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**Course Prospectus
2024/2025**

About

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Katie Fearn is a Liverpool based Cosmetic Permanent Makeup Artist and CEO of INKD Liverpool. Katie qualified in her first PMU treatment in 2019 and has since attended numerous courses and masterclasses to improve her skillset and knowledge.

Before starting her PMU career Katie worked in healthcare - 10 years with North West Ambulance Service & 3 years in NHS Blood Donation - and is a qualified phlebotomist. After becoming a mother Katie decided to start her own business to enable her to work around her children and earn more money, all whilst creating a better work life balance for herself.

5 Years on Katie is one of the most skilled Microblading artists in the North West and is an approved training partner and Sponsored Artist with Killer Beauty, one of the UK's biggest tattoo suppliers.



"I'm incredibly passionate about the PMU industry and believe that proper foundation training really makes a huge difference - this is why I'm on a mission to provide the best training possible"

In 2024 we've seen a massive period of growth and expansion, not only in opening our second studio but also recruiting another staff member to assist on our courses and provide treatments for clients.

Our second studio is a safe space for rent to students just like yourself, it's a place that you can complete case studies & see your first clients without the stress of monthly rent on a salon space. The added bonus being that you will have a tutor on hand in another room should you need any support!

At INKD we believe in ethical, responsible teaching - meaning that our courses are tailored to ensure that you receive the support you need during and after your course, we are experienced artists that genuinely care about your investment, and we'll be there to cheer you on in every success you achieve!



Katie & Lisa - Tutors @ INKD

A career in Permanent Makeup

Completing a fundamental training course with INKD will ensure that you have the skills to start your business well and with all the information that you need. Katie invests greatly in each and every student and will always ensure that any questions you have are answered with facts and reason.

Permanent Makeup treatments range in price depending on area but in your first year of trading there is real prospect of carving out a rewarding career, whilst working part time. If you work hard to develop your skill the earning potential is limitless, brows are always in demand and being fully booked months in advance is possible.

Potential earnings

3 new clients per week	6 new clients per week	9 new clients per week
£250 Average price per treatment	£250 Average price per treatment	£250 Average price per treatment
£3000 Monthly Turnover	£6000 Monthly Turnover	£9000 Monthly turnover
£36000 Yearly Turnover	£72000 Yearly Turnover	£108000 Yearly Turnover

Now, forget everything on the above chart, YES the prices on the chart are correct for treatments but the average PMU artist doesn't make £108k per year, this is over exaggerated to sell a dream thats not achievable for most, and I'm here to be honest with you. What IS achievable is potential to earn about £80 per hour, when you've committed yourself and built up your skill to a point where you can charge full price. Let's be honest, even half of that is a very good hourly rate! You must be willing to apply yourself and push your business, you get out what you put in!

Our Courses



The Full Works

Course for beginners

The Full Works Course - Learn it all! This course isn't for the faint of heart, on this 9 day course you will learn to create gorgeous microbladed, combination & ombre brows, beautiful lip blush, and saline tattoo removal - enabling you to offer your clients a full range of permanent makeup! This is our most cost effective course and the easiest to earn your investment back as you will have a treatment to suit pretty much every client! You will take home a kit worth over £600 and can jump right in!

Course Structure

- 40 hours at home pre course study - 70+ modules
- 9 days face to face training
- Mapping and stroke practice homework
- Case studies to be submitted before certification

What's included

- Dragonhawk Mast wireless tattoo machine
- 40 Needle cartridges
- 50 quality pro nano-blades
- Full set of high quality pro pigments (brows & lips)
- All mapping tools - inked string, china pencils, Calipers, brushes
- Consumables - pigment rings, alcohol wipes, lancets, & much more
- Sharps box
- 3 Full manuals - one for each treatment
- Workbooks - Mapping, stroke practice, pattern practice
- 12 months access to online learning platform
- Models provided if required
- Exclusive discounts for suppliers
- ABT & BIAccredited qualification

What will you learn

- Extensive & essential micropigmentation theory work including but not limited to H&S, licensing, colour theory, anatomy, skin types & suitability
- Pre-draw & mapping
- Correct technique
- To understand the process of each treatment
- To complete each treatment
- How to carry out consultation
- Business tips & tricks
- The best ways to develop your new skills

