

THE ULTIMATE MICROBLADING & PERMANENT MAKE-UP GUIDE

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USAMICROBLADINGPMU.COM**

Learn why microblading is the fastest-growing new treatment in non-invasive aesthetics, and what methods you need to know as an artist.



As an official PhiAcademy and PhiSeller, we get asked about microblading and permanent make-up a lot, like:

- What's the difference between microblading, ombré powder fill, and hybrid methods?
- What new technology is available in the industry?
- Which training is best for me?
- How much can I earn?

To help, we created this guide to help answer your most common questions when it comes to the different methods and latest innovations in the microblading and PMU industry.

THE MICROBLADING INDUSTRY

According to the American Medical Spa Association (AmSpa) 2017 State of the Medical Spa Industry Study, microblading is the fastest-growing new treatment in non-invasive aesthetics, with revenue increasing approximately 40 percent from year-to-year. However, the study also found that only around 25 percent of medical spas offer microblading services.

That number seems to be rising, but the growing success of this treatment suggests that the market has yet to reach saturation, so enterprising practices stand to make a great deal of money with this technique. But, like many services in the medical spa space, it is an offering that needs to be introduced carefully and with consideration of the legal implications of performing a service that uses a blade.

So how much can you earn? According to ZipRecruiter, the national average salary for microblading is \$84,718 per year. Top artists are earning up to \$400,000. When you factor the rising demand, the low start-up costs, and earning potential, now is the time to become an artist.





NEW METHODS & INNOVATIONS

POWDER

This method creates pixilated dots to mimic powder filled brows with no harsh front or outline.

OMBRE


This method gives a soft shaded brow pencil look. It gives great definition and depth to brows.

NANO

This method can achieve very fine lines on the skin and to imitate fine hair strokes.

With the rise in demand for microblading and PMU services, it may be confusing to understand all the terminology and what it means for you as an artist – and your clients.

To help, we've broken down the most popular methods available, and why you need additional training for more advanced methods, like nano.



MICROBLADING (AKA 3D HAIRSTROKE)

Overview:

Microblading has taken the beauty industry by storm in recent years. A very natural looking brow can be achieved using a hand-held tool, creating many hair-like impressions by implanting pigment strokes under the skin. Microblading is meant to replace individual hairs, not to fill brows to look like they're filled in with pencil or shadow.

Pros:

Microbladed brows look very natural. When done by a PhiBrows professional, each stroke looks like real hair.


Cons:

Microbladed brows are the least permanent of all Permanent Makeup because of the shallow depth that penetrates the pigment under the skin. Clients will need more frequent touch ups than other techniques. Typically, clients will need at least one touch-up 5-6 months after initial treatment. They may need additional treatments depending on their lifestyle (sun exposure, etc.) or skin type. For example, client with oily skin or who bleed during a treatment, may need more frequent touchups because the pigment doesn't retain as with other skin types.

Who is this for?

Microblading is perfect for clients who:

- has thin or patchy brows
- wants a subtle shape enhancement
- doesn't regularly fill in their brows



NANOBLADING OMBRE POWDER FILL

Overview:

The ombré powder fill method is more like a traditional tattoo, and uses a machine to apply thousands of tiny dots of pigment, inserted into the skin, gradually building up a color and defined shape. To help clients achieve this look, you will want to become trained and certified to use NANO tools and blades.

Pros:

Ombré powder fill brows use a more traditional tattooing method, with longer lasting results, and works with most skin types, including oily or combination skin. Clients come back for touch-ups closer to the 12-18 month mark. The brow is also fuller and more defined or dramatic than with the hair stroke method.


Cons:

Because this method has been around for a long time, it doesn't have the best reputation. Many people are fearful of this method looking unnatural, because it does create a more defined, solid look than microblading alone. But today's powder fill permanent brows are way more natural looking than their 1985 predecessors. In fact, ombré fill brows can be made to look very natural, by not saturating the desired brow shape 100% with pigment and allowing for a defined yet soft/non-solid look.

Who is this for?

Microblading is perfect for clients who:

- Have oily or combination skin
- Fills in their brows regularly with pencil or shadow
- Want to mimic the look of filled in brows, without all the effort each morning



MICROBLADING + NANO: HYBRID BROWS

Overview:

The hybrid brow is pretty much exactly what it sounds like: a combination of microblading and powder fill.

Pros:

The combination of microbladed hair strokes and a powder fill gives an incredibly natural looking brow. It's a bit more defined and filled in than just straight microbladed brows, and a bit less solid and dramatic than the ombré powder fill.

Cons:

The hybrid brow costs slightly more than the other two methods, so clients may not want to start with a hybrid (but they won't regret if they do!).

Who is this for?

This technique is for everyone. All brows are customized specifically for each individual client based on your desired look, skin type, coloring, and bone structure. There are no two clients with the same brow design – so make sure to stay on top of the latest training and certifications that specialize in advanced techniques.



