

VIOLET ZHERKA

COSMETIC TATTOO CLINIC & TRAINING ACADEMY

COSMETIC TATTOO FUNDAMENTAL TRAINING COURSE OUTLINE

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INTRODUCTION

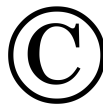
CONGRATULATIONS! This is your first step into an exciting and rewarding career in Permanent Cosmetics!

Here at Violet Zherka's Academy we offer a top notch educational experience. Our Primary Training Course, is set up to help you succeed! This intensive packed course will give the beginning student a solid fundamental education to get started in the cosmetic tattoo industry.

We are a licensed institute with an approved training program by the American Academy of Micropigmentation (AAM) and Violet Zherka is a Certified Permanent Cosmetics Professional, of the Society of Permanent Cosmetic Professionals (SPCP). Violet is also a certified micropigmentation Instructor (CMI) with the AAM. Our Training course follows all the American Academy of Micropigmentations guidelines which are the highest in the permanent cosmetics industry. The AAM is one of the largest international organizations in the permanent cosmetics industry and one of the only organizations that officially approves permanent cosmetic trainers.

This 106 hour primary course is an excellent introduction to permanent cosmetics. (41 hours of home study and 65 hours of class room study)

COME AND LEARN THE NECESSARY SKILLS THAT WILL SET YOU APART FROM OTHER TECHNICIANS STARTING OUT IN THE BUSINESS!



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ABOUT OUR TRAINING

OUR MOTO – “CREATING THE ULTIMATE ILLUSION OF NATURAL.” –VIOLET ZHERKA

AS THE WORLD EVOLVES INTO A NEW DEFINITION OF NATURAL, SO DOES THE COSMETIC TATTOO INDUSTRY. VIOLET ZHERKA’S CLASS LESSONS INCORPORATE 4 OF YOUR MOST IMPORTANT SENSES NEEDED TO CREATE; LISTENING, VISUALIZING, DISCUSSING AND TOUCH. SHE HAS APPLIED HER BACKGROUND IN ART INTO HER PROGRAM. FROM AN ARTISTIC APPROACH, VIOLET HAS MADE IT CAPABLE FOR ALMOST ANYONE TO LEARN, UNDERSTAND, LOVE AND CREATE.

HERE AT VIOLET ZHERKA’S ACADEMY ARTISTS ARE BORN!

LEARN

HER COURSE WILL HELP YOU LEARN THE SCIENCE BEHIND PERMANENT COSMETICS, AND THE ART OF APPLICATION.

UNDERSTAND

ONCE LEARNING YOU START APPLYING YOUR THEORY TO THE ART ASPECT OF LEARNING. MAKING YOU MORE CAPABLE OF MAKING THOSE CONNECTIONS IN YOUR MIND OF THEORY AND APPLYING IT TO YOUR HANDS.

LOVE

LOVING OR LEARNING TO LOVE WHAT YOU ARE CAPABLE OF CREATING AND HOW YOU CAN CHANGE ONES LIFE.

CREATE

ONCE ALL OF THE ABOVE ARE APART OF YOU, YOU CAN CREATE MAGIC, AND YOUR POTENTIAL INCOME CAN BE TREMENDOUS.

VIOLET ZHERKA BELIEVES THAT IF YOU CAN CREATE THE ART THAT YOU WOULD LOVE TATTOOED ON YOURSELF, THEN YOU ARE READY TO DO THIS!

LET HER GUIDE YOU ON YOUR JOURNEY! EVERY PROCEDURE SHES EVER DONE WAS DONE FROM THE HEART.

PRE-TRAINING REQUIREMENTS

THE INFORMATION BELOW IS AN OUTLINE OF PRE-CLASS REQUIREMENTS FOR OUR COSMETIC TATOO PRIMARY TRAINING PROGRAM.

