



MICROBLADING

Beginner Training Course

ALIDA ACADEMY

By Alexandra Macey



I am Alexandra Macey,
Master Trainer and owner of Alida Training
Academy.

I have been microblading for over 5 years with
over 9 years experience in the beauty and
cosmetic industry. I am extremely passionate about
what I do, what I can offer to people and what I
can teach. I have poured my soul along with all my
expertise and knowledge into this course to help
create the perfect recipe for a rewarding career!

Master Trainer
ALIDA BROWS
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A close-up photograph of a person's face, focusing on the right eye and eyebrow. The eye is light green, and the eyebrow is well-defined. The skin is fair and has a soft texture. The background is a light, neutral color.

MICROBLADING

BEGINNERS | 2 DAY | THEORETICAL & PRACTICAL

Microblading is one of the most popular cosmetic procedures worldwide. This course is designed for complete beginners so previous experience is required. We provide you with all the skills, knowledge and support needed to become successful in your Microblading career.

At Alida Academy we specialise in creating beautiful, realistic, and natural eyebrows over 2 days. Day 1 will cover all the theoretical aspects of Microblading and latex practice. Day 2 will be fully focused on practical training with trainer demonstrations and live model practice, so you leave the course feeling confident with a hands on learning experience.

Our course is fully insurable and ABT accredited meeting the highest industry standards. Following the course you will also receive life time support along with free confidence building courses held twice a year.



DAY 1

THEORETICAL

(Classroom based learning with Latex Practice)

- Introduction to Microblading
- Common Skin Problems
- Treatment Contraindications
- Skin Anatomy
- Pigments & Colour Theory
- Correct Shaping the Brow
- Stroke Patterns
- Correct Techniques & Methods
- Correct Blade Handling
- Hygiene & Safety
- Clients Suitability & Consultations
- After Care Products & Advice
- Latex Practice

DAY 2

PRACTICAL

(Students carry out full treatment on Live Model)

- Correct Station Set-Up
- How to Set-up & Sanitise
- Blood Borne Viruses & Pathogens
- Understanding Proper Skin Depth
- Identifying Reactions/Infections
- Correct Stretching of Skin
- Understanding Bleeding Patterns
- How To Capture good Brow Photos
- Live Demo
- Working On Live Models
- Support & Ongoing Communication
- Alida Academy Progression Ladder
- Marketing & Business Growth

PREMIUM STARTER KIT

WHAT'S INCLUDED?

You will be provided with a free premium starter kit worth £500, with enough tools to cover your first 20 clients. You will be given a workbook to take home that includes all the content covered during the course. You will also have access to all learning material on your private online portal that you will use for your case studies

- 1 x Golden Ratio Divider
- 1 x Universal Blade Holder
- 1 x Tweezers + Scissors Set
- 5 x Pigments
- 2 x Brow Pencils
- 1 x Antifog Protective Mask
- 1 x Mapping String
- 5 x Practice Latex
- 20 x Disposable Tools 18U Blades
- 20 x Pigment Ring Holders
- 1 x 50 Individual Blades
- 4 x Bottles of Aftercare Balm
- 4 x 7pcs Protective Eyebrow Shields





ANNUAL INCOME

EARNING POTENTIAL

Based on an average price of £250 per client. Microblading is a highly profitable treatment to offer. You will also gain additional income from annual top ups after 12 months.

2 CLIENTS PER WEEK = £26,000
(£2,166.67 PER MONTH)

5 CLIENTS PER WEEK = £65,000
(£5,416.67 PER MONTH)

10 CLIENTS PER WEEK = £130,000
(£10,833.34 PER MONTH)



PRICE

TOTAL COURSE COST: £2640 (includes VAT)
£400 deposit required to secure your place.

LEARN NOW , PAY LATER

Alida Academy use Payl8r finance for students who wish to spread the cost. Apply without effecting your credit rating. To use this option will require a minimum of 10% deposit (£264) with an example of repayments found below:

COURSE COST: £2640

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DEPOSIT AMOUNT: £264

DEPOSIT AMOUNT: £1,056

£419.76 PER MONTH / 6 MONTHS

£279.84 PER MONTH / 6 MONTHS

£287.76 PER MONTH / 9 MONTHS

£191.84 PER MONTH / 9 MONTHS

£221.76 PER MONTH / 12 MONTHS

£147.84 PER MONTH / 12 MONTHS

*IMPORTANT: interest rates are subject to credit. the above is an example only.



ADDITIONAL INFORMATION

ON THE DAY

ADDRESS:

ALIDA ACADEMY, WINDSOR LOFTS, ROMILLY ROAD, BARRY, CF626FH

TIMES:

DAY 1: 10:00AM -17:00PM

DAY 2: 10:00AM - 18:00PM

(TIMES MAY FLUCTUATE)

LUNCH:

Lunch, snacks, tea, coffee and cold beverages will be provided throughout the day.

MODELS:

We advise students to please bring their own model, so they can monitor the healing process etc. If students are unable to bring a model of their own, we will provide one.

FURTHER LEARNING:

After the course students will be required to submit evidence of their at home practice and a minimum of 3 case studies. Students will receive a certificate of attendance on Day 2 of the course, and a final certificate upon successful completion of their case studies. Students will have personal access to our online portal which includes video learning material. Students are also welcome to attend our free skill and confidence building in person classes in which we hold every 6 months.

SUPPORT:

Students will have lifetime support directly from their trainer to support them through every step of their journey. Students will also have full access to our online community including WhatsApp and a closed Facebook group with all Alida Academy artists and students. This is a safe space where you can share your work and discuss your experience/development and ask questions which you will also find very useful throughout your entire microblading journey. Students will also have lifetime support directly from their trainer to support them through every step of their journey.