NANO PMU

Overview:

Imagine giving your clients the luxury of not having to apply conventional makeup daily. Nano PMU is a semi-permanent makeup technique that uses a custom machine to create power brows, lip color, and eyeliner as well as ombré effects on the lips, brows and lids. Nano needling has seen a recent surge in popularity because of an artist's ability to achieve very fine lines on the skin and to imitate fine hair strokes. Nano PMU for brows, eyelids, and lips are created with one single needle and a permanent makeup device. Similar to a conventional tattoo machine (although nowhere near as intense or painful!), the device is then used to provide controlled movement as it dispenses pigment into the skin.

Pros:

It can be a little more expensive procedure for clients, and may be a little more painful for others. However, showcasing results may be an easy way to overcome these objections.

Cons:

It can be used on any skin type, considering the permanent makeup specialist knows how different skin types react and implant the pigment accordingly. Clients usually get a more effective result from Nano PMU as the procedure involves less trauma to the skin. Nano PMU also comes with the benefits of offering a more natural and crisp result, with less risks of the pigment being implanted too deep. Basically, see Nano needling as microblading but with more precision and accuracy.

Who is this for?

This is best for clients that:

- Want a more natural look, with less risks
- Have old permanent tattoo that they want to cover up

NANO PMU FOR EYELIDS AND EYELINER



Overview:

Artists can help clients rediscover their natural beauty with permanent eyeliner. With Nano PMU, clients can achieve the perfectly applied 'liquid-liner-look' 24/7. Thicker, darker lashes and more defined eyes make a difference to a client's whole face, but creating this effect with ordinary make up can be difficult for them. An expertly applied Nano PMU lash line enhancement / eyeliner is the perfect solution, giving them professional make-up results that stay put.

Pros:

With a Permanent Eyeliner there's no smudging, no running and no panda eyes. It's swim/shower/wedding/gym and school run on a pouring day proof! And with the Nano blade, no swelling!

Cons:

Clients may experience a bit of pain, but artists will have numbing cream and products – and the Nano needle is ultra-thin, so pain should be minimal.

NANO PMU FOR LIPS



Overview:

Nano PMU for lips is the newest and most elegant lip treatment which creates a lip color and improved contour with no visible lip line! The ombré lip technique creates a lip tint shading technique that will last 18-24 months while adding volume to the lips. This leading-edge technique helps the lips appear more defined without fillers and can restore color to lips that may become dull or pale over time. With the wide selection of neutral pigments as well as colored pigments, clients can choose their desired look and achieve natural looking tinted lips.

Pros:

Artists can create beautiful and lasting lip effects that will be translucent and non-drying on the lips. Also, the ultra-thin Nano needle means no swelling.

Cons:

If a client wants fuller lips, they may be disappointed. This procedure is designed to define lips, not to create volume or puffiness. It will just give the appearance of a full lip.



PHILINGS

Overview:

PhiLings is a revolutionary facelift procedure that requires no surgery. It tightens and lifts the skin with instant results. Treatment results include: skin hydration, increased skin tone and smoothness causing existing wrinkles to be less visible and skin younger looking. The anti-aging procedure is aimed at stimulating microcirculation and the natural processes of collagen production and regeneration. Microneedles penetrate the skin to the depth of 0,2 – 0,75mm and the procedure is considered to be painless.

Pros:

It is a non-surgical non-invasive treatment that shrinks excess skin, bags and wrinkles. It is revolutionary in wrinkle smoothing and eyelid tightening, dramatically reducing hooded eyelids. PhiLings treatment represents an exceptional way of “waking up” and maintaining activities of natural processes of skin regeneration and synthesis of collagen fibers deprived by aging process.

Cons:

Results become visible 24 hours after the procedure and shall last for a few months. However, clients may need more than one procedure to see ultimate results. After the procedure, the skin will be red and flushed in a similar way to moderate sunburn. You may also experience skin tightness and mild sensitivity to touch on the area being treated. This will diminish greatly after a few hours following treatments and within the next 24 hours the skin will be completely healed. After 3 days most visible erythema will be absolved.

Who is this for?

This is best for clients that:

- Want a non-surgical treatment to tighten skin
- Want to get rid of unwanted wrinkles on face
- Want to improve skin pigmentation, age spots on face or hands, sun spots, melanoma, freckles
- Want to get rid of scarring, including stretch marks and acne scars

WHAT IS PHI-ION?

Phi-Ion anti-ageing treatment is based on creation of series of minute dots adjacent to the tension lines on the skin. This process triggers an instant contraction and tightening of skin fibers to create a lifting, remodeling and rejuvenating effect. Phi-Ion pen uses the plasma state of matter. The principle involves the ionization of gases from the atmospheric air to create micro electrical discharge causing sublimation of the excessive/sagging superficial skin layer. This method can be used to treat specific areas of concern without damaging the surrounding tissue or applying unwanted heat energy to them.

