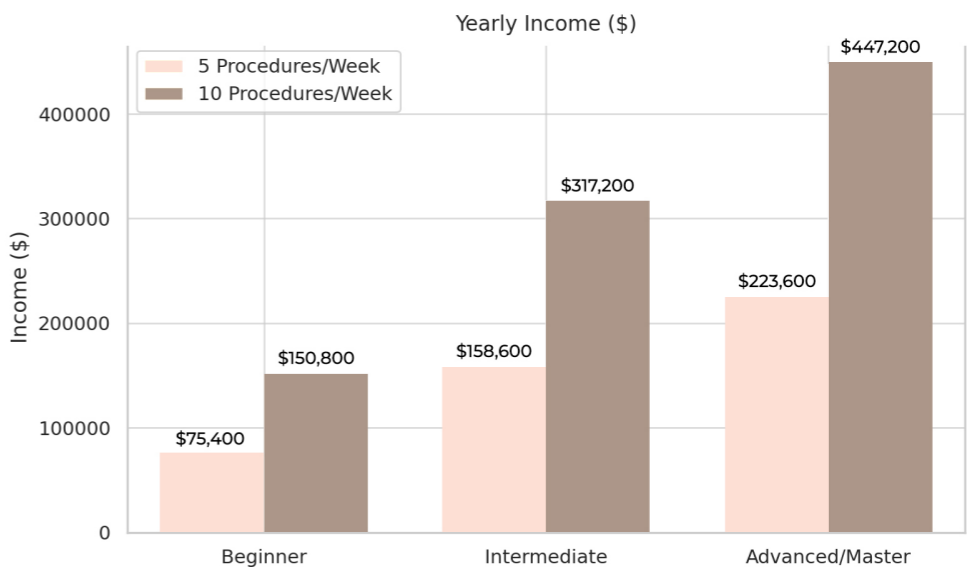
This infographic illustrates the potential income from microblading based on the practitioner's skill level - Beginner (\$250 procedure price), Intermediate (\$550 procedure price), and Advanced/Master (\$800 procedure price)—and the number of procedures performed per week (5 or 10).



Weekly Income ranges from \$1,450 (Beginner, 5 procedures/week) to \$8,600 (Advanced/Master, 10 procedures/week).



Monthly Income ranges from \$5,800 to \$34,400 across the same groups.



Yearly Income shows significant earning potential, from \$75,400 (Beginner, 5 procedures/week) up to \$447,200 (Advanced/Master, 10 procedures/week).

The chart emphasizes how both increased experience and workload dramatically impact income potential in the microblading industry.

KEY TAKEAWAYS

START STRONG, GROW STEADILY

While beginners may earn less, commitment to practice and ongoing education pays off.

SKILL ADVANCEMENT IS PROFITABLE

Every level jump significantly raises procedure value.

TIME MANAGEMENT = MORE CLIENTS = MORE INCOME

Efficient scheduling and marketing help maximize procedure volume.

SUSTAINABILITY

This career offers a financially sustainable path with flexibility and entrepreneurial freedom.

FINAL MESSAGE

At Dayas Academy, we would like to sincerely thank you for your trust and for choosing us to guide you on this exciting new journey. We are truly honored to be part of the beginning of your story in the world of microblading.

You've made one of the best decisions for your future, and now we believe in you to turn this opportunity into the success you envision. Up to this point, we've given you our very best—our knowledge, support, and tools—but from here on, it is in your hands.

Only you can believe in yourself.

Only you can bring your dreams to life.

Success comes to those who believe in their potential and commit fully to their growth. Through consistent practice, you will find perfection. Through persistence, you will achieve real results. And through every challenge, you will gain the strength and resilience to rise even higher.

We are proud to walk this path with you—and we can't wait to see everything you will accomplish.

With gratitude and confidence,
Daiane Ruht and Andressa Schroeder!



