

A photograph showing two women in a professional setting. One woman, wearing a white blazer, is measuring a client's eyebrows with a white ruler. Another woman, wearing a black top, is standing and observing the process. The client is lying down. The background is a light, neutral color with faint, large-scale geometric patterns.

# **BROW LOUNGE ACADEMY**

## IN-PERSON TRAINING BROCHURE

# WELCOME TO THE WORLD OF BROW LOUNGE ACADEMY!

## Congratulations on taking the first step in investing in yourself and your career!

Whether you're ready to expand your current skill set or take the leap into starting a career in the brow industry, this brochure has everything you need to know about booking in-person training here at Brow Lounge Academy.

Our masterclass curriculum is designed to take the guesswork out of both brows and business. I know how important hands-on training, personalised instruction, and ongoing mentorship are – and that's exactly why Brow Lounge Academy has built such a strong reputation for helping students succeed long after their course is complete.

So, are you ready to step into this exciting new chapter and become the next standout Brow Artist in your area?

*Let's make it happen!*

## GET TO KNOW YOUR MENTOR!

*I'm Leah, the heart behind Brow Lounge Academy.*

For years I was too afraid to take the leap into my own business, but in 2019 I finally opened the doors to my home salon, offering Cosmetic Tattooing and Brow Styling services. From the very beginning, it was clear brows were my true niche and I had an unstoppable drive to keep learning, training under some of Australia's best brow educators.

By 2022, with so many people reaching out to learn my techniques, I launched Brow Lounge Academy. What started as a passion has since evolved into something incredible: today we've welcomed 1,100+ students worldwide, and my salon has grown into one of Perth's most reputable studios for brows. It's a thriving space that's home to my team of 5, alongside other leading beauty professionals!

Thank you for considering me as your mentor – I can't wait to guide you, share everything I've learnt, and hopefully create some magic together soon!



# IN-PERSON TRAINING COURSE OPTIONS

## ○ **THE VIP STUDENT (Beginners)**

The VIP Student Pathway is a **premium 1:1, three-day in-person training experience** designed for motivated beginners who want a complete, guided start to their brow career. This all-inclusive pathway covers two core brow services, business foundations and online client attraction – not just the technical skills.

Your training includes **three full in-person days, access to my Brow Mastery Online Course (a blended program of three courses valued at over \$800), a full beginner kit with every product required, and a mini branding shoot (10–15 images valued at \$800)**. Students receive pre-training and post-training Zoom calls with Leah, plus up to three months of ongoing support via private chat, ensuring clarity, accountability and confidence long after training ends.

You'll also learn how to set up your ABN, business name, booking systems and brand presence, with lunch and refreshments provided each training day – making this the ideal option for those wanting a high-touch, done-right-from-day-one launch into the industry!

## ○ **BROW MASTERY**

The Brow Mastery Course is a service-focused training option ideal for both **complete beginners** entering the industry and **experienced artists** wanting to refine their technique and confidence. Your journey begins with lifetime access to Leah's Brow Mastery Online Course, covering in-depth brow theory and full-length tutorials. Once completed, you'll attend **2.5 days of immersive in-person training** in a small, **intimate group (2–4 students)**, mastering consultations, mapping, waxing, Hybrid Dye and Lamination x Hybrid Dye through live demonstrations and multiple hands-on models. This course includes up to **three months of post-training support via private chat**, optional beginner kit add-ons, and daily snacks and refreshments (BYO lunch).

***Please note:** this course is technique and service focused only and does not include business setup, social media training or branding photography.*

# IN-PERSON TRAINING COURSE OPTIONS

## ○ **REFINE YOUR CRAFT - 1 DAY TRAINING OPTION**

Refine Your Craft is a one-day, service-specific training **designed for experienced brow artists** ready to upskill or elevate their results to the next level. Choose to refine either **Hybrid Dye or Brow Lamination**, and spend the day mastering consultations, mapping, product knowledge, styling, finishing touches and rebooking – while learning Leah's insider techniques that create consistent, high-end results.

Training includes **one full in-person day in a small group (2–4 students)**, lifetime access to the online masterclass for your chosen service (including in-depth theory and five full-length tutorials), and up to three months of post-training support via Instagram. Optional professional kit add-ons are available, with snacks and refreshments provided (BYO lunch).

