

by STELLA

Cosmetic Tattoo Academy

*Information  
Pack*



<b>3</b>	A MESSAGE FROM STELLA
<b>4</b>	WHO WE ARE
<b>6</b>	EXPERTISE
<b>7</b>	VIP CLIENTELE
<b>9</b>	OUR COURSES
<b>10</b>	STUDY OPTIONS
<b>11</b>	SUCCESS STORIES
<b>13</b>	WHAT'S INCLUDED
<b>14</b>	OUR PROFESSIONAL QUALITY KITS
<b>15</b>	UNLOCKING YOUR EARNING POTENTIAL
<b>16</b>	PRICING
<b>17</b>	PAYMENT OPTIONS
<b>18</b>	ENROLMENT

*Table of*

# CONTENTS



## A MESSAGE FROM

*Stella*

Thank you for considering joining the bySTELLA Cosmetic Tattoo Academy. My passion for eyebrows started over 15 years ago, as a celebrity hair and make-up artist, I learnt quickly that eyebrows can frame a face and elevate a look. I upskilled in the art of Cosmetic Tattoo, studying and working across Australia and Internationally, and have established a reputation as the eyebrow go-to for many celebrities and clients that travel across Sydney to see me.

What sets my Academy apart from others available to study with is my uncompromising commitment to excellence. Our graduates are renowned as the best in the business. We spend a significant amount of time practising, before moving on to live models and I work with you to develop your skills, and you graduate only when you are ready.

If you choose to study with the bySTELLA Cosmetic Tattoo Academy and commit to an exciting new phase of your career, I will be behind you all the way, and drive you to succeed. This for me is truly the most rewarding part.



# WHO WE ARE

The **bySTELLA Cosmetic Tattoo Academy** is led by Stella Shenouda, trusted cosmetic tattooist for many of the celebrities and media personalities we see on our screens today and director of the bySTELLA Skin Rejuvenation & Cosmetic Tattoo Clinic Sydney.



Our philosophy is all about making a positive impact on people's lives. Stella started educating to inspire and help young start-ups grow, to build true leaders and to also assist people that were stepping out of their comfort zone. The bySTELLA Cosmetic Tattoo Academy gives students an opportunity to change their life by teaching not only the technical skills but the business acumen to generate a stronger income and build independent success.



Our Academy focuses on quality online and face-to-face training that only certifies those that are ready to graduate - this has created a reputation of excellence and a high demand for our graduates in salons and clinics. Having seen a lot of work that was not completed precisely and doing corrective procedures to remedy them, Stella has firsthand knowledge of where others go wrong and the gaps in education currently offered.

Our workshops are designed to give ample support to students whilst they are working through various levels. Our training is flexible and designed in a way that students can work through levels of competency at their own pace. This in turn ensures that students are competent in delivering our techniques at an above satisfactory level promoting consistency within our academy and driving industry excellence.

**“I believe the source of my success lies in how much I care. I came with a lot of energy and passion and I attracted opportunities. I also became passionate about teaching my method because no one else was teaching these methods in one effective delivery system. I disrupted the market by bridging the gap that was missing.”**

Our training is delivered through face to face workshops, with an intensive supported independent study component, blended learning, or a completely online learning approach. You will be mentored to ensure your skills and technique reach the high standard we demand. Our students sit for their final assessment once they are competent in the skills rather than rushing to complete it in a short time frame - giving our graduates a reputation of excellence.





# EXPERTISE

Stella draws on extensive training experience and knowledge of all different techniques used around the world and is well sought after in the industry by many high-profile personnel and talent to help them achieve an on trend look, with superior workmanship.

Our training methods combine various techniques Stella has learnt throughout her National and International studies. Stella is certified in 3D micro-blading, Ombre and powder effect, phi brows and full lip blend tattooing, eyeliner tattooing and is highly ranked in the industry.

We took both Stella's training and practical experience and condensed it into a practical and down-to-earth training program that makes it easy for you to master 3D microblading and excel in the cosmetic tattooing industry.

---

# VIP CLIENTS

---



---

AMBER SHERLOCK  
Host of Nine News

---

JULIE SNOOK  
Channel 9 News

DEBORAH KNIGHT



SARAH HARRIS



LEILA MCKINNON



BELINDA RUSSELL

# OUR COURSES

## MICROBLADING MASTERCLASS

This course will include both theory and practical components and aims to give you the confidence to apply microblading treatment in your business venture. It will teach you a microblading technique that your clients will be raving of and make your competitors jealous.

[Study online or in a 2 Day Workshop](#)

## OMBRE / POWDER EFFECT BROWS

Ombre' brow tattooing is a new technique applied by using the more traditional machine method. This technique leaves behind a soft misting/powdery finish within a crisp design. In this course you'll learn how to shape brows, use the Natural powder effect technique + the Strong Shadow line technique + Ombre' technique and be able to practice on skin simulation mats & live models.

[Study online or in a 2 Day Workshop](#)

## ADVANCED SHAPING MASTERCLASS

Take your brow skills to the next level! This Advanced Shaping Masterclass is a 1 day intensive for those who want to expand their knowledge and skills when it comes to sculpting the perfect brow for your clients.

[Study online](#)

## LASH, LIFT & TINT EXPRESS

Build on your beauty services and skill through this express course that gives the ultimate enhancement to your client's natural lashes without the fuss of extensions.

[Study online](#)

## BROW LAMINATION EXPRESS

Brow Lamination is one of the latest brow trends that involves a two-step process of setting the hairs into place to give the brows a new defined shape using a chemical solution, essentially a perm for your eyebrows. In this course you'll be given a step by step guide on the entire brow lamination procedure including aftercare tips.

[Study online](#)



# STUDY OPTIONS

## *Face to Face Workshops*

Our workshops are delivered Face to Face in Sydney, Melbourne & Brisbane. Click [here](#) to view our upcoming training dates and to reserve your place.

---

## *Online*

We have launched our interactive online training program, giving you the opportunity to study at your own pace, from anywhere in the world. Each program combines videos delivered by director Stella Shenouda, along with worksheets and practical assessments. You will submit your work and be assessed, with feedback given. Our online program has the same high standard of excellence, and you can also choose to book a private session or attend an in person assessment day. Don't wait, start your study today! Click [here](#) to view our online courses.

---

# SUCCESS STORIES

## Danica

"My Name is Danica Morgan, I am from Brisbane, Queensland and I am the owner and principle artist of Cosmetica Tattoo. I started training through the bySTELLA academy at the end of 2019. This was something I have been wanting to do for a while but just never really found the time. I have worked in offices and dental practices as a receptionist/dental nurse my whole life, being the first point of contact for many years, I have a strong focus on customer service. I am still currently working full time but challenging myself to learn more than "office duties."

I am turning my "Side Gig" into a profitable business through Stella's influence and direction. I have an artistic background and love to paint/draw/create. Stella has helped me to harness this talent through cosmetic tattooing. Stella's professional training courses are so sophisticated and informative.

She not only teaches the basics of cosmetic tattooing but how to start your business and GROW your business. She is so positive and bubbly it made the whole experience so much fun! I will be completing many more of Stella's courses within the next year .To be the best, you need to learn from the best and this is exactly what I have done through the Bystella Academy."



# SUCCESS STORIES

*Lucia*

The main reason I chose Stella's course was based on seeing her amazing work. It is so nice having someone who is good at what they do and can teach me the most up to date techniques when it comes to cosmetic tattooing. I was initially a Make-Up artist when I started this course but have now expanded my services into cosmetic tattooing which has enabled me to grow my business significantly! My favourite part about the course was Stella's attention to detail and her commitment to see us achieve great results, as well as her constant support both during and after the course.



# WHAT'S INCLUDED

- Intensive learning with Brow Expert Stella either in person or via video
- A fully equipped cosmetic tattoo kit worth \$1,100 or A digital tattoo machine and kit worth \$1,500
- A comprehensive theory book or online course content
- A Certificate of Completion at the end of the workshop
- One month's support via online correspondence
- Lifetime VIP Access to the bySTELLA Cosmetic Tattoo Academy, with 10% off purchases and special VIP offers and sales
- Promotion via the bySTELLA Cosmetic Tattoo Academy socials channels and opportunity to be featured in newsletters, press coverage and online
- Opportunity to be invited to join bySTELLA Cosmetic Tattoo Academy Elite Artists group, taking on an assistant trainer role in your state



## A FULLY EQUIPPED COSMETIC TATTOO KIT WORTH \$1,100

### INCLUSIONS:

- 1 x Digital Cosmetic tattoo machine with Lip, brows, eyeliner & medical settings
- 2 x Digital hand pieces
- 3 x Skin Simulation stencils
- 2 x Dermatograph pencils
- 2 x sticky measuring rulers
- Disposable Needle cartridges 1R 0.18 X 10 PACK
- Disposable Needle cartridges 1R 0.3, X 10 PACK
- Disposable Needle cartridges 3RL X 10 PACK
- 3 x tattoo pigments



## PROFESSIONAL MICROBLADING KIT WORTH \$1,500

### INCLUSIONS:

- 2x Dermatograph pencils
- 3x double sided skin simulation mats
- 1x Stainless steel Microblading Compass tool
- 1x Stainless steel universal Micro-blading tool
- 1x Stainless steel brow divider
- 3x Cosmetic tattoo Pigments
- 1x Plastic Brow clippers
- 1x Plastic measuring ruler
- 1x U18 Disposable micro-blading tools ( 10 pack)
- 1x 7 Pin Disposable Micro-blading tools (10 pack)
- 1x Disposable U18 blades (20 pack)
- 1x Disposable 7 pin blades (20 pack)
- Disposable PPE
- Alcohol swabs
- 1 x Pigment mixer
- 20 x pigment mixing sticks
- 20 x pigment cups
- 20 x Pigment rings



# HOW YOUR KIT WILL UNLOCK

*you're earning potential*

## BELLA

---

Bella was motivated to create her own Brow Boss Empire! She completed our Microblading Masterclass Workshop in 2018 and since then she has established a Cosmetic Tattoo business, that has gone on to be very successful.

Upon graduating she opened her business and worked full time within it, as a successful makeup artist, she had a good database already and a strong reputation. She was able to charge around \$900 per procedure. Our kit is stocked to complete around 50 procedures, this meant Bella was able to generate approximately \$45,000 income within the first 3 months.



## EMILY

---

Emily had worked in the beauty and cosmetic departments at David Jones and always had a passion for beauty. After getting married and having her first baby she was really keen to set up a work from home business that she could manage around her young family.

After completing our Microblading Masterclass Workshop in 2019, she started working from home and building her business, she charged around \$650 per procedure, and using the kit provided was able to complete 50 procedures Working just a few appointments per week, Emily was able to generate approximately \$32,500 in just 6 months.



# PRICING



<b>Training Package Prices (GST)</b>	<b>Face to Face</b>	<b>Online</b>
<b>Microblading</b> (2-day workshop)	\$4,950	\$2750
<b>Ombre &amp; Powder Effect Technique</b> (2-day workshop)	\$4,950	\$2,750
<b>Advanced Shaping Technique</b>	\$999	\$550
<b>Private Training</b>	\$6,000	
<b>Brow Lamination Express</b> (Online Only)		\$499
<b>Lash, Lift &amp; Tint Express</b> (Online Only)		\$499
<b>Cosmetic Eyeliner Tattooing</b> Digital Tattoo Machine not included. It is the same machine that is used with Ombre Technique	\$3,500	
<b>Cosmetic Lip Liner &amp; Shading</b> Digital Tattoo Machine not included. It is the same machine that is used with Ombre Technique	\$3,500	



# PAYMENT OPTIONS

*For as little as \$90/week*

We offer customisable payment plans with PayRight which can be processed to break up the rest of the course fee over a year.

These payments can be weekly/ fortnightly or monthly depending on your budget and preference. The repayment fee will be determined on the plan of choice. This can be discussed with you via a phone consultation once we determine what amount you would like to be covered by the payment plan.

In order to determine eligibility for this plan we need to do a 5 minute questionnaire over the phone.

Once approved and your deposit has been received, we can secure your position in our program.

# ENROLMENT

To enrol we require a \$500 non refundable deposit to secure your booking. This will secure your training date and trainer.

*Ready to Change your life?!*

Call our team and mention you've read over our Info Pack and claim **\$500 Off** your enrolment!

\*Not applicable with other discounts or offers\*

☎ 1300 001 218

✉ [info@bystella.com.au](mailto:info@bystella.com.au)