



TRAINING BEAUTY & BEYOND



THE ULTIMATE MAKEUP ARTISTRY COURSE

Course Guide



BECOME A QUALIFIED MAKEUP ARTIST AND LAUNCH A SUCCESSFUL BEAUTY BUSINESS.

Unlock your potential and elevate your passion for beauty with our **Ultimate Makeup Artistry Course** - the most **comprehensive** and **dynamic** makeup programme available online. Whether you're a beginner or looking to refine your skills, this course is designed to transform your talent into a **professional makeup career**.

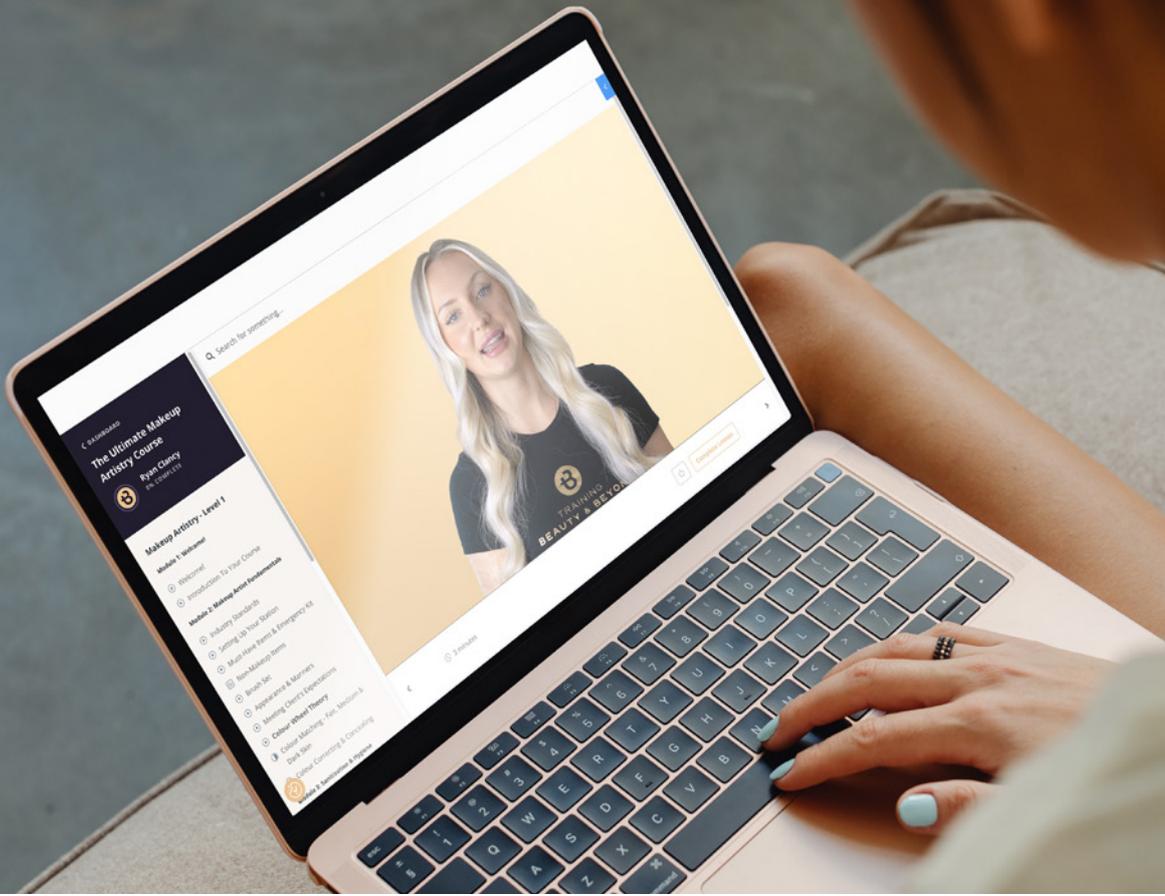
What truly sets our course apart is the **luxury makeup kit branded with your very own logo** - an exclusive feature that distinguishes you in the industry from day one. Additionally, we offer **unlimited private one-to-one coaching**, ensuring you receive **personalised support** whenever you need it. To help you launch your brand with confidence, our in-house design team will create a bespoke logo and branding package **at no extra cost**.

Immerse yourself in a hands-on learning experience that combines **expert-led video tutorials** with detailed guides. With **100% online access**, you can learn at your own pace, mastering everything from **basic techniques** to **advanced skills** like bridal makeup, smokey eye, and on-set looks for the fashion and entertainment industries.