**Please note:** *this course is suitable for artists with a strong understanding of brow fundamentals; Hybrid Dye experience is required for Lamination training.*

## ○ **SHADOW DAY — HALF DAY (1:1 ONLY)**

*For experienced artists | Flexible dates available*

**If your business is growing, your books are filling** – but your results still feel a little hit-and-miss, this training is for you. The Shadow Day Training is designed to help you refine specific areas of your work and gain clarity around what's holding you back from achieving consistent, high-level results.

You'll be personally shadowed by Leah through **two full services**, where she'll guide you step-by-step, identify subtle refinements, and help you adjust the small details that make the biggest difference in your outcomes.

This is a completely **hands-on, 1:1 experience, tailored entirely to you** – with a strong focus on your technique, workflow, efficiency and consistency.

# IN-PERSON TRAINING COURSE OPTIONS

- **SOCIAL ELEVATION — 1 DAY COURSE**

*For advanced artists only | No brow education included*

An exclusive, advanced-level training for established artists ready to turn their social media into a high-end client attraction machine – with **no brow education included**.

You'll begin with a 1:1 Zoom strategy session with Leah to identify what's limiting your growth online and map out a clear, personalised content plan. On the training day, you'll complete **two live models** while Leah guides you through her exact method for capturing scroll-stopping, luxury content, and together we'll **batch months' worth of footage** including behind-the-scenes (B-roll), service-based videos, and Reels designed to attract, convert and build authority.

You'll also receive lifetime access to Leah's online masterclass **Scale & Succeed: Social Media Growth Guide (valued at \$299)**, plus hands-on support with editing, captions that sell, and a full social media audit – so you leave confident, consistent, and content-ready with a system you can repeat long-term.



# THE INVESTMENT

VIP STUDENT -

**\$4,499**

**Duration: 3 Days/8 Hour Days**

BROW MASTERY -

**\$2,999**

**Duration: 2.5 Days**

REFINE YOUR CRAFT -

**\$1,299**

**Duration: 1 Day**

SHADOW DAY -

**\$899**

**Duration: Half Day**

SOCIAL ELEVATION -

**\$1199**

**Duration: 1 Day**

# ADDITIONAL/OPTIONAL KITS

- All Disposables
- Glass Dish
- Cotton Rounds
- Brow Beaters
- Wax Pot
- x5 Bronsun Brow Dyes
- Dye Oxidant & Remover
- Cleansing Mousse
- Cleansing Brush
- Favourite Wax (Hard Wax)
- Concealing Brush
- Dye Application Brush
- Tinting Ring/Mixing Tile
- Mapping String
- Mapping Pen
- Calliper
- Bronsun Fixing Lotion

HYBRID DYE KIT - \$350

- All Disposables
- Glass Dish
- Cotton Rounds
- Brow Beaters
- Wax Pot
- x5 Bronsun Brow Dyes
- Dye Oxidant & Remover
- Cleansing Mousse
- Cleansing Brush
- Favourite Wax (Hard Wax)
- Dye Application Brush
- Tinting Ring
- Mapping String
- Mapping Pen
- Calliper
- Interdental Brushes
- Thuya Lamination System

LAMINATION KIT - \$450

- All Disposables
- Glass Dish
- Cotton Rounds
- Waxing Spatulas
- Wax Pot
- x5 Bronsun Brow Dyes
- Dye Oxidant & Remover
- Cleansing Mousse
- Cleansing Brush
- Hard Wax
- Concealing Brush
- Dye Application Brush
- Cleaning Brush
- Tinting Ring/Mixing Tile
- Mapping String
- Mapping Pen
- Calliper
- Interdental Brushes
- Thuya Lamination System
- Bronsun Fixing Lotion

COMPLETE KIT - \$699

# FREQUENTLY ASKED QUESTIONS

## **HOW MUCH IS THE DEPOSIT TO SECURE MY DATE?**

Deposits across all training courses is \$500.

The final payment is due within 1 week of your chosen date and can be paid in instalments or in full.

## **WHO FINDS THE MODELS FOR THE TRAINING DAYS?**

It is up to students to find their own models for our training days. Leah is more than happy to assist if necessary and will give all students a guideline on what to look for when selecting a suitable model.

## **DO YOU OFFER PAYMENT PLANS?**

Yes! In order to make this course feasible for you there is the option to pay your course option/kit inclusions off over an interest free payment plan arranged with Leah or pay in full.

