



CherryinkTM
BEAUTY GROUP

MICRO
BLADING



www.cherryinkgroup.co.za

Manual Microblading, sometimes referred to as Brow Micro-pigmentation, Manual Technique, Hand Method Eyebrow Permanent Makeup, Feather Brows, 3D-6D Brows, Cosmetic Tattooing and Eyebrow Embroidery, originated in Asia and has become very popular in the last few years all across the world.

Manual Microblading is done by using a unique hand instrument. The tool itself does not need any power to work. The manual tool has a fixed small disposable blade with various amount of needles. This creates very crisp, fine hair strokes that don't blur after healing like you would experience with a traditional permanent makeup machine.

The needles are thinner than those used in machines. They are stable and everything is done with hand movement only. The depth of the pigment injection will not reach the deepest layer of dermis, producing an effect of extremely fine and natural looking hair.

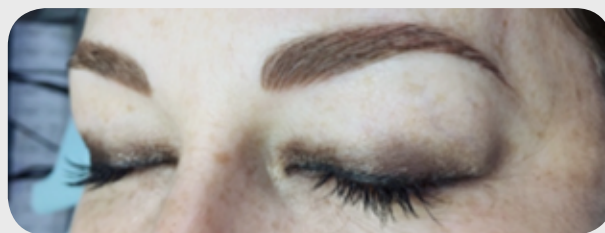


WHY MICROBLADING?

- Because every hair on the missing part of your eyebrow is drawn individually, which makes the eyebrows look as natural as possible
- Because you are fed up with filling up your eyebrows with a pencil every day
- Because you want to look natural and put together even when you wake up, relax on holidays or exercise
- Because the final look is adapted to your hair colour, skin tone and the direction of your eyebrow hair growth
- Because your face will look more youthful and brighter while you will be more confident

DURABILITY OF MICROBLADING

- The durability of the pigment depends mostly on the skin type and life style (exposure to sun, cosmetic procedures, etc.)
- The results of microblading can last from 1 to 2 years
- About a month after the procedure, the client comes in for a check-up and a touch-up
- A touch-up once a year is recommended to retain the saturation of pigment



ADVANTAGES OF MICROBLADING

- Very natural-looking results
- Each hair can be set very precisely
- Hair can be adapted to the direction of growth
- Hair can be drawn with a slight bend
- Very finely defined hairs drawing
- A very natural result is achieved which does not look like a usual tattoo as hairs are "drawn" in their natural direction.
- It is cheaper and easier to use a manual tool
- Thicker pigment is used that does not change colour but slowly fades instead (periodic top up is necessary to highlight the already existing result)
- Hairstrokes are 3 times thinner and more realistic than semi-permanent make up hairstrokes.
- Remains of 11-18 months, pigment does not change colour.
- The procedure is painless and is performed much faster than micropigmentation
- Very low labor and equipment costs.



WHY CHOOSE CHERRYINK?

- SUZÉ Steyl has been specializing in Permanent makeup since 1998.
- She goes overseas every year to attend international conferences and training always staying up to date with the newest trends, and techniques of the industry.
- We are the sole distributors of the Midas Microblading system, changing the face of microblading.
- Our Pigments are world class rated, specially formulated for Microblading.
- We manufacture and sell the best anaesthetics, no pain, no swelling.
- We take pride in the fact that we have near a 1000 photos on our Facebook page, u can see exactly what u get, before u come.
- No surprises, no empty promises.
- We put our money where our mouths is.
- Network of more than a 100 technicians across South Africa all part of A referral network.
- 24 Hour support in case u need assistance.
- Always supplying the best products the industry has to offer.
- Giving Conferences and workshops twice a year with new techniques staying ahead of development.
- We BELieve in THE PROOF IS IN THE PUDDING.

ADVANCED PROCEDURE

Like any other art form, microblading takes proper resources, mentors and, most importantly, practice to create beautiful, natural-looking brows. If you want to be the best at anything it's going to take practice – not just a few days of training. That's why we go beyond offering a few permanent makeup classes. We have established an excellent platform for our students to receive ongoing training, and all the support they need.

We want to help you succeed, so our students get:

- Continued support for questions after completing courses
- Are allowed to Shadow our Educators on scheduled days, whilst they are doing clients in the clinic.
- Exclusive continued workshops & conferences via our trainers (additional cost)

MIDAS

MICROSTROKING REINVENTED

YOUR NEW FAVORITE TOOL IS HERE

Where design meets performance :
You hold it, but it doesn't hold you back.



- ✓ Preconfigured golden 17° angle
- ✓ Hygienic disposable all-in-2 needle design
- ✓ Sharp & precise to effectively deliver pigments
- ✓ Fully sterilized in individual package
- ✓ Featherweight ergonomic non-slip grip
- ✓ Equipped with medical grade stainless steel and material
- ✓ Lot and date coded
- ✓ Extensive needle line up coming soon

0.3mm

- Supplies, products and materials
- Marketing content and consulting
- Cherryink brand association
- Included in a Learning Board on Facebook, to post work and learn from, dedicated to Cherryink PMU Technicians only
- Included in a Whatsapp group for 24 hour support, tips and advice.
- Everyday the top photos admitted by techs are chosen, and posted with contact details on our FB page, extra exposure to the technician, our page has more than 21000 members.

