



FUNDAMENTAL PERMANENT MAKEUP PROGRAM

The most complete training for beginners



By Natalia Markajani
and Anastasia Maximova
ALTRA PMU



NATALIA MARKAJANI



Owner and founder of ALTRA, a premier permanent makeup studio and academy in Columbia, Maryland.

Certified artist, trainer, and speaker, specializing in Powder/Ombre Brows, Lip Blushing, Lip Neutralization, and Permanent Eyeliner. Winner of multiple PMU competitions and a sought-after speaker at industry conferences.





ANASTASIA MAXIMOVA



Renowned artist and trainer with over 12 years of experience, specializing in the Nano Hair Stroke technique, Ombre Brows, Combo Brows, and Lip Blushing. Winner of numerous competitions in the Nano Brows and Lip Blush categories, and an invited judge and speaker at the most prestigious PMU conferences. Anastasia holds an MBA in Dermatology and a Bachelor's degree in Arts.





OUR PROGRAM IS FOR YOU, IF YOU ARE:

BEAUTY SPECIALIST who wants to



- add an additional service;
- move into a new high-paying profession;
- work less but earn more.

WORK FOR HIRE who wants to



- radically change your field of work;
- break the ceiling in wages;
- be able to create your work schedule.

STUDENT



- who does not want to wait for graduation and dreams of earning money in their free time.

STAY AT HOME MOM who wants to



- gain financial independence;
- successfully combine work schedule with life.

And also absolutely any person who dreams of learning permanent makeup, making people even more beautiful and having a consistently high income.

MONEY IS OPPORTUNITY

I calculated your possible income in the first month after training and the prospects for income growth in the next 5-6 months:

IMMEDIATELY AFTER TRAINING:

Minimum cost of the procedure:	\$200
Working hours per day 1 client:	2-3 hours
Number of working days per month:	20 days
INCOME PER MONTH:	\$4000

AFTER 4-5 MONTHS OF WORK

Minimum cost of the procedure:	\$500
Working hours per day 2 clients:	5-6 hours
Number of working days per month:	16 days
INCOME PER MONTH:	\$16 000

TRAINING



PROGRAM

Our course is a simple step-by-step system, following which you will become a sought-after artist with high income



OPTIONS:

- POWDER/OMBRE BROWS
- + COMBO BROWS
- LIPBLUSHING
- BROWS + LIPS

ONLINE THEORY AND PRE-TRAINING starts 10 days prior to in person class



You're added to Telegram chat group

- 01 Study at your convenient time and place
- 02 Do homework
- 03 Submit assignments in telegram
- 04 Daily feedback from instructor

Viewing the theoretical block and taking the exam

S INCLUDED IN TRAIN

GROUP CLASS. PRACTICAL PORTION

**ONE AREA (BROWS OR LIPS) - 6 DAYS IN PERSON
(2X A WEEK)**

**STUDENT GETS TO WORK ON 3 LIVE MODELS
HOURS:**

DAY 1-2 10:00 AM - 6:00 PM

DAY 3-4 10:00 AM - 3:00 PM (LIVE MODEL)

DAY 5-6 10:00 AM - 2:00 PM (LIVE MODEL)

**2 AREAS (BROWS + LIPS) - 9 DAYS IN PERSON
(2X A WEEK)**

**STUDENT GETS TO WORK ON 5 LIVE MODELS
(3 BROW AND 2 LIP MODELS)**

DAY 1-2 10:00 AM - 6:00 PM

DAY 3-4 10:00 AM - 3:00 PM (LIVE MODELS)

DAY 5-6 10:00 AM - 2:00 PM (LIVE MODELS)

DAY 7-9 10:00 AM - 3:00 PM (LIVE MODELS)

**1:1 PRIVATE CLASS
FULLY CUSTOMIZED
\$1,550 PER DAY**

***Models are provided; we'll let you know in advance if any assistance is needed on your end.**



IN ONLINE THEORY OF “ALTRA PMU” YOU’LL LEARN

- What is permanent make-up
- Types of permanent make-up
- Workplace organization
- Contraindications to permanent makeup
- Complications after permanent makeup
- Types of neoplasms
- All about skin
- Scarring
- Color perception
- Filters in the skin
- Color types
- Anesthetics
- Machines
- Needle theory
- Techniques in Brow and Lip PMU
- Brows and Lips Anatomy
- Working with asymmetry
- Pre-draw/mapping
- Post-care
- Brows and Lips shading pattern
- Healing process
- Popular mixes
- Color theory
- Pigmentology

And much more . . .



NOW LET'S MOVE ON TO THE EXCITING PART BONUSES



01

A full kit enough to do 20 procedures, including machine, needles, pigments, latex, disposables etc

02

Client intake forms and insurance recommendations

03

Marketing guide

04

Certificate of Completion

05

Unlimited ongoing support

06

Special rate for shadowing, mentorship days, and advanced classes

07

Exclusive workbook

08

2 Complimentary booth rental days

09

Online Removal lesson





COURSE COST

"ALTRA PMU"

**By Natalia Markajani and
Anastasia Maximova**

1 area \$3900

2 areas \$5400

4 students per class max

Payment plans available





DAY 1

- **Brow design and pre-draw**
- **First strokes on latex**

DAY 2

- **Practice on latex and brow mapping**
- **Students' model with the trainer's help**

DAY 3

- **Students' model under close supervision**
- **Marketing tips**

DAY 4

- **Students' model under close supervision**
- **Q&A and certificates**



YOU ALSO GET:

- **A full kit enough to do 20 procedures, including machine, power supply, needles, pigments, etc**
- **Client intake forms**
- **List of supplies**
- **Insurance recommendations and how to start your business**
- **Certificate of Completion**
- **Ongoing support for 6 months**
- **Special rate for shadowing days and advanced classes**





WHAT IS INCLUDED IN TRAINING:



1 AREA - POWDER/OMBRE BROWS TECHNIQUE

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starts 10 days prior to in person class



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