ORIENTATION	1-2 HOURS
SPCP- PERMANENT COSMETICS TEXTBOOK-(NEWEST EDITION) "THE FOUNDATIONS OF FUNDAMENTAL APPLICATIONS".	20 HOURS
SPCP WORKBOOK - (NEWEST EDITION)	12 HOURS
SPCP GLOSSARY OF TERMS	3 HOURS
OSHA BLOODBORNE PATHOGENS (STANDARD ONLINE CLASS) - HTTP://YOURTRAININGPLACE.COM	4 HOURS

**Cost of 100 hour course is currently \$6,000. (Price will increase in the future)
Your Permanent Cosmetics Machine is included in course as well.**

-COURSE MATERIALS ARE INCLUDED IN PRICE. BLOODBORNE PATHOGENS ONLINE COURSE IS THE STUDENTS RESPONSIBILITY.

CURRICULUM & PROGRAM OF STUDIES

1. INTRODUCTION TO PERMANENT COSMETICS

- **Brief History of Tattoos and its relation to permanent cosmetics**
- **Facts about Cosmetic Tattoos**
 - method; lecture/Keynote presentation
 - materials: Permanent Cosmetics: “The Foundation of Fundamentals Application”

2. Safe Practices for Permanent Cosmetics Technicians

Technician Safety

- Hand washing
- Gloves
- Personal Protective Equipment (PPE)
- Hepatitis B vaccination
- Contagious diseases (know your ABC's)
- Exposure Control Plan (EPC)

- **Equipment & Procedure Room**
 - Acceptable forms of sterilization
 - Disinfectants & Antiseptics
 - Standard Precautions
 - Sharps Containers
 - Regulated Waste
 - Standard “Housekeeping”

- **Bloodborne Pathogens**
 - Cross Contamination
 - Universal/Standard Precautions
 - CDC Guidelines
 - OSHA Guidelines

- **Proper Handling of all Equipment & Supplies**
- **Sanitary Measures during procedure set up**
- **Sanitary Measures during after procedure clean up**
 - Method: Lecture, Keynote presentation
 - Materials: Permanent Cosmetics- “The foundation of Fundamental Application” Copy of OSHA blood borne Pathogens Standards
 - Goal; Student will understand the importance of standard practices being authorized by the industry and governing agencies to ensure safety and minimizing cross contamination for Permanent Cosmetics

3. Introductions to Machines and Devices

- Manual
- Coil
- Rotary
- Digital (being used in training and most commonly used in the industry)
 - Method; Lecture/Keynote presentation
 - Materials; SPCP Equipment Manual
 - Goal; Student Identifying different machines, devices available and understanding how the work

4. Machine Theory

- Explore Digital Machine being used during Training
 - Operation & maintenance
 - Use; Speeds, Pressure and Angles
- Method; Lecture/Keynote presentation / Demonstration/students hands on practice
- Materials; Machine being used
- Goal; learning and understanding all aspects of the digital machine

5. Needles

- Needle Selection
 - Group, Number, Configuration and Diameters
 - focus; #3 Liner, #5 Round Shader, #7 Round Shader
 - Different techniques to complement all skin types
 - How mechanically used in the skin
 - Different movements to create different effects
 - Depth control
- Maintenance (only single use, pre-sterile, and all disposable)
 - Check for any damage (Loops used)
 - Storage & Disposal (Sharps Container)
- Method; Lecture/Keynote presentation, demo, hands on & Practice
- Materials; all groups of needles with focus on #3 Liner, 5 Shader & 7 Round Shader
- Goal; understanding the different uses of different needle groupings and the complementing needle for different procedure types and skin types.