To be the best, you never stop learning and improving. Microblading is an art that cannot be rushed over a couple days.



MICROBLADING 4-DAY COURSE (No prior PMU education)

Our 4 day course focuses on the artistic principles to brow design with an emphasis on color theory, skin types, Hygiene & Safety, eye brow design, strokes and the fundamentals of microblading. Class sizes are small and each student will have the opportunity to work on three live models prior to course completion. At the end of the four days, students will be able to start microblading on their own.

Hands-on 4 day training covers the following:

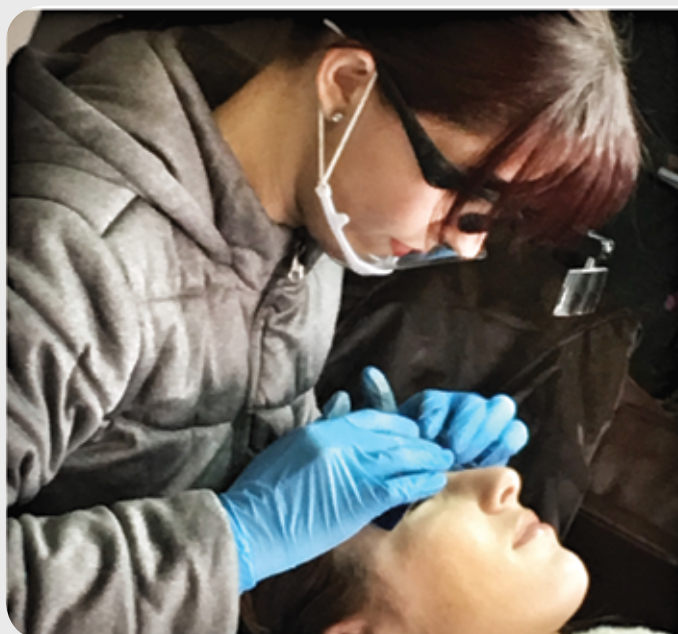
- Infection control
- Safety and Compliance
- Understand skin, including age, texture, & undertones
- Skin preparation
- Finding correct skin depths and pressure
- Color theory and Fitzpatrick skin types
- Color pigments, mixing and factors to lasting longer
- Micro-stroking techniques to natural looking brows
- Eyebrow or other procedural design
- Various brow designs and selection
- Measuring brows and facial features
- Proper handling of equipment, such as single-use disposable microblading handle and needle groupings
- Instructor procedure demonstrations
- Hands on training with drawing, microblading on various mediums
- Working on 3 live models.
- Much much more..



After students have completed both the hands on 4-day training and online training, totaling 100 training hours, they will be required to submit 10 case studies of their own microblading work showing the following images for 10 individual clients:

- Pre-procedure before and after photo (front, right and left angles)
- Touch-up before and after photo (front, right and left angles) 6 -8 weeks after initial procedure.
- Healed results before and after photo (front, right and left angles) 8 weeks after touch up

TRAINING FEE: R7000 (EXCLUDING KIT)



MICROBLADING PMU PROFESSIONAL TRAINING 1-DAY COURSE

You already offer permanent make-up and you want to expand your service to win more customers? Become a microblading specialist and inspire your customers with the new technique of pigmentation for eyebrows and also increase your business volume.

Especially for Pmu professionals, Cherryink will provide an intensive 1 day training program, so that u can work safely with the technique in your own Institute afterwards.

TRAINING FEE: R3500 (EXCLUDING KIT)



GET CHERRYINK MASTER CERTIFICATION AS A MASTER TECHNICIAN

For those students who want to stand out from the crowd and be the best at microblading, we offer a Master Certification. This is an effective way to go beyond permanent makeup training and establish yourself as a real professional.

Everyday the top photos will be chosen from all work submitted, at the end of the month we will calculate whose work was chosen the most, they will be awarded Cherryink's Master Brow artist.

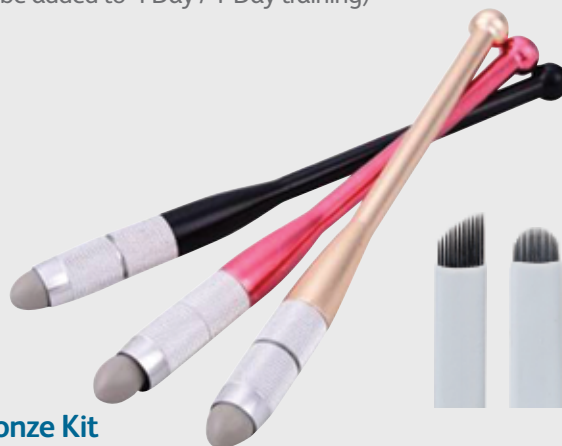
As a certified Cherryink Master Technician, you will receive:

- Recognition as a master microblading artist.
- Cherryink Master Certification Award
- Name feature on Cherryink's website
- Rights to Cherryink logo and trademark
- Cherryink Branded clothing
- Cherryink marketing support & client referral program
- And much, much more...