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DAY 1 - COURSE CURRICULUM

- Introduction to microblading
- Professional ethics, h&s, Hygiene, Disinfectant
- Preventing contamination & Cross infection
- Effective hand washing, Correct PPE & usage
- Local authority licencing, Sharps removal contracts, insurance
- Blood borne pathogens, vaccinations, eliminating risk
- Anatomy, Skin Analysis, Facial muscles & Hair, Skin types
- Contra-indications, Contra-actions
- Consultation, Allergy testing, eligibility
- Colour theory, Fitzpatrick scale, skin tone
- Pigments, undertones, pigment choice
- Blade types, different uses, how to set up work area
- Stroke patterns explained
- Latex practice
- Microblading technique, how to hold tools, angles, depth
- Eyebrow mapping intro- anatomy of the brow, the golden ratio, tools

DAY 2 - COURSE CURRICULUM

- Demo model ****microblading****
- Model 1 - student with assistance ****microblading****

DAY 3 - COURSE CURRICULUM

- Model 2 - student ****microblading**
- Introduction to Machine Ombre
- Machine types, needle theory & uses
- Machine setup
- Latex intro - getting to know your machine
- Latex practice - different techniques

DAY 4 - COURSE CURRICULUM

- Demo model ****Ombre brows****
- Model 3 - student with assistance ****combination brows****

DAY 5 - COURSE CURRICULUM

- Model 4 - student with assistance ****Ombre brows**
- Model 5 - Student ****Ombre brows****



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DAY 6 - COURSE CURRICULUM

- Introduction to Lip Blush
- Anatomy, skin analysis, suitability
- Contra-indications, contra-actions
- Consultation, allergy testing, eligibility
- Colour theory, fitzpatrick scale, skin tone
- Pigments, undertones, pigment choice
- Advanced mapping
- Differences between brows & lips
- Machine types, needle theory & uses
- Latex intro

DAY 7 - COURSE CURRICULUM

- Demo model ****Lip Blush****
- Model 1 - student with assistance ****Lip Blush****

DAY 8 - COURSE CURRICULUM

- Model 2 - student ****Lip Blush****
- Model 3 - student ****Lip Blush****

DAY 9 - COURSE CURRICULUM

- Intro to Saline tattoo removal
- Correct technique
- To understand the process of removing pigment.
- The differences between Saline & Laser removal
- How to carry out consultation
- Demo model
- Student model



Course cost -
£4500 including full pro kit -saving
£1250 when booked together

Full Brow PMU

Course for beginners

The Full Brow PMU Course - it does exactly what it says on the tin! On this 5 day course you will learn to create gorgeous microbladed, combination & ombre brows, enabling you to offer your clients a full range of brow permanent makeup! This is our most cost effective course and the easiest to earn your investment back as you will have a brow to suit pretty much every client! You will take home a kit worth over £600 and can jump right in!

Course Structure

- 30 hours at home pre course study - 50+ modules
- 5 days face to face training
- Mapping and stroke practice homework
- Case studies to be submitted before certification

What's included

- Dragonhawk Mast Y22 wireless tattoo machine
- 40 Needle cartridges
- 20 quality pro nano-blades
- Full set of high quality pro pigments
- All mapping tools - inked string, china pencils, Calipers, brushes
- Consumables - pigment rings, alcohol wipes, lancets, cotton buds
- Sharps box
- Full manual - colour printed with over 130 pages
- Workbooks - Mapping, stroke practice, pattern practice
- 12 months access to online learning platform
- Models provided if required
- Exclusive discounts for suppliers
- ABT accredited qualification

What will you learn

- Extensive & essential micropigmentation theory work including but not limited to H&S, licensing, colour theory, anatomy, skin types & suitability
- Pre-draw & mapping
- Correct technique
- To understand the process of each treatment
- To complete each treatment
- How to carry out consultation
- Business tips & tricks
- The best ways to develop your new skills