Whether you aspire to start your own makeup business or secure a top position in a salon, our **Ultimate Makeup Artistry Course** equips you with the skills, branding, and confidence to succeed. This is more than just a course - **it's your gateway to a thriving career in makeup artistry!**



“**YOUR
SUCCESS
IS OUR
SUCCESS**”



ABOUT US

Training Beauty & Beyond all started with one key mission: "To provide unique flexible online beauty courses to aspiring beauty professionals chasing their dreams, ready to take on a new challenge and launch a beauty business, whether from home or the high street!"

Our mission is to transform you into a successful beauty professional by providing **top-level** online beauty courses. We're putting you back in control! We are here to **personalise** the experience for each of our students, so you will **never** have to feel like you have invested in a beauty course that is focused on the entire group.

Can you relate to one of the following?

- *You're a busy parent who struggles to find the time to follow your beauty passion?*
- *You're tired, overworked and drained due to working the same old 9-5 job that you aren't passionate about?*
- *You keep delaying starting your beauty venture because you're unsure about your potential and need a step-by-step guide?*
- *You have an innate passion for beauty and would love to be your own boss but don't know where to start?*

If you can, this course is for you!

ACCREDITATION





ACCREDITED PROVIDER

#779999

Verify @ <https://thecpdregister.com>

Our partners include IPHM & The CPD group who regulate our courses to ensure they are up to date and of the highest quality. By receiving an accredited qualification, it means you are able practice beauty legally and gain insurance.

COURSE OVERVIEW: WHAT'S INCLUDED



MODULE 8:
CUT GREASE



MODULE 9:
BRIDAL



MODULE 12:
ABSTRACT & CREATIVE



MODULE 13:
1940'S



LEARN FROM HOME

Become fully qualified anytime, anywhere, and at your **own pace**.



BESPOKE STUDENT KIT

A luxury **custom made** kit professionally branded with your logo proudly displayed.



CUSTOM LOGO

A **unique logo** created and tailored for you by our very own in house **design team**.



BUSINESS GUIDANCE

Strategies and a **step-by-step** plan on how to properly set-up your own beauty practice.



VIDEO CHAT

Unlimited 1-to-1 coaching with our beauty experts where you can personally interact.



PAYMENT OPTIONS

Choose to pay in full, or on a payment plan from **£12.79 per week!**



SOCIAL MEDIA

Accelerator course to show you exactly how to **launch** and **grow** your social media account.



24/7 ACCESS

24 hours a day, 7 days a week **unrestricted** access to all of your enrolled courses.