6. Color & Pigment Theory

- Introduction to the Color Wheel
 - Building blocks of all colors start with the primary colors
 - Secondary colors
 - Intermediate colors
 - Tertiary colors
 - Complimentary colors
- Cool & Warm
 - Blue
 - Yellow
 - Red
- Understanding color with permanent cosmetics
 - Permanent Cosmetics Color Theory (PCCT)
 - Skin Tone & Pigment= healed results

- **Pigments**
 - Suppliers & different types of Pigments
 - Preparation, Mixing
 - Storage and disposal
- Method; Lecture, Visual Aids + Keynote presentation
- Materials; Color Wheel, Permanent Cosmetics: “Foundations of Fundamental Application
- Goal; The student will have a basic understanding of pigments and color theory as it relates to Permanent Cosmetics (skin tone, pigment and healed results)

7. Facial Morphology & Permanent Cosmetic Design

- **Facial Proportion**
- **Face Shapes**
 - Oval
 - Square
 - Round
 - oblong/Rectangular
 - Diamond
 - Heart
 - Pear
- **Creating the Illusion of Symmetry**
 - Placement
 - Design
 - Eyebrows
 - Lips
 - Eyeliner
- **The Aging Face**
 - What to expect
 - Be Conservative
- Method; Lecture, Visual Aids, Keynote Presentation
- Material; Permanent Cosmetics; “Foundation of Fundamental Application”
- Goal; Student will have an understanding of proper placement of procedural design to create the illusion of symmetry in relation to the clients facial morphology now and as it ages.

8. Skin Anatomy

- **The Sub Dermis**
 - The deepest layer of the skin
 - Stores Fat
 - Protects organs from injury
 - Insulation layer to conserve body heat
- **The Dermis**
 - The middle layer of the skin
 - The dermis has 2 layers
 - The papillary is the outermost layer
 - The reticular is the lower layer & thicker than the papillary
 - *Note the Papillary-Reticular Junction of the skin is the desired area to deposit the pigment when applying Permanent Cosmetics*
- **Epidermis**
 - The upper outer most layer of the skin

- Stratum Basale
- Stratum Spinosum
- Stratum Granulosum
- Stratum Corneum
- Stratum Lucidum (only on palms of hands and soles of feet)

■ **The Healing Process**

- What to expect
- The time required for healing
- How to care for Permanent Cosmetics

■ **Long Term Care**

- Sunscreen Daily
- Refrain from product with Retinol, etc. on Permanent Cosmetic Care
- Chemical Peels, etc
- MRI_Inform your doctor
- Blood Donation–Check if restrictions apply in your area
- Touch ups when needed

- Method; Lecture, Visual Aids, Keynote presentation
- Materials; Spcp – Esthetics for Permanent Cosmetics
- Goal; students will have an understanding of the layers and sub-layers of the skin. The exact placement of pigment into the proper layer of the skin to produce desired results.

9. **Pain & Anesthesia**

■ **Over the counter strength Topical Anesthesia**

- Manufacturers guidelines
- Application on unbroken skin
- Application on broken skin
- Anesthesia for the eye area

■ **Mind over Matter**

- Create a nice Atmosphere
- Encourage Trust

■ **Expectations**

- Prepare the client with information

■ **Controlled Techniques**

- Method; Lecture, Visual Aids, Keynote Presentation
- Materials; Permanent Cosmetics; “Foundation of Fundamental Application”
- Goal; Students will have an understanding of the different types of topical anesthetics used in the permanent cosmetics industry, how to apply them, how they work, and mind over matter and other controlled techniques.

10. **Identifying undertones & Pigment Selection**

■ **Types of undertones**

■ **Fitzpatrick Scale**

■ **Physical Variables**

■ **Pigment Selection**

- Method; Lecture, Visual Aids, Keynote Presentation
- Materials; Permanent Cosmetics; “Foundation of Fundamental Application”
- Goal; Students will have an understanding of skin undertones and identifying complementary pigment for that undertone.