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DAY 1 - COURSE CURRICULUM

- Introduction to microblading
- Professional ethics, h&s, Hygiene, Disinfectant
- Preventing contamination & Cross infection
- Effective hand washing, Correct PPE & usage
- Local authority licencing, Sharps removal contracts, insurance
- Blood borne pathogens, vaccinations, eliminating risk
- Anatomy, Skin Analysis, Facial muscles & Hair, Skin types
- Contra-indications, Contra-actions
- Consultation, Allergy testing, eligibility
- Colour theory, Fitzpatrick scale, skin tone
- Pigments, undertones, pigment choice
- Blade types, different uses, how to set up work area
- Stroke patterns explained
- Latex practice
- Microblading technique, how to hold tools, angles, depth
- Eyebrow mapping intro- anatomy of the brow, the golden ratio, tools

DAY 2 - COURSE CURRICULUM

- Demo model ****microblading****
- Model 1 - student with assistance ****microblading****

DAY 3 - COURSE CURRICULUM

- Model 2 - student ****microblading**
- Introduction to Machine Ombre
- Machine types, needle theory & uses
- Machine setup
- Latex intro - getting to know your machine
- Latex practice - different techniques

DAY 4 - COURSE CURRICULUM

- Demo model ****Ombre brows****
- Model 3 - student with assistance ****combination brows****

DAY 5 - COURSE CURRICULUM

- Model 4 - student with assistance ****Ombre brows**
- Model 5 - Student ****Ombre brows****

Course cost -

**£2999 including full pro kit - saving
£1000 when booked together**



Microblading

For beginners

Microblading is one of the most popular brow treatments in the UK, it is the most searched for brow treatment on Google and shows no sign of slowing down. As well as being incredibly popular, start up costs for microblading are lower than most other types of PMU making it easier to make your investment back.

Course Structure

- 18 hours at home pre course study - 50+ modules
- 4 days face to face training
- Mat and stroke practice homework
- Case studies to be submitted

What's included

- 20 quality pro nano-blades
- Full set of high quality pro pigments
- All mapping tools - inked string, china pencils, Calipers
- Consumables - pigment rings, alcohol wipes, lancets, cotton buds
- Sharps box
- Full manual
- Workbooks - Mapping, stroke practice, pattern practice
- Models provided if required
- Exclusive discounts for suppliers
- ABT accredited qualification

What will you learn

- Extensive & essential micropigmentation theory work including but not limited to H&S, licensing, colour theory, anatomy, skin types & suitability
- Pre-draw & mapping
- Correct technique
- To understand the process of microblading
- To complete a microblading treatment
- How to carry out consultation
- Business tips & tricks
- The best ways to develop your new skills

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COURSE CURRICULUM DAY 1

- Introduction to microblading
- Professional ethics, h&s, Hygiene, Disinfectant
- Preventing contamination & Cross infection
- Effective hand washing, Correct PPE & usage
- Local authority licencing, Sharps removal contracts, insurance
- Blood borne pathogens, vaccinations, eliminating risk
- Anatomy, Skin Analysis, Facial muscles & Hair, Skin types
- Contra-indications, Contra-actions
- Consultation, Allergy testing, eligibility
- Colour theory, Fitzpatrick scale, skin tone
- Pigments, undertones, pigment choice
- Blade types, different uses, how to set up work area
- Latex intro

COURSE CURRICULUM DAY 2

- Eyebrow mapping intro- anatomy of the brow, the golden ratio, tools
- Stroke patterns explained, how to
- Latex practice
- Microblading technique, how to hold tools, angles, depth
- Demo model
- Aftercare

COURSE CURRICULUM DAY 3 & 4

- Model days - 4x models assisted by Katie

Case studies are required to pass this course.



**Course cost -
£1899 including full pro kit**

Ombre brows

For beginners

Ombre brows - or machine brows, are another popular & profitable treatment. Your investment will be covered sooner rather than later with this ever growing technique. Unlike microblading ombre is suitable for all skin types and is better for correctional work. Your kit comes with a top of the range machine and full pigment set to ensure your extra costs are minimal.