## **HOW MANY STUDENTS WILL BE IN A CLASS?**

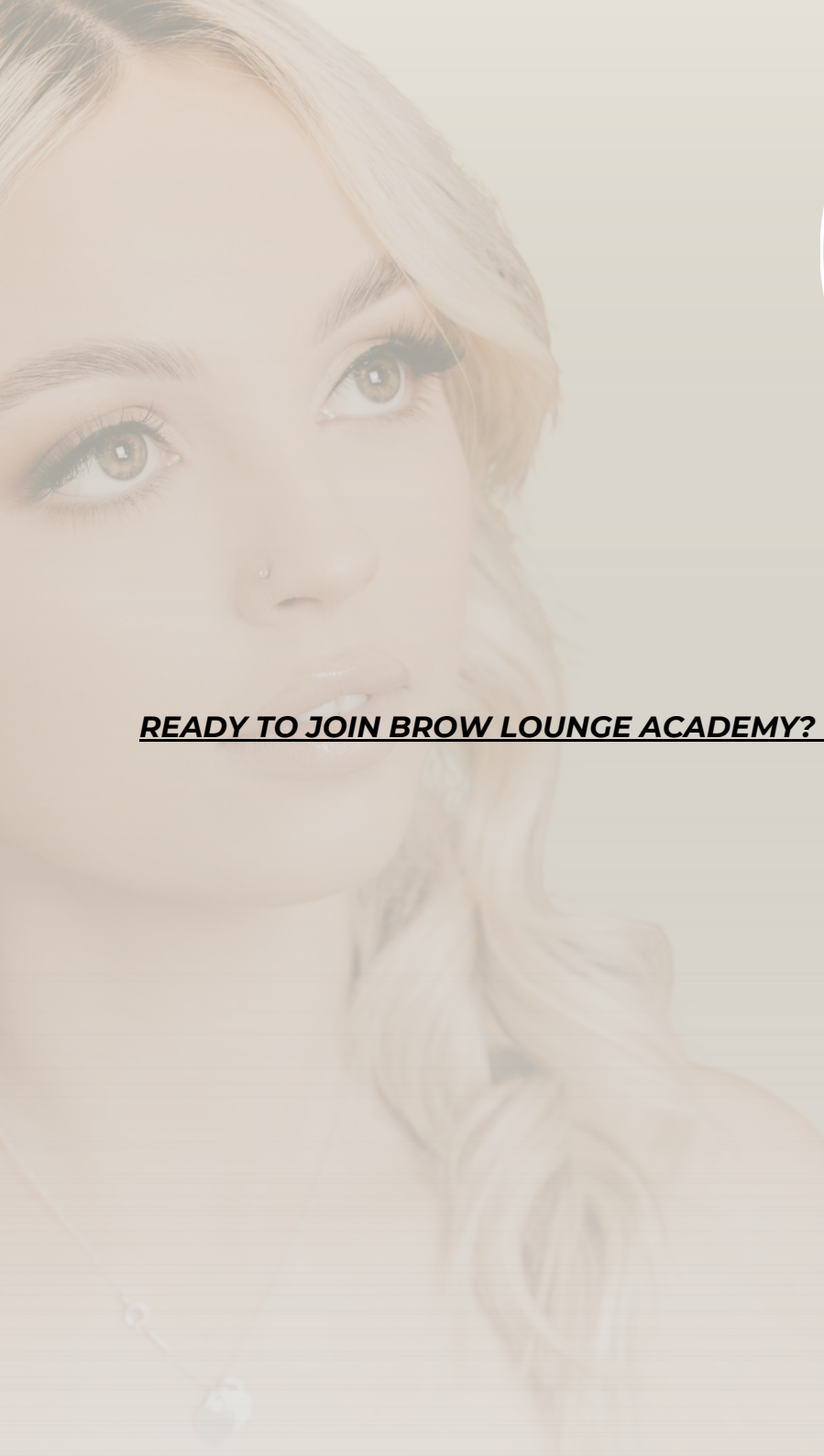
There is only ever a maximum of 3-4 students per class

***(Unless you select VIP Student, shadow day or social elevation)***

## **WHERE CAN I FIND COURSE DATES?**

All upcoming course dates are listed on the pinned post on our Instagram – **@browloungeperth**.

Leah releases training dates **3 months in advance** and regularly updates social media as classes fill or sell out.



**READY TO JOIN BROW LOUNGE ACADEMY?**

# EMAIL LEAH

Email Leah your course selection, preferred date and whether you will require a kit. Please also include your preferred payment method eg. Instalments, in full, ect.

# 1

# 2

# PAY DEPOSIT

Pay a \$500 deposit to secure your selected training date and receive access to the online course platform to begin theory in the comfort of your own home.

# COUNTDOWN TIL TRAINING!

The countdown then begins until our training day!

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