11. Consultation

■ Meet and Greet

- Always Greet your client when they first walk in
- Ask your client to fill out paper work
 - Client information
 - Medical History
 - Informed Consent
 - AfterCare

■ Client Profile

- Get to know your client
- Is the client a good candidate for Permanent Cosmetics

■ Client Expectations

- Ask questions and listen carefully to the clients responses
- Use your experience and knowledge to alleviate their concerns
- Inform them of the benefits of Permanent Cosmetics
- Discuss the entire process, including the responses
- Show client photos of before and after
- Sign a brow on client (eyeliner & Lipliner as well)
- Discuss pre-procedure & post procedure care
- Be sure to answer all questions

■ Forms

- Review Medical History
 - Potential problems for Permanent Cosmetics
 - Medicines, herbal remedies, illnesses
 - Determine when Physician is needed
- Discuss informed consent
 - Liability
- Chart Notes
 - About Consultation
 - How to Chart and Document Notes

■ Scheduling the procedure appointment

- Never rush the client
- If client is unsure
 - Tell them to take their time and think about it-Permanent Cosmetics requires a commitment
- If client is ready
 - Schedule them for their appointment before leaving
 - Let them know you are available to answer any questions if needed
- Method; Lecture, Keynote Presentation, Demonstration, & Practice
- Materials; Charts & Forms
- Goal; The student will understand the importance of asking the right questions to insure the client is a good candidate for Permanent Cosmetics & the Knowledge of all the required forms.

12. Room & Table Set Up

■ Wash Hands, Put on Gloves, and all PPE

■ Any and all areas that could be touched during the procedure must be protected by applying barrier film

■ Proper disinfection of Table and work area

■ Supplies Needed

- Clean disposable bed cover
- Clean disposable table cover (Dental bibs)
- Cord covers

- Machine cover (plastic wrap)
- Unopened sterile needle
- Pigment/anesthetic holders
- Ring cups
- Vaseline
- Baby wipes
- Cotton rounds
- Q-tips
 - Brows add
 - Disinfected, sharpened eyebrow pencil
 - Disinfected measuring tools
 - Eyeliner add
 - Disinfected Sharpened eyeliner pencil
 - Eye wash with container protected with barrier film
 - Lips Add
 - Disinfected sharpened Lip liner pencil
 - Lip guard
- Mirror with Barrier film
- Protective Covering for client (dental bib)
- Tissues for client
- Waste receptacle
- Water receptacle
- **Personal Protective Equipment**
 - Disposable Gloves– extra
 - Face Mask
 - Protective Eyewear
 - Disposable Gown
- Method; Lecture, Keynote Presentation, Demo and Practice
- Material; All supplies used during prep and Procedure
- Goal; The student will learn the importance of a well prepped room and table set up and what supplies are needed for each procedure

13. Client Preparation

- **Greet Client**
 - Escort Client to procedure room
 - Engage in conversation and make them feel comfortable
 - Take “before” Photo
- **Prep**
 - Drape client with dental bib
 - Clean with Antiseptic wipe and apply with anesthesia
 - Wait accurate time for anesthesia to take effect
- **Design**
 - While Client is getting numb discuss design
 - Draw design once client has numbed
- **Start Procedure**
 - Method; Practice
 - Materials; All supplies needed to prep client, and all supplies needed to perform the procedure
 - Goal; Student will understand how to prep the client and make them feel comfortable

14. Aftercare

- **Discuss After care**
 - Give client written aftercare instructions
 - Ask client has any questions