Course Structure

- 18 hours at home pre course study - 50+ modules
- 4 days face to face training
- Outline & shading homework
- Case studies to be submitted

What's included

- Dragonhawk MAST Y22 wireless machine
- Full set of high quality pro pigments
- All mapping tools - Inked string, china pencils, Calipers
- Consumables - pigment rings, alcohol wipes, cotton wool, tattoo soap
- Sharps box
- Full manual with over 100 pages
- Mapping workbook
- Models provided if required
- Exclusive discounts from Cosmedic Supplies, Buff Brows & FIX'D
- ABT accredited qualification

What will you learn

- Extensive & essential micropigmentation theory work including but not limited to H&S, Licensing. Colour theory, Anatomy, Skin types & suitability.
- Pre-draw
- Correct technique
- To understand the process of tattooing the skin.
- To complete an Ombre brow treatment
- How to carry out consultation
- Business tips & tricks
- The best ways to develop your new skills

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COURSE CURRICULUM DAY 1

- Introduction to Ombre
- Professional ethics, H&S, hygiene, disinfectant
- Preventing contamination & cross infection
- Effective hand washing, correct PPE & usage
- Local authority licencing, sharps removal contracts, insurance
- Blood borne pathogens, vaccinations, eliminating risk
- Anatomy, skin analysis, suitability
- Contra-indications, contra-actions
- Consultation, allergy testing, eligibility
- Colour theory, fitzpatrick scale, skin tone
- Pigments, undertones, pigment choice
- Machine types, needle theory & uses
- Machine setup
- Latex intro - getting to know your machine

COURSE CURRICULUM DAY 2

- Eyebrow mapping intro- anatomy of the brow, the golden ratio, tools
- Latex practice
- Machine technique, how to properly hold your machine, angles, depth
- Demo model
- Aftercare

COURSE CURRICULUM DAY 3 & 4

- Model days - 4x models assisted by Katie

Case studies are required to pass this course.

Course cost -
£2100 including full pro kit



Lip Blush

For beginners

Lip Blush - or lip tattoo is a super popular treatment. More and more clients are looking to ditch the lippy and have their fave colour on permanently! Your kit comes with a top of the range machine and full pigment set to ensure your extra costs are minimal.

Course Structure

- 18 hours at home pre course study - 50+ modules
- 3 days face to face training
- Outline & shading homework
- Case studies to be submitted

What's included

- Dragonhawk MAST Y22 wireless machine
- Full set of high quality pro pigments
- All mapping tools - Inked string, brushes, concealer
- Consumables - pigment rings, alcohol wipes, tattoo soap
- Sharps box
- Full manual with over 100 pages
- Mapping workbook
- Models provided if required
- Exclusive discounts from Killer Beauty
- ABT accredited qualification

What will you learn

- Extensive & essential micropigmentation theory work including but not limited to H&S, Licensing. Colour theory, Anatomy, Skin types & suitability.
- Pre-draw
- Correct technique
- To understand the process of tattooing the skin.
- To complete a lip blush treatment
- How to carry out consultation
- Business tips & tricks
- The best ways to develop your new skills

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COURSE CURRICULUM DAY 1

- Introduction to lip blush
- Professional ethics, H&S, hygiene, disinfectant
- Preventing contamination & cross infection
- Effective hand washing, correct PPE & usage
- Local authority licencing, sharps removal contracts, insurance
- Blood borne pathogens, vaccinations, eliminating risk
- Anatomy, skin analysis, suitability
- Contra-indications, contra-actions
- Consultation, allergy testing, eligibility
- Colour theory, fitzpatrick scale, skin tone
- Pigments, undertones, pigment choice
- Machine types, needle theory & uses
- Machine setup
- Latex intro - getting to know your machine



COURSE CURRICULUM DAY 2

- Demo model
- Student & tutor model
- Aftercare

COURSE CURRICULUM DAY 3

- Model day - 2x models assisted by Katie

Case studies are required to pass this course.



Course cost -
£1999 including full pro kit

Microblading to Machine Conversion Course

For microblading artists, this course will teach you to create soft, pixelated ombre brows. The natural next step in your career, we will teach you to transfer your skills to this new type of brow and add some serious growth to your business. Machine and starter kit is included in the course cost.