ACCREDITED CERTIFICATE

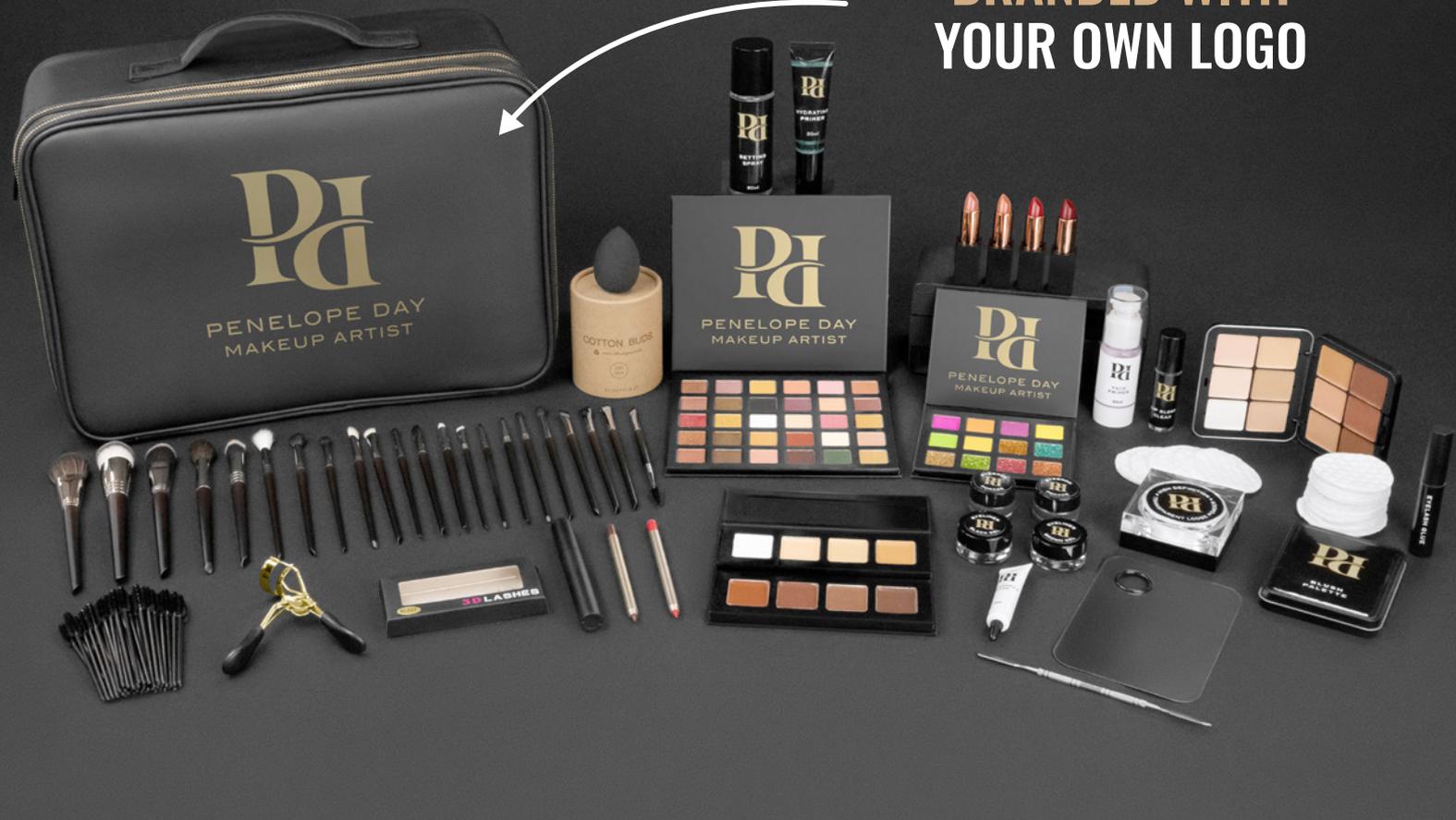
Receive two stamps of **approval** from **IPHM** and **CPD Group** on your makeup qualification.

MAKEUP KIT INCLUDED

WITH YOUR OWN CUSTOM LOGO



**BRANDED WITH
YOUR OWN LOGO**



Included with this course, you receive a free makeup kit, with everything you need to not only learn, but also to start servicing clients once you're qualified!

This kit includes:

1x Black & Gold Makeup Case
22x Luxury Makeup Brushes
1x Metal Palette & Spatula
1x Cream Foundation Palette
1x Cream Blush Palette
2x Eyebrow Gels
2x Eyeliner Gels
4x Lipstick Shades
1x Clear Lip Gloss
2x Lip Liners (Red & Nude)
1x Setting Spray
1x Face Primer

1x Hydrating Primer
1x Eyelash Curler
50x Mascara Wands
1x Waterproof Mascara
1x False Lashes
1x Eyelash Glue
1x Beauty Blender
1x Eyeshadow Base
2x Concealer Palettes (Dark & Light Shades)
1x 30 Colour Eyeshadow Palette (Shimmer & Matte)

1x 12 Colour Eyeshadow Palette (Matte & Glitter)
1x Translucent Setting Powder
1x Makeup Remover
100x Cotton Pads
200x Cotton Buds

**+ FREE KIT CUSTOMISATION
WITH YOUR OWN LOGO**

Not only that, each student gets to work alongside our design team to create a unique logo for your business, which will then be applied to your kit before it is sent to you!

COURSE BREAKDOWN

LEVEL ONE



Module 1: Welcome

- Welcome!
- Introduction To Your Course

Module 2: The Fundamentals

- Industry Standards
- Setting Up your Work Station
- Must-have Items & Emergency Kit
- Non-Makeup Items
- Brush Set Overview
- Appearance & Manners
- Meeting Client's Expectations
- Colour Wheel Theory
- Identifying Skin Tones - Cool, Warm & Neutral
- Colour Matching - Fair, Medium & Dark Skin
- Colour Correcting & Concealing

Module 3: Sanitisation & Hygiene

- Sanitisation Protocols & Hygiene Standards
- Precision Use of Disposable Tools
- Advanced Sponge Application Techniques
- Brush Sanitisation Best Practices
- Contraindications & Client Consultations

Module 4: Face Structures

- Face Shapes
- Eye Shapes
- Eyebrow Shapes

Module 5: Skin Preparation

- Skin Type & Skin Analysis - Dry, Oily & Combination
- Different Types Of Foundations
- Primers & How To Use Them
- Working With Mature Clients

