

# We would like to introduce our 2017 *Student Information Pack*

BROUGHT TO YOU BY SULÉ LOGGENBERG ACADEMY & CLINIC

## Permanent Make Up Training:

- Fundamental Permanent Make Up.
- 3-Day refresher course. *(For qualified Permanent Make Up artists)*
- 1-Day Permanent Make Up bootcamps. *(For qualified Permanent Make Up artists)*
- Workshops. *(For qualified Permanent Make Up artists)*
- Master classes. *(For qualified Permanent Make Up artists)*
- International conferences. *(For qualified Permanent Make Up artists)*

## Add on Courses:

- Hair Follicle Simulation, also known as HFS.
- Paramedical. *(Skin Needling, Areola Reconstruction and Tattoo Removal)*

## Introduction and Course Objective

Thank you for considering and showing interest in our training. Permanent Make Up is in high demand! Earn up to R2500 a day! Our training is based on the newest advanced techniques which are easy to learn and provides better results!

### Our training is the new generation of Permanent Make Up:

All our training is accordingly to national as well as international standards for accreditation (*PMSI and PCASA*). Our training is on the highest level and provides students with all the skills they will need to become a professional Permanent Make Up specialists.

### Our main aim in offering Permanent Make Up Training is:

- To train you to perform quality Permanent Make Up treatments.
- To educate new and existing Permanent Make Up specialists on how to perform the treatments more professionally by effectively eliminating pain and discomfort for your clients.
- To further the Permanent Make Up industry in South Africa with the same products and techniques that took the international market by storm.
- You will find that our innovative techniques and training make learning very easy.
- Anybody can train to become a Permanent Make Up specialists. *(Beauty background will be an advantage, it is not a requirement)*
- Recognizable accreditation is obtained through both fundamental and advanced training.

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Becoming a Permanent Make Up artist can change your life.*

## Our Training Centres:

Sasolburg

Centurion

Cape Town

Eastern Cape

After your training you will be able to know, exactly when and how to use each technique on an advanced level.

The course fees includes your international accredited certificate as well as to be listed with the International Permanent Make Up Society. You will also receive a certificate from the society.

After completing your course you will need to send us photos for your portfolio.

- 5 x Eyeliner.
- 5 x Eyebrow.
- 5 x Lip Procedures.

## Important Syllabus Information:

The Permanent Makeup and Microblading Industry require constant improvements and adaption to new standards and regulations to ensure quality education that is up to date and well regulated. This is why we have introduced a new syllabus to CelebBrows® in 2017. The new syllabus requires new students to complete a Bloodborne Pathogens Test. This is an online test on "Infection Control for Tattooing and Body Piercing", that needs to be completed in your own time, before or after you completed your course. PLEASE NOTE!! This online compliance test is regulated by Eduwhere and is a non-affiliated institution from the USA, that certifies different health and safety regulations endorsed by all Permanent Makeup Societies and Institution from all over the world. There is a cost of \$150 payable to Eduwhere to complete the online course. This is an additional amount that is not included in any original course amount.

## Course Practical Sessions Requirements:

You will be practicing on live models during your course. It is your responsibility to arrange a model for each of your procedures. Please be aware that each model will be charged a small recovering fee for some of the products and material used to perform the procedures. Please confirm with your selected trainer on the amount payable by the model as each trainer's recovery fee differs.

Models are required for the following Practical Sessions:

Permanent Makeup - 1 Eyeliner, 1 Eyebrows, 1 Lips and 1 Full Face

Paramedical - 1 Skin Needling and 1 Small Tattoo Removal

HFS - 1 Male & 1 Female

Microblading - 3 Eyebrows

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## Permanent Makeup kit for 45 Clients:

QUANTITY	DESCRIPTION
1	Eyebrow stencil
1	Eyebrow ruler round
1	Vineer
100	Micro brushes
100	Small pigment cups
100	Large pigment cups
1	Pigment mixer
1	Sharps container
1	Zone 21 oz / 30ml)
1	Zone 1(½ oz / 15ml)
1	Feel Better Now cream
1	Feel Better Now gel
1	Surgical marking pen
1	Digital Permanent Make Up machine of your choice
10	#1 Prong cartridge needles
10	#3 RS cartridge needles
10	#3 RL cartridge needles
10	#5 Round cartridge needles
10	#5 Magnum cartridge needles
10	#5 Slope cartridge needle
10	#5 Flat cartridge needles
1	Pigment cup holder
11	SL Permanent Make Up pigments
1	Flat Skin practice material
1	3D Eyes practice material
1	3D Lips practice material
1	Manikin mask
1	Bottle Marine Moisture Eyes
1	Plastic roll
1	Clip cord sleeves
1	Re-useable face mask
1	Eyebrow pencil
1	Flat tip eyebrow pencil
1	Training manual with CD

### CHOOSE YOUR MACHINE:

(\* All prices includes kit)

**BELUS DEVICE**  
R37 000.00

**ORON 58 DEVICE**  
R58 000.00

**ILAY DEVICE**  
R62 000.00

**ORON 60 DEVICE**  
R77 000.00

**TG EN POINT DEVICE**  
R135 000.00

A 50% deposit will confirm your space for the relevant training date. The outstanding 50% will be payable 14 work days (2 weeks) in advance of determined training dates. Upon enrolment and payment of the 50% deposit we will send our PMU Manual to you for Pre-Study. Combining the pre-study with the class room hours, will insure that you learn all the essentials of the Permanent Make Up industry. (The 50% deposit is non-refundable) Finance is available through FinYou , [www.finyou.co.za](http://www.finyou.co.za) 0861 FINYOU

# Permanent Make Up Training Frame Work

Our Permanent Make Up training is based on latest advance and painless techniques, which are easy to learn and provides the best results.

## Information and Facts on Permanent Make Up

- Introduction to Permanent Make Up.
- Safety of Permanent Make Up.
- Who are Permanent Make Up clients?
- A career as a Permanent Make Up artist.
- Natural skills for a Permanent Make Up artist.
- The importance of before and after photo's.
- Perfection art of Permanent Make Up.
- Allergic reaction.
- Hyper Pigmentation and Keloid.
- Regulations and insurance.

## Infection Prevention Control Plan

- Sanitation.
- Records and consultations.
- Pre- and post procedure instructions.
- Sterilizing of needles / instruments.
- Care of pigments.
- Facilities and equipment.
- Procedure area.
- Cross contamination.
- Disposal of waste.
- Setup and disassembling.

## Skin Anatomy

- Introduction to skin anatomy.
- Layers of the skin.
- Specialized Dermal Cells.
- Muscle anatomy.

## Know Your Machine

- Machine setup.
- Use your machine to the best of its potential. (Your machine is an extension of your arm)

## Needles and Tubes

- Learn what needle sizes to use for different procedures.

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## Colour Theory

- Introduction to colour theory.
- Undertone and skin tones.
- Warm undertone illustration.
- Cool undertone illustration.
- Fitzpatrick's skin tone chart illustration.
- Colour wheel illustration.
- Colour final results.
- Colour theory for eyebrows.
- Colour for eyebrows illustration.
- Colour theory for eyeliner.
- Colour for eyeliner illustration.
- Colour theory for lips.
- Colour for lips illustration.

## Art of Drawing Eyebrows, Eyeliner and Lips

- Enhancing eyebrows.
- The art of drawing on eyebrows.
- Popular eyebrows styles.
- Powder look.
- Hairstroke technique.
- Combination brows.
- Face shape of eyebrows illustration.
- How to use a measuring tool.
- Eyebrow shapes.
- The art of drawing on eyeliner.
- Eyeliner styles illustration.
- Measuring extended eyeliner.
- Basic eye shapes illustration.
- The art of drawing on and enhancing lips.
- Correction for lips illustration.
- Drawing on lips for a procedure.
- Measuring lips illustration.