Course Structure

- 12 hours at home pre course study - 30+ modules
- 3 days face to face training
- Outline & shading homework
- Case studies to be submitted

What's included

- Dragonhawk MAST Y22 wireless machine
- 40x Cosmedic Supplies needle cartridges
- Full manual with over 100 pages
- Models provided if required
- Exclusive discounts from Cosmedic Supplies, Buff Brows & FIX'D
- ABT accredited qualification
- Unlimited aftercare

What will you learn

- Extensive & essential micropigmentation theory work including but not limited to H&S, Licensing. Colour theory, Anatomy, Skin types & suitability.
- Correct technique
- To understand the process of tattooing the skin.
- To complete an Ombre brow treatment
- How to carry out consultation
- Business tips & tricks
- The best ways to develop your new skills

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COURSE CURRICULUM DAY 1

- Introduction to Ombre
- The differences between machine & blade
- Machine setup - wrapping your machine
- Needle configurations & uses
- Anatomy, skin analysis, suitability
- Contra-indications, contra-actions
- Technique, depth, angles, speed
- Pigments, undertones, pigment choice
- Latex intro - getting to know your machine
- Detailed tutor demo

COURSE CURRICULUM DAYS 2&3

- Model days - 4x models assisted by Katie

Case studies are required to pass this course.



**Course cost -
£1599 including machine &
cartridges**

Machine Brow to Lip Blush Conversion Course

For Ombre/Powder brow artists, this course will teach you to create gorgeous lip blush using your existing skills! You'll receive some of my favourite pigment colours and everything you need to map perfectly!

Course Structure

- 12 hours at home pre course study - 30+ modules
- 2 days face to face training
- Outline & shading homework
- Case studies to be submitted

What's included

- Full manual with over 100 pages
- Various lip pigments & mapping equipment
- Models provided if required
- Exclusive discounts from Killer beauty
- ABT accredited qualification
- Unlimited aftercare

What will you learn

- Extensive & essential micropigmentation theory work including but not limited to H&S, Licensing. Colour theory, Anatomy, Skin types & suitability.
- Correct technique
- To understand the process of tattooing the skin.
- To complete a lip blush treatment
- How to carry out consultation
- Business tips & tricks
- The best ways to develop your new skills

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COURSE CURRICULUM DAY 1

- Introduction to blush
- The differences between lips & brows
- Needle configurations & uses
- Anatomy, skin analysis, suitability
- Contra-indications, contra-actions
- Technique, depth, angles, speed
- Pigments, undertones, pigment choice
- Latex practice
- Detailed tutor demo

COURSE CURRICULUM DAY 2

- Model day- 2x models assisted by Katie

Case studies are required to pass this course.

**Course cost -
£1499 including essentials kit**



Machine to Microblade Conversion Course

For machine brow artists, this course will teach you to create realistic and undetectable microblading. Add a more natural brow to your portfolio and grow your business. This course includes high quality blades & handles and covers more than your basic microblading patterns.

Course Structure

- 12 hours at home pre course study - 30+ modules
- 3 days face to face training
- Stroke pattern homework
- Case studies to be submitted

What's included

- 20x Cosmedic Supplies blades & handles
- Full manual with over 100 pages
- Models provided if required
- Exclusive discounts from Cosmedic Supplies, Buff Brows & FIX'D
- ABT accredited qualification
- Unlimited aftercare

What will you learn

- Extensive & essential micropigmentation theory work including but not limited to H&S, Licensing, Colour theory, Anatomy, Skin types & suitability.
- Correct technique
- To understand the process of tattooing microblading.
- To complete a microblading treatment
- How to carry out consultation
- Business tips & tricks
- The best ways to develop your new skills

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COURSE CURRICULUM DAY 1

- Introduction to microblading
- The differences between machine & blade
- Blade setup
- Blade configurations & uses
- Anatomy, skin analysis, suitability
- Contra-indications, contra-actions
- Technique, depth, angles, speed
- Pigments, undertones, pigment choice
- Latex intro - getting to know your blade
- Detailed tutor demo

COURSE CURRICULUM DAYS 2&3

- Model days - 4x models assisted by Katie

Case studies are required to pass this course.



**Course cost -
£1399 including full pro kit**

Salt & Saline Tattoo Removal

For machine artists. Learn how to remove unwanted pigment from the skin, this treatment is suitable for PMU or body tattoos. This course includes online pre learning & one half day face to face training, plus a starter kit to get you going.

Course Structure

- 6 hours face to face training
- Certifiable on the day

What's included

- 1x bottle removal solution
- Hydragel
- Full manual
- Models provided if required
- Exclusive discounts from Killer Beauty
- Accredited qualification
- Unlimited aftercare

What will you learn

- Correct technique
- To understand the process of removing pigment.
- The differences between Saline & Laser removal
- How to carry out consultation

**Course cost - £750
including starter kit**



add this course to any
other course for £300