

PROSPECTUS



MAKE UP

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## ■ About Us



Beauty is Life Institute™ is a premier beauty and aesthetics training center dedicated to shaping the next generation of industry professionals. With locations in Paarl and Johannesburg, we specialize in empowering individuals with cutting-edge skills, managerial expertise, and entrepreneurial insights to thrive in the dynamic beauty and wellness sector.

Our holistic approach combines the latest advancements in aesthetics with innovative business practices, ensuring our graduates are well-equipped for success.

At Beauty is Life Institute™, continuous learning and professional development are at the heart of everything we do, fostering excellence, innovation, and expertise in every student we train.

## ■ Our Philosophy

Beauty is Life Institute™ is dedicated to shaping the next generation of Health and Skincare professionals. Rooted in respect, integrity, and industry expertise, we combine eco-friendly principles with high-quality, results-driven training.

We mentor and inspire our students to excel in the dynamic beauty industry, offering lifelong support and a focus on excellence. At Beauty is Life Institute™, we don't just teach – we empower careers.



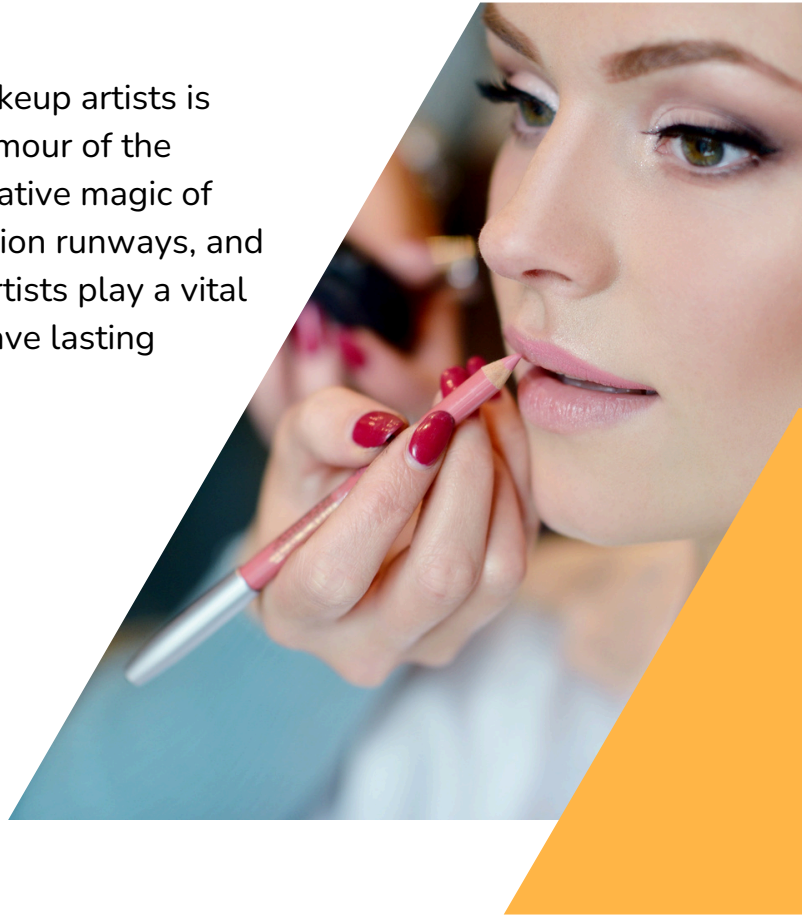
## ■ What does this course entail?

The demand for skilled and certified makeup artists is higher than ever. From the glitz and glamour of the entertainment industry to the transformative magic of bridal beauty, the elegance of high-fashion runways, and the influence of social media, makeup artists play a vital role in crafting captivating looks that leave lasting impressions.

Enrolling in a makeup course unlocks a world of opportunities and benefits, providing a structured and comprehensive learning environment. Guided by seasoned instructors with years of experience, students delve into every aspect of makeup artistry, including understanding diverse skin types and facial structures, mastering color theory and its application, and creating tailored looks for various occasions and industries.

A makeup course empowers aspiring artists to transform their passion into a fulfilling and lucrative profession. Whether you dream of working with celebrities, designing looks for fashion shows, or crafting unforgettable bridal transformations, a comprehensive course equips you with the skills, knowledge, and confidence to succeed.

With dedication, creativity, and an artistic eye, you can step into the vibrant world of professional makeup artistry, creating beauty that inspires and empowers othe



# ■ Make Up Course Outline:

## 1. **Workstation Preparation**

- Properly prepare the workstation for a professional and efficient setup.
- Lighting and Makeup Application

## 2. **Understand the effects of lighting on makeup.**

- Set up appropriate lighting for accurate application.

## 3. **Client Protection and Hygiene**

- Follow hygiene standards and procedures to maintain a safe environment.
- Ensure proper sanitization of makeup tools and equipment.

## 4. **Consultation and Planning**

- Conduct thorough consultations, including detailed client record keeping.
- Design tailored makeup plans to suit individual client needs.

## 5. **Enhancing Facial Features**

- Apply color theory principles to highlight and contour facial features effectively.

## 6. **Makeup Application Techniques**

- Select the correct applicators for various makeup products.
- Master the do's and don'ts of eye makeup to prevent irritation and ensure flawless results.

## 7. **Aftercare and Client Education**

- Recommend suitable makeup removers and cleansing routines.
- Educate clients on the long-term importance of proper skincare and makeup removal practices.

Where FLAWLESS  
MAKEUP and EXPERT  
TECHNIQUE unite for  
your success.

## ■ Course Details

Beauty is Life Institute offers expert training in makeup artistry for aspiring makeup professionals at our locations in Paarl and Johannesburg. Our students benefit from the flexibility of studying theory remotely through online classes, complemented by practical sessions at their nearest Beauty is Life Institute location. This blended learning approach ensures students acquire essential industry knowledge and hands-on experience, equipping them for a successful career in the beauty industry.

**Our Paarl Branch:**

**Spice Route Destination;  
Suid-Agter-Paarl Road  
Paarl; Western Cape**

**Our Johannesburg Branch:**

**Honeydew Eco Village  
281 Honeydew Road  
Northriding AH,  
Johannesburg; Gauteng**

## ■ Investment in Your Future

**Cost of Course: R15 600 EXCLUDING KIT**

**Cost of Kit (Optional): R5 580**

**Deposit of R1 560 is required to secure your place in the course.**

**Registration Cost: R550**

**Course Duration: 5 Days**

**The cost of the course includes:**

- All necessary study materials

At Beauty is Life Institute, we are dedicated to empowering the next generation of makeup professionals. Our courses offer a comprehensive education, blending theory with hands-on practice to ensure students gain the knowledge and skills needed to succeed in the beauty and aesthetics industry. We look forward to welcoming you into our community and supporting you every step of the way on your journey to becoming a skilled and successful makeup artist.

## Let's Get In Touch

### Contact Us

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Visit Our Website

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