## Implanting Colour and Stretching Techniques

- Introduction to implanting and stretching techniques.
- Table setup.
- Needle used for procedures.
- Colour implanting applicators.
- Implanting colour.
- Eyebrow styles and implanting techniques.
- Eyebrow stretching techniques.

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- Eyeliner styles and implanting techniques.
- Eyeliner stretching techniques.
- Lips styles and implanting techniques.
- Lips stretching techniques.
- Colour results to light.
- Migration.

## Steps to Follow During a Procedure

- Steps to follow for eyebrows.
- Steps to follow for eyeliner.
- Steps to follow for lips.

## Healing / Aftercare

- Healing process.
- Permanent Make Up aftercare.

## Different Permanent Make Up Procedures

### Permanent Eyebrows

- Shadowing / Powder.
- Full / Block.
- Hairstroke. (*With machine*)
- Combination brows.

### Permanent Eyeliner

- Traditional eyeliner.
- Lash enhancement.

### Permanent Lips

- Lip liner.
- Full lips including a lip liner.
- Full lip shading.

## Marketing Your Business

- Marketing strategies.
- Calendar for marketing.
- Search Engine Optimization. (SEO)
- Importance of a website.
- Establishing your own business.

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# The Paramedical Course is an add on to our Permanent Make Up Course:

## WITH YOUR BELUS DEVICE:

**R15 500.00**

### Included to this Price will be:

- 10 x 9 Pin Mesotherapy Needles.
- 5 x 3RS Needles
- 5 x 7RS Needles
- 5 x 5 Flat Needles
- 1 x Tattoo Removal with CD
- 6 Practice Safety Needles
- 2 Practice Meso Needles
- 1 Day training
- Training manual
- Certificate

## WITH YOUR ORON DEVICE:

**R16 500.00**

### Included to this Price will be:

- 10 x 9 Mesotherapy Needles
- 5 x 3RS Needles
- 5 x 7RS Needles
- 5 x 5 Flat Needles
- 1x Tattoo Removal with CD
- 6 Practice Cartridge
- 2 Practice Meso Needles
- 1 Day Training
- Training Manual
- Certificate

What is Paramedical Procedures / Skin Needling? A new treatment is emerging in the ever-changing beauty industry, creating brand new, healthy, younger looking skin. Skin Needling, Needle Dermabrasion, Collagen Induction Therapy (CIT), Percutaneous Collagen Induction (PCI), Skin Remodelling and now Multitrepannic Collagen Actuation (MCA) are all names used to describe a Skin Needling procedure, where the result of the healing process result in improved skin texture and thickens the dermis. Skin Needling actually creates thicker skin and improves the integrity of the skin. This procedure is used to reduce wrinkles, laxity, acne scarring, pits, discoloration, stretch marks, surgical scarring, burn and trauma scarring. It is simple, safe, painless, has NO complications and the clients consistently get great results. Needling is done with the use of a rotary machine. Nothing is injected; it is your own body healing itself. We just trick the body into producing new healthy skin!

- Skin Needling. (Targets specific areas and great for acne scars, wrinkles, pigmentation, stretch marks and much more)
- Areola 3D-effect / Nipple restoration.
- Tattoo / Pigment removal.

After the course you will be able to treat/ remove:

- Wrinkles
- Burn scares
- Fine lines
- Stretch marks
- Aged loose neck
- Spider veins
- Acne scaring
- Surgical scaring
- Sagging skin
- Sun damage
- Enlarged pores
- Bags around eyes
- Scaring
- Broken capillaries

Let us be the one that lead you into the next generation of Anti-Aging!