Our courses has been structured from start to finish with you in mind, to assure that when you complete your training, you will leave with the specialist skills that guarantee you will feel confident to perform microblading procedures, reassured in your choice of academy and with a qualification that is renowned and acknowledged by your future clients.

KIT OPTIONS:

(to be added to 4-Day / 1-Day training)



Bronze Kit (Basic Microblading blades with Steelpen)

Item	New Selling Price
50 x Product cups	65-00
1 x Product cup holder	85-00
2 x Afterinked Pillowpack	90-00
1 x Flat practice skin	100-00
1 x Cherryink Magic	620-00
1 x Supernumb	350-00
1 x Brow Design Pencil	145-00
1 x Cherryink Glycolic	275-00
2 x Cherryink Pigments	1,200-00
1 x Microblading Tool	130-00
1 x Microblading Needles #12 (20)	800-00
9 x Eyebrow Stickers (3 of each shape)	27-00
1 x Cherryink Carry Bag	150-00
1 x PMU Manual	1,250-00
1 x Consent Form	
1 x Aftercare Form	
Total	R5,287-00

COST PER TREATMENT

Item	Price
Misc	30-00
Wipes	20-00
Pigment cup	1-30
Microbrush	5-00
Microblade	120-00
Pigment	30-00
Sticker	3-00
Anaesthetic	40-00
Total	R249-30

Recommended charge per client	1,200-00
less cost per treatment	249-30
PROFIT PER CLIENT	R950-70

The Kit covers 20 clients	24,000-00
less 20 treatment costs	4,986-00
PROFIT PER KIT	R19,014-00



Silver Kit (Midas Microblading System)

Item	New Selling Price	COST PER TREATMENT	
100 x Micro brushes	210-00	Item	Price
50 x Product cups	65-00	Misc	30-00
1 x Product cup holder	85-00	Wipes	20-00
5 x Afterinked Pillowpack	225-00	Pigment cup	1-00
1 x Flat practice skin	100-00	Microbrush	5-00
1 x Cherryink Magic	620-00	Microblade	95-00
1 x Supernumb	350-00	Pigment	30-00
1 x Brow Design Pencil	145-00	Sticker	3-00
1 x Cherryink Glycolic	275-00	Anaesthetic	40-00
1 x Crystal Anaesthetic	365-00	Total	R223-00
4 x Cherryink Pigments	2,400-00		
1 x MIDAS Autoclavable Microblading Tool	350-00	Recommended charge per client	1,200-00
1 x MIDAS Microblading Needles #12 (30)	2,850-00	less cost per treatment	223-00
30 x Eyebrow Stickers (10 of each shape)	90,00	PROFIT PER CLIENT	R977-00
1 x Cherryink Carry Bag	150-00		
1 x PMU Manual	1,250-00	The Kit covers 30 clients	36,000-00
1 x Consent Form		less 30 treatment costs	6,690-00
1 x Aftercare Form		PROFIT PER KIT	R29,310-00
Total	R9,580-00		

PROFESSIONAL SUPPLY MIDAS MICROBLADING TOOLS





Platinum Kit (Midas Microblading System)

Item	New Selling Price	COST PER TREATMENT	
1 x Tweezer	150-00	Item	Price
1 x Small Scissors	65-00	Misc	30-00
100 x Micro brushes	210-00	Wipes	20-00
100 x Product cups	130-00	Pigment cup	1-00
1 x Product cup holder	85-00	Microbrush	5-00
20 x Afterinked Pillowpack	900-00	Microblade	95-00
1 x Baby Wipes	35-00	Pigment	30-00
1 x *Box Handgloves	100-00	Sticker	3-00
1 x 3D Practise skin	132-00	Anaesthetic	40-00
1 x Flat practice skin	100-00	Total	R223-00
1 x Cherryink Magic	620-00		
1 x Supernumb	350-00		
1 x Brow Design Pencil	145-00	Recommended charge per client	1,200-00
1 x Cherryink Glycolic	275-00	less cost per treatment	223-00
1 x Crystal Anaesthetic	365-00	PROFIT PER CLIENT	R977-00
6 x Cherryink Pigments	3,600-00		
1 x MIDAS Autoclavable Microblading Tool	350-00	The Kit covers 50 clients	60,000-00
1 x MIDAS Microblading Needles #12 (50)	4,750-00	less 50 treatment costs	11,150-00
30 x Eyebrow Stickers (10 of each shape)	90-00	PROFIT PER KIT	R48,850-00
1 x Cherryink Carry Bag	150-00		
1 x PMU Manual	1,250-00		
1 x Consent Form			
1 x Aftercare Form			
Total	R13,902-00		



To Book your Space for the Course, we require 50% deposit, After which we will send u our Advanced Training Manual, To be studied prior to the Course.

The remaining amount to be paid in full one week before the course commences.

LOOKING FORWARD TO WELCOME U TO OUR TEAM..

YOURS FRIENDLY IN BEAUTY

SUZÉ STEYL



This training course was compiled for and on behalf of Cherry Ink Beauty Group

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