- Have client sign after care instructions and keep in chart, give client a copy of the after care instructions
 - Take “After” photos
 - Make Follow up appointment (4 to 6 weeks)
 - Tell client you are available if they have any questions or concerns
 - Optional; Give them your cell phone number
 - Document all notes in client charts
 - Method; Lecture, Practice
 - Materials; SPCP aftercare form
 - Goal; Student will understand how important it is to make clear to the client all aspects of their aftercare through verbal and written instructions–signed by the client
15. **Photography**
- Why its important
 - Documenting
 - How to take before and after photos
- Method; Lecture, Keynote presentation, demo and practice
 - Materials; Camera + Manual
 - Goal; student will know the proper way to take before and after photos and understand the importance of correct documentation and photo selection
16. **Office/Workplace set up**
- Equipment Procedure Room
 - Supplies
 - A contact list for supplies and vendors will be given to each student
 - Creating a nice atmosphere
 - Method; Lecture, Keynote Presentation
 - Materials; Vendor and supply list hand out
 - Goal; Th importance of proper planning
17. **Business Set Up**
- Marketing & Advertising
 - Business Building and Material Techniques
 - Networking to Build your business
 - Legal Requirements
 - State and Local Law Requirements
 - Insurance / Liability
 - Why you need it
 - Where to get it
- Method; Lecture, Keynote Presentation,
 - Materials; Examples of advertising, website, brochures, flyers, business cards, etc
 - Goal; The student will have an understanding of the different type of advertising and marketing available, along with state and local government regulations and the need for insurance and where to acquire it
18. **Practice–Hands on**
- Using practice Materials

- Facial Morphology
- Eyebrow design, Eyeliner Design (ELE), Lip shapes
 - Method; Demo, Practice
 - Materials; Mannequin and practice Materials and supplies
 - Goal; The student will have the working knowledge of the equipment and different groupings of needles and techniques needed for brow design, basic Eyeliner design and Lipliner

19. **Demonstration on live models by instructor**

- Students will observe–From start to finish
 - Eyebrows
 - Eyeliner/Enhancement
 - Lipliner
- Method; Demo/Video
- Materials; All supplies needed from start to finish
- Goal; Student will observe instructor performing each procedure and be able to ask questions and become familiar with various techniques and will become more comfortable with the overall process from start to finish

20. **Student Procedure–Hands on with live models**

- Brows
 - Room/Table Setup
 - Before Photo
 - Intake
 - Preparation
 - Procedure
 - Aftercare
 - Afterphoto
 - Chart Notes
 - Schedule Follow-Up
 - Clean up
- Eyeliner/Enhancement
 - Room/Table Setup
 - Before Photo
 - Intake
 - Preparation
 - Procedure
 - Aftercare
 - Afterphoto
 - Chart Notes
 - Schedule Follow-Up
 - Clean up
- LipLiner
 - Room/Table Setup
 - Before Photo
 - Intake
 - Preparation
 - Procedure
 - Aftercare
 - Afterphoto
 - Chart Notes
 - Schedule Follow-Up
 - Clean up

- Method; Hands On with Lecture and guidance through out
- Materials; All supplies needed from start to finish
- Goal; Student will have a good understanding and working knowledge as well as hands on practical skills/training of performing the basics with Eyebrows, Eyeliner and lipliner from start to finish.

21. Benefits of Membership

- Method; Lecture
- Materials; SPCP website – SPCP Forms–SPCP Code of Ethics
- Materials; AAM website – AAM Forms– AAM Code of Ethics
- Goal; Student will understand the importance and advantages of being a member of a reputable organization (SPCP and AAM)

22. Class Review

■ Everyday

- Method; Lecture
- Materials; Open Discussion
- Goal; To ensure the student is understanding and retaining the information being presented

23. Test & Certificate

CLASS RULES

PROFESSIONAL CONDUCT:

Each Student must conduct themselves in an honorable and ethical manner, showing professionalism, dignity and respect for your trainers, fellow students as well as our models.

DRESS POLICY:

All students are to maintain a professional appearance at all times. Regular slacks or skirts, scrubs and comfortable shoes may be worn.

TELEPHONE:

Cell phones must be shut off during class. Calls can be made during breaks. No recording is allowed.

LUNCH:

There are places to eat at walking distance or you may bring your lunch with you. The refrigerator is small, please small items only. You may place your lunch in the fridge but please be sure to put your name on your lunch. If you bring food in Tupperware, please be sure it is marked with your name and taken home at the end of the day. Each individual is responsible for cleaning up after themselves.