Module 6: Mastering Makeup Basics

- "No Makeup" Makeup
- Day-Time Makeup
- Day-Time To Night-Time Makeup
- Foundation Application
- Mascara Application + Fix
- Brow Shaping

- Long-Lasting Lipstick
- Red/Dark Lipstick Techniques
- Do's & Don'ts Part 1
- Do's & Don'ts Part 2
- Do's & Don'ts Part 3

Module 7: Contour, Bronzer & Highlighter

- Difference Between Contouring & Bronzer
- Cream Contour & Bronzer Application
- Powder Contour & Bronzer Application
- Underpainting Technique

Module 8: Lash & Eyeshadow Techniques

- Halo Eye
- Cut-Crease
- Gel Eyeliner Application - Flick
- How To Use An Eyelash Curler
- How To Apply Lashes - Strip & Individual
- Smokey Eyeliner
- Black/Brown Smokey Eye

Module 9: Bridal Makeup

- Creating A Bridal Makeup Look
- How To Create A Look That Will Last All Day
- Using Inspiration Photos & Meeting Expectations
- Trials & Why We Do them
- How To Elevate A Bridal Trial
- Creating A Wedding Morning Makeup Schedule
- Bridal Contract

Module 10: Basic Makeup For TV/Film Sets

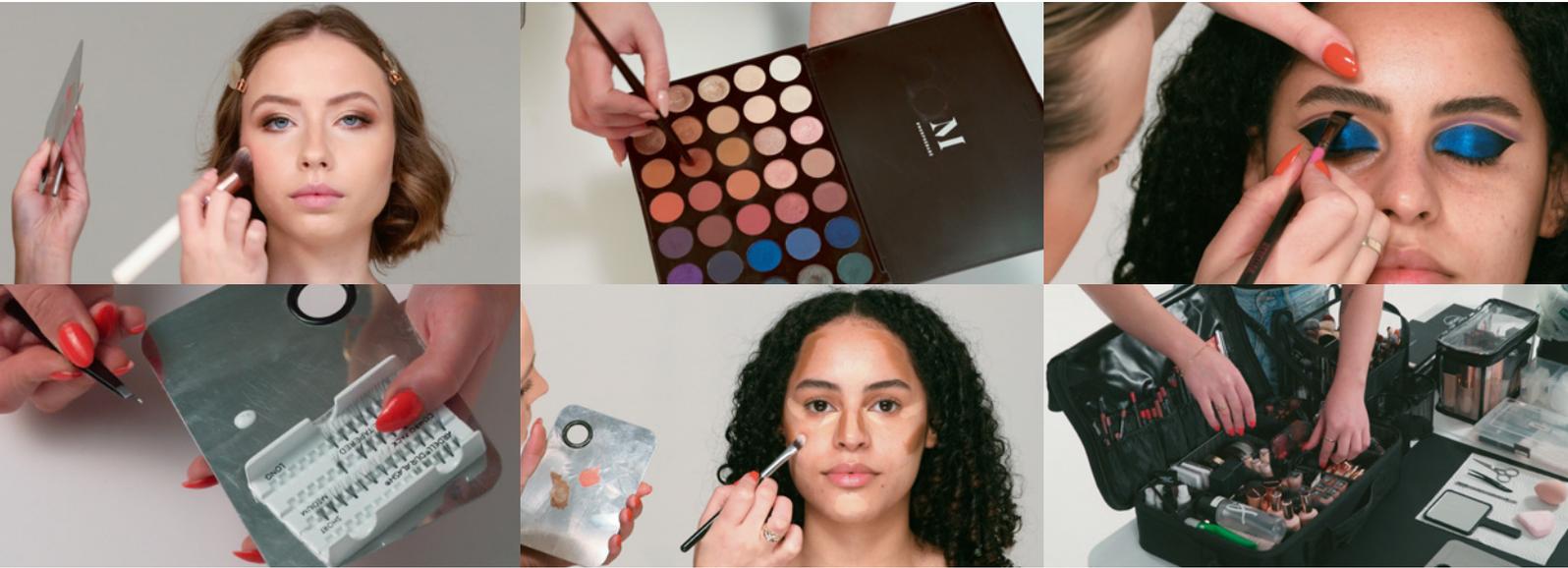
- Male Grooming
- Tattoo Cover & Removal
- Working With Children On Set



TOTAL:
57 VIDEOS

COURSE BREAKDOWN

LEVEL TWO



Module 11: Advanced Techniques

- Creative Makeup: What's The Difference?
- Finding Inspiration
- Preparing For Editorial, Fashion Shows & Runways
- Staying Motivated & Inspired As A Makeup Artist