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# CELEBBROWS®

## MICROBLADING & MANUAL SHADING

**CelebBrows® Microblading and Manual Shading course is a two day course.**

(All bookings directly through head office. Email: [hello@suleloggenberg.co.za](mailto:hello@suleloggenberg.co.za). Telephone: +27 83 271 8675 or +27 16 976 8336 )

### What is Microblading?

Microblading, also known as microstroking, is an advanced brow embroidery technique whereby a superfine row of needles is used to create thin, hair like strokes on the skin, which last approximately 12 - 24 months. It is ideal for creating a very full and realistic looking brow, and is becoming an increasingly popular method of doing Permanent Make Up. It is quite similar to Hair Stroke Permanent Make Up using the machine method, however the strokes are finer. Therefore, permanent make up brows completed using Microblading / Microstroking technique are not as permanent due to the fact that a much smaller amount of pigment is inserted into the skin as compared to fully or solidly filled eyebrow. Permanent Make Up techniques Microblading / Microstroking are to be considered semi-permanent, lasting usually around 12 months before a retouch is required. People suffering from Alopecia, Trigonometrical or any other condition that causes hair loss benefit greatly from Microblading. One, two or even three different shades of pigment can be used, creating a single, double or even triple layer brow, giving a 3D-brow effect.

### INTRODUCING CELEBBROWS® MICROBLADING

CelebBrows® Microblading & Manual Shading is a new, innovative way of doing Microblading. CelebBrows® Microblading & Manual Shading was founded by Sulé Loggenberg after attending Master Classes from Masters in Microblading from all over the world in June 2016.

### 3 STEPS OF CELEBBROWS® MICROBLADING TRAINING

- **Pre - Study:** Familiarize yourself with the material. Practice the techniques and pay attention to detail. This is a very important exercise and it helps you to form a better understanding of the hair strokes. Students not doing the pre study struggle to keep up in the actual training sessions with those who did the pre study.
- **Actual Training:** If you did your pre-study would have formed an idea on the CelebBrow measurements, strokes and shapes and be more confident during the actual training. During this session you will complete theory, practice strokes, and finish with a live model.
- **After Study:** Reading and investigation of different scenarios, experimenting with different shapes, strokes and colours on your practice skins will give you more confidence when performing the actual procedures. We have an excellent after support hot-line where all the trainers are ready to answer all your questions. Remember, practice makes perfect.

### CELEBBROWS® MICROBLADING TRAINING FRAME WORK OUR UNIQUE WAY OF DOING MICROBLADING

- Safety of Microblading.
- Hair stroke rules.
- Correct way of doing Microblading.
- Different needles available.
- Healing and after care.
- Sterilizing of needles / instruments.
- Pigments.



## TWO DAY TRAINING WITH STANDARD KIT FOR 50 CLIENTS - R9 500.00

The cost per procedure is less than R65 and the fee for the Microblading procedure should average R2000. That means that the kit will produce approximately R100 000 of income performing 50 procedures at R2000.

QUANTITY	DESCRIPTION
50	18U Flexi blades
25	14 Curved blades
25	3 Round needles
1	Re-usable Microblading tool
1	Microblading Stander
50	Disposable plastic hand piece sleeves
1	CelebBrows Pigment - Taupe
1	CelebBrows Pigment - Rich Brunette
1	CelebBrows Pigment - Beautiful Black
1	CelebBrows Pigment - Cool Brown
1	CelebBrows Pigment - Warm Brown
1	CelebBrows Pigment - Corrective Brown
50	Pigment Rings
1	Colour Wheel
50	Tooth Picks
1	Sharps container
1	No Need for Pain 1 (Anaesthetic Cream) 15g
1	No Need for Pain 2 (Anaesthetic Gel) 1Oz/30ml
1	Eyebrow pencil
1	Flat tip eyebrow pencil
1	Eyebrow stencil
1	Vineer (Callipliers)
1	Eyebrow ruler (Round)
1	Flat Skin Practice Material
1	3D Eyes Practice Material
1	Plastic Roll
1	Re-usable Face Mask
1	Notebook and Pen
5	Black Cardboards
1	International Accredited Certificate
1	Training Manual

## TWO DAY TRAINING WITH DELUX KIT FOR 100 CLIENTS - R15 000.00

The cost per procedure is less than R65 and the fee for the Microblading procedure should average R2000. That means that the kit will produce approximately R200 000 of income performing 100 procedures at R2000.