FOOD & BEVERAGE MAY NOT BE CONSUMED IN THE PROCEDURE ROOMS:

OSHA BloodBorne Pathogen Standards mandate that no food and beverages are allowed under any circumstances in the procedure rooms.

CLIENT PHOTOS:

Our models have agreed to allow you to take before and after photos. Please bring a camera with you to class. You may photograph the procedure area, procedure table. It is the students responsibility to take before and after photos of the models.

SMOKING:

This is a NON-smoking establishment. You may smoke outside during lunch or a scheduled break.

CLASS TIME:

7 day Course: Monday thru Sunday- class starts at 9am
Breaks are provided as needed.

✘ *Flexible Scheduling can be provided only for individuals that are in need of it.*

VIOLET ZHERKA LIFETIME SUPPORT

Upon successful completion of the Violet Zherka Cosmetic Tattoo Training Course all graduates are entitled to LIFETIME Cosmetic Tattoo Training support to assist with becoming a permanent cosmetic technician and help ensure your business is successful. This support includes the following;

- ★Phone/ Email Assistance; Ongoing support pertaining to procedures, products, business setup, client issue and any permanent cosmetics topics.
- ★AAM & SPCP Testing support; All graduates will be provided with all the details and assistance to take the certification exams provided by the AAM. Violet Zherka, LLC will provide each certifying group the needed information to take the exam as well as provide help with test preparation.
- ★Additional Apprenticeship Sessions: Graduates can schedule additional apprenticeship appointments to help perfect their technique and increase their procedure knowledge. (requires additional fees)

Our Goal is to see you Succeed!

VIOLET ZHERKA COSMETIC TATTOO APPRENTICESHIP PROGRAM

After completing the 7-day Permanent Cosmetics Primary Training with Violet Zherka, llc, its time to perfect your skills. A great way of doing this is through our apprenticeship program.

If you are planning on practicing in the State of New Jersey, an apprenticeship under direct supervision of a qualified Trainer is a requirement to obtain a license to do business. For those students outside of New Jersey, your state may or may not require an apprenticeship program. *(It is your responsibility to find out what your state requirements are.)*

The State of New Jersey requirements are that you successfully complete a total of 15 procedures. These procedures include a minimum of 5 of each of the following procedures;

5 - Eyebrows

5 - Lipliner/Full lip color

5 - Eyeliner/Eyelash Enhancement

Procedures completed during the students primary training 2 brows, 2 lips, and 2 eyeliner procedures, count towards the 15 required procedures. The cost for the apprenticeship program is \$400 per procedure/model. The payments are to be made the day of each procedure.

Each student is responsible for providing their own models and it is the students discretion if they wish to charge their own models for their procedures. Keep in mind, these models will be your clients.

To begin your apprenticeship program, complete the Violet Zherka Permanent Cosmetics Apprenticeship Program form and call to schedule your appointments.

WHAT IS YOUR EARNING POTENTIAL?

Fee for Procedure	1 procedure per week	2 procedures per week	4 procedures per week	6 procedures per week	10 procedures per week
US\$300	US\$15,000	US\$30,000	US\$60,000	US\$90,000	US\$150,000
US\$400	US\$20,000	US\$40,000	US\$80,000	US\$120,000	US\$200,000
US\$500	US\$25,000	US\$50,000	US\$100,000	US\$150,000	US\$250,000
US\$600	US\$30,000	US\$60,000	US\$120,000	US\$180,000	US\$300,000
US\$700	US\$35,000	US\$70,000	US\$140,000	US\$210,000	US\$350,000

The above chart shows your potential income, tased on a 50-week year with a minimum of \$300 for each procedure. Depending on your price structure and how many procedures you can do in a week, you can use the above chart to get an idea of your income potential.

For more informations call;

VIOLET ZHERKA CMI, CPCP
(646) 294-8114