Module 12: Makeup For Photography & Editorial

- Glossy Skin
- Graphic Eyeliner Look 1
- Graphic Eyeliner Look 2
- Abstract & Creative Makeup

Module 13: The History Of Makeup - Period Looks

- The History Of Makeup
- 1920's Look
- 1930's Look
- 1940's Look
- 1950's Look
- 1960's Look
- 1970's Look
- 1980's Look

Module 14: Business, Branding & Marketing

- Working As A Makeup Artist; Where To Start
- Working On Counter
- Assisting MUA's & Why It Is Important
- Building A Professional Website
- Social Media Marketing
- Youtube for Beauty Creators & Educators
- Using Pinterest For Inspiration & Promotion

Module 15: Maximising Your Income

- Using Reviews and Testimonials
- Navigating Negative Feedback
- Building a Portfolio
- How to Get Clients
- How to Price Services
- How To Apply For Professional Discounts

+ **OVER 60** INTERACTIVE
QUIZZES & ASSIGNMENTS



TOTAL:
29 VIDEOS

COURSE BREAKDOWN:

BUSINESS SECTION



Module 1: Welcome

- Congratulations - You've Made It!
- What's Covered In This Training
- Study Recommendations

Module 2: Social Media & Advertising

- Introduction To Facebook
- Creating A Professional Page On Facebook
- Introduction To Instagram
- Creating a Professional Page On Instagram
- How To Take Stunning Pictures Of Your Work
- Using Canva
- What Content Should I Post?
- How To Schedule Posts
- Social Media Ads

Module 3: Setting Up On Google

- Introduction To Google
- How To Create A Professional Page On Google
- How To Get 5-Star Reviews

Module 4: Beauty Business Fundamentals

- Introduction To Business
- Limited Company VS Sole Trader
- How To Set Up As A Ltd Or Sole Trader
- Different Beauty Business Models
- Insurance & Beauty
- Licenses & Beauty
- Securing A Premises
- GDPR & Beauty

Module 5: How To 'WOW' Your Clients

- How To Professionally Present Yourself
- Going Above & Beyond - TB&B Style!
- How To Secure A Rebooking
- Referral Program
- Loyalty Program

Module 6: Pricing Your Services

- Things To Consider
- Pricing Strategy To Secure Your First 10 Clients
- Calculating Profits & Losses

Module 7: Creating A Website

- The Need For A Website
- DIY Website Creation
- Outsourcing Your Website

Module 8 - Health & Safety

- Introduction To Health & Safety
- Things To Consider
- COVID-19

Module 9: Working With Suppliers

- How To Choose Your Lash Supplier
- Ordering Stock

Module 10: 'The Launch Strategy'

- Step-By-Step Launch Strategy

Module 11: Ready...Set... Launch!

- Congratulations, You've Done it!
- Social Media Posts



**TOTAL:
42 VIDEOS**

TESTIMONIAL: CHLOE

WHAT OTHER TB&B STUDENTS SAY ABOUT US



“WOW - WHAT A GREAT COURSE!”

“Couldn’t Be Happier! I’ve been wanting to do a makeup course for ages but never found one that seemed good enough. Then I stumbled across Beauty & Beyond’s Ultimate Makeup Course, and I couldn’t believe how much it actually covered!... The quality is amazing, and it gives you everything you need to get started. This course has been a game changer for me, and I can’t recommend it enough!”

- Chloe | TB&B Makeup Artistry Graduate

TESTIMONIAL: HOLLY

WHAT OTHER TB&B STUDENTS SAY ABOUT US



“THIS COURSE BLEW ME AWAY”

“What really stood out to me was the attention to detail in every aspect of the training. The course goes deep into all areas of makeup... The video tutorials were really easy to follow, even for someone like me with almost no prior experience. I never felt overwhelmed because I could take my time and go back whenever I needed.”

- Holly | TB&B Makeup Artistry Graduate

TESTIMONIAL: MELISSA

WHAT OTHER TB&B STUDENTS SAY ABOUT US



“ I COULDN'T BE HAPPIER!”

“Everything from the get go was such a great experience, from talking to a career consultant to get enrolled and then speaking with my beauty tutors and the logo design team, who created the most beautiful logo for my business and the kit blew my mind. The course itself is extremely in depth, you literally learn everything, I cannot wait to launch my business.”

- Melissa | TB&B Makeup Artistry Graduate



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DO YOU WANT TO BE THE NEXT SUCCESS STORY?

Speak with a career consultant by
clicking the button below:

BOOK A CALL HERE