QUANTITY	DESCRIPTION
50	18U Flexi Blades 0.20mm
50	18U Flexi Blades 0.18mm
25	14 Curved Blades
25	3 Round for manual tool
1	Microblading Stander
100	Disposable Plastic Handpiece Sleeves See Through
1	NPM Pigment - Havana
1	NPM Pigment - Madrid
1	NPM Pigment - Milano
1	NPM Pigment - Moscow
1	NPM Pigment - Paris
100	Pigment Rings
1	Colour Wheel
100	Toothpicks
1	Sharps Container
1	No Need for Pain 1 - (Anaesthetic Cream) 15g
1	No Need for Pain 2 - (Anaesthetic Gel) 1Oz/30ml
1	Eyebrow Stencil
1	Vineer (Callipliers)
1	Eyebrow Ruler Round
1	Flat Skin Practice Material
1	3D Eyes Practice Material
1	Plastic Roll
1	Re-Useable Face Mask
1	Training Manual
5	Black Cardboards
1	International Accredited Certificate
1	Paperwork Printing
1	Pen
1	Note Book
1	Kit Bag

# Student Testimonials

## STUDENT TESTIMONIAL

Hi, my name is Dulce, I did my permanent make-up training with Sulé Loggenberg. I am so pleased that I did do my training with her. Sulé has been absolutely awesome! She goes that extra mile for her students. She is always kind and patient ready to help. I would recommend Sulé Loggenberg's permanent make-up training to anyone who wants personal training. My experience with Sulé has been very pleasant, whenever I have any query or problem she has been there for me. The service I get from Sulé is excellent. Thank YOU Sule for helping me become a Permanent make-up artist. - **Dulce**

## STUDENT TESTIMONIAL

Ek wil graag vir Sulé, Alet van Permanent Make-Up Techonology bedank vir die vriendelikheid, kwaliteit van die opleiding en die professionele manier hoe die bespreking en al my vrae hanteer was, van die moment wat ek besluit het om PMU te gebruik na al die navorsing, tot die dag wat ek uiteindelik my serficate ontvang het. Ek was self'n bietjie skepties oor die "numbing", maar kan met selfvertroue sê dat ek al my vertroue daarin, asook in die produkte van PMU-Tech gekry het nadat dit self op my toegepas is. Die opleiding is baie gemaklik gemaak met die nodige hulp en geduld in die gemaak van my "eie omgewing". Jy is 'n stunning mens om mee saam te werk... Baie dankie dat jy jou ondervinding met my kon deel. PMU Technology is beslis my eerste keuse, en kan dit met 'n ope hart aanbeveel aan enige iemand wat op die regte manier wil leer.

- **Johanita**

## STUDENT TESTIMONIAL

Na baie navorsing oor PMU het PMU Tech se produk net eenvoudig uitgestaan. Ek kon nie anders as dadelik 'n e-pos stuur en my datum vir opleiding vas te maak nie. My e-pos is dadelik beantwoord met al my vrae. Wat vir my fantasies was is dat ek opleiding kon ontvang in my eie salon en wat uitgestaan het is dat die pigmente wat ons gebruik organies is maw. ons pigmente verkleur NOOIT. Ons 'numbing' is so stunning my kliente dink dis die awesomeste ooit. Ek kan met n baie groot trots sê hierdie produk het Kimberley se mense aan die praat. Almal is baie opgewonde om te kom vir PMU en hierdie stunning produk te probeer... met die gevolg bestel ek my 2de pak met 50 naalde die week. Oppad na 100 kliente merk. YAY! Sulé en Alet baie dankie vir julle vriendelikheid. PMU Tech is verseker n eerste keuse as dit kom by opleiding en produkte.