Phi-Ion pen is a practical portable device that uses a precise focused beam of plasma energy to sublime the superficial layer of the skin (epidermis), without causing any damage to the underlying or adjacent tissues. Phi-Ion treatment provides baggy eyelid correction, can be used for wrinkles tensioning-crow feet, marionette lines, it is used for acne scars improvement. This revolutionary method is capable of achieving results comparable to the results of the cosmetic surgery.

One treatment is usually enough to achieve desired results. After 1 month, on check-up appointment, the artist determines if an additional treatment is necessary. The results are expected to last for at least 9 months.

WHAT IS PHIBROWS?

PhiBrows is a manual, semi-permanent technique of hyper-realistic eyebrow drawing in which the shape of eyebrows is calculated according to facial morphology and golden proportion (phi 1,618). The technique is intended for anyone over the age of 18 (persons under 18 must be accompanied by their parents) who wants to correct the aesthetic problems of their eyebrows

A PhiBrows artist has successfully passed Craft Master application training. They will have obtained an official certificate, logo with a unique number, and listed on the PhiBrows map.

WHY BECOME A PHIBROWS ARTIST?



1. Training:

A Phibrows artist produces superior work because they follow a very specific method that is taught to them through a live, hands-on training class followed by a rigorous 6-month online training course. This course requires the Artist to pass 11 levels of mastery to ensure that their methods and their work maintain a very high standard, the Phibrows standard. No other Microblading Academy in the world has a lengthy, strictest, and rigorous program like ours. Other trainings offer 1-day courses, online only courses, and courses where you never train on a real person under the careful supervision of a Master trainer.

2. Tools:

Phibrows methods and tools have been meticulously designed and redesigned to continually aid their trained artists. These methods and tools allow for precise hair-strokes, perfect symmetry, and beautiful eyebrow shape that enhance the natural shape of a client's face and bone structure. They have been developed from highest quality stainless steel and products made. They are certifiable sterile and go through rigorous testing to ensure perfection. They have the least amount of damage and clean cuts compared to any other microblade on the market! Did I mention that Branko Babic, the founder of Phibrows invented the modern Microblading tool? Every artist, whether Phibrows trained or not, can thank him personally!

3. Products:

Their products have been continually tested and reevaluated to produce the highest quality pigments available. These pigments provide color that stays and do not turn different colors. They are certified to not include any heavy metals found in other permanent makeup pigments. They are also certified vegan and cruelty free. Branko Babic has made it one of his missions to produce the most superior pigments in the world and their team of scientist and physicians have done just that. They are second to none! Because they do not contain heavy metals, they do not change color, migrate, or cause any reactions with the skin.

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Phibrows has opened their products and pigments up to other artist for purchase even if they are not Phibrows trained. 1,000,000 procedures have been done around the world using their products and there has never been 1 case of a reaction to them. The Phibrows lab with their chemists and scientist have developed and designed the highest quality and best pigments on the market!

DID YOU KNOW?

Phibrows recently pulled out of the China and Brazil market for their government's marketable approval (their products can still be purchased in these countries, but can not be labeled approved) because they required testing on animals.

Phibrows responded that they have never nor, will they ever test their products on animals. Although they did loose marketable money, Branko issued a letter in response stating that the money wasn't important to him. He values quality and doing the right thing. Mad respect to them!

4. Eyebrow Mapping:

Through careful assessment and measuring Phibrows Artist create the perfect eyebrows for your face. As a Certified PhiBrow Artist, I use the Golden Ratio of 1.618 to determine the correct proportions of your eyebrows, all individually fitted for your face through a superior eyebrow mapping technique. The Golden Ratio or Divine proportions, are found everywhere in the universe. From animals, nature, the stars, and even the human body. We determine the ideal eyebrows for you, based on your unique bone structure and the proportions of your face. The majority of your 2-3-hour long appointment will be spent on this phase – to determine what shape, hue and thickness is best suited for you. Naturally we will take in account your wishes and specific requests when planning your new brows. Perfection in the shape is an essential part of Phibrows microblading.

5. Safety and Support:

Phibrows is the safest procedure available for microblading. Through their staffed physicians, Phibrows has determined which medical conditions and pathology is not suited for microblading as well as which medications that should be avoided. Did I mention that Phibrows is the ONLY microblading academy in the world to have Physician – Artist support? Any Phibrows artist can email a Phibrows physician at anytime and receive medical advice for their clients regarding Microblading. That level of support can not be obtained anywhere else.

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MEET THE TEAM

USAMicrobladingpmu empowers microblading and permanent makeup artists with quality training, tools, and supplies so they can provide superior services and products to their customers – and thrive in their business and career. We provide PhiBrows, PhiLings, and Nano PMU courses led by Master trainers and supply artists all around the world with quality Phi products as an official online PhiSeller.

To learn more or shop online, visit
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