



Primary Training

Distributor of
NOUVEAU CONTOUR[®]



Make your own hours

Be your own boss

Gain Financial Freedom



Welcome to your future in permanent cosmetics!



Permanent cosmetics are an advanced form of cosmetic tattooing. The most popular procedures are perfectly designed eyebrows, eyeliner and natural colored lips.

The Primary training session is limited to four trainees, and extends to a five-day 60-hour intensive course. For four of these days, the trainees will work on live models doing six procedures: 2-eyebrows, 2-eyeliner and 2-lip liners.

The Beau Institute training program is conducted by Rose Marie Beauchemin. We are a licensed institute with an approved training program. Our primary program meets the requirements of the American Academy of Micropigmentation (AAM) and the Society of Permanent Cosmetics Professionals (SPCP).

You will leave our training program utilizing five techniques that will allow you to achieve the most natural and beautiful effects in permanent cosmetics which will set your procedures apart.



What will I learn?

Introduction to Permanent Cosmetics: Learn the rich history, benefits, and its limitations.

Sanitation Sterilization: Learn Standard Precautions, OSHA requirements, cross-contamination, all appropriate procedures, methods and techniques.

Facial Morphology and Physiognomy: Learn to see the entire face; learn to identify facial shapes and the characteristics of each feature. Learn to create the ideal and appropriate shape and placement of eyebrows, eyeliners, lash enhancements, and lip liners.

Anatomy of the Eye: Learn the anatomy of the eye and eyelids and the areas safe for tattooing and those that are not and why. Learn safe tattooing techniques that enhance and flatter the shape of the eyes.

Skin/Skin disorders: Learn where and how pigment is placed into the skin. Disorders, scar tissue, Fitzpatrick Scale, textures & tones, aging, elasticity and how all of these factors affect the ultimate healed results.

Patient/Client Treatment: Learn how to evaluate each client, consult and offer Informed Consent. Live models are scheduled so the trainee can observe the instructor during the initial consultation. Identifying areas that require medical clearance prior to tattooing. Application of cosmetic rules regarding shape, color and amount of permanent cosmetic appropriate for the client are shown as well as evaluating the client's expectations of the procedure(s). Over-the-counter cosmetics are applied to the client and review of realistic expectations will be reiterated.

Patient/Client Management: Learn the importance of consultation, communication skills, ethics, health history and identifying personality problems and how to handle unrealistic expectations. The Power of "NO!"

Pre/Post treatment: Description of procedure and instructing clients on their before and after care. Describing to each client when they should seek medical treatment for possible contraindications.

Equipment and Supplies: Learn types, maintenance, sources, needle clusters, pigment knowledge. A supply list of each item used in practice will be provided along with vendors.

Hands-on Exercises and Demonstrations: Learn applications of eyebrows, eyeliners and lip liners. Learn appropriate selection of pigment colors, use of (OTC) topical anesthetics for client comfort and tips for working conservatively. Other exercises include: observance of the instructor's techniques & form while doing procedures, proper positioning of technician's body especially the arm and hand, and correct use of machine for a safe and stable application.

Extensive Color Theory: Color Theory made easy! Learn color control with tried and true formulas and comprehensive appreciation for color behavior intra-dermally. Altering and correcting color versus color removal.

Marketing and Business Considerations: Learn business laws; the business aspect of your clinic regarding liability, insurance and guidelines to becoming an independent contractor will be covered. A list of insurance providers and a sample