- **Gerda**

## STUDENT TESTIMONIAL

Thanks so much for your patience while training me at your academy. Great presentation and demonstration on live models! Thank you for giving me confidence to succeed in this new career path I have chosen. You are incredibly patient and the most wonderful instructor. I learned so much from you! I would also like to give thanks to you and your team for offering a "after training" support system that enables one to ask for help when needed. Much appreciated! - **Madré**

## STUDENT TESTIMONIAL

KNOWLEDGE is power... and with the training at SULÉ LOGGENBERG ACADEMY & CLINIC you simply gets the best of both worlds... Knowledge and the best tools and products. The whole program went much easier and more fun than I thought it would be! I found Sulé to be a wonderful teacher and fabulous person. She was very encouraging, builds your confidence and goes the extra mile to deliver the finest instructions in Permanent Make Up, Para-medical tattooing and Skin Needling. I would recommended her in a heart beat for anyone considering any classes. I am so grateful to ba part of the SULÉ LOGGENBERG ACADEMY & CLINIC - family! Best pigment, best technology. Best staff! -

**Arlie**

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# Hair Follicle Simulation Information Pack

## (For Belus and Oron machine owners)

### What is Hair Follicle Simulation?

The Hair Follicle Simulation also known as HFS was developed by the method's inventor Moshe Alul. The underlying concept of this technology involves penetrating pigment into the scalp to create the illusion of short hair follicles. Until recently, the standard method for introducing pigment into the scalp was by insertion, using only a single needle, in a long, painful and time-consuming process that produced average to below average results.

The NPM patented revolutionary roller is now replacing use of the needles and shortening treatment time by 90%, with remarkably accurate appearance as a hair follicle. This procedure is now exclusive to Sule' Loggenberg Academy & Clinic & Trainers.

#### THE PROCESS OF MICRO PIGMENTATION:

We penetrate through the epidermal layer using a needle that inserts the pigments. This layer of cells changed every few weeks, so this technique will gradually fade but can last up till about four years. Unlike a tattoo which uses a needle that penetrates the layer of sub cutis, the layer we penetrate has no regeneration of the pigment cells so Hair Simulation can last for a long while.

There are several things the patient should avoid the day of application: wetting the treated area, wiping it, sun exposure, scratching / peeling and using creams / other materials on treated area.

Any further visit will improve the look of the scalp and hair simulation will integrate with natural hair. The number of treatments will vary from patient to patient depending on his scalp. To preserve the final result application should be repeated with emphasis on one application every year.

In the case we are treating a scar reaction is different because scar tissue reacts differently comparing to non-scarred skin tissue and therefore it requires a greater number of treatments and the use of a slightly darker shade of pigment. In addition the patient will come back within a few months for a session that strengthens the fast fading pigment in the scar area. Treatment duration ranges from 30 minutes to two hours depending on the treated area.

#### IT IS STRICTLY FORBIDDEN TO PERFORM HAIR SIMULATION IN THE FOLLOWING CASES:

- Patients undergoing chemotherapy.
- Patients who suffer from blood clotting.
- Those who suffer from infectious diseases and HIV / hepatitis.
- Patients with epilepsy.
- Those who suffer from diabetes.
- Albinos.
- People with heart / liver conditions and high blood pressure.
- Patients who consume alcohol / drugs.
- During antibiotic therapy.

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## HFS Full kit content

QUANTITY	DESCRIPTION
1	White pencil
5	1 RL 0.25
5	Black Mamba
5	Rollers
1	HFS Pigment - Medium Brown
1	HFS Pigment - Dark Brown
1	HFS Pigment - Light Brown
1	HFS Pigment - Grey
1	HFS Pigment - Brunette
1	Surgical marking pen
5	Plastic trays
1	Flat Skin Practice Material
1	Manikin mask

### Choose your option:

**NPM HANDPIECE  
ONLY FOR BELUS  
OWNERS & TG EN  
POINT DEVICE  
R37 000.00**

**ONLY TRAINING FOR  
ORON MACHINE  
OWNERS  
R27 000.00**

*Thank you once again for the interest in my training. We hope to hear from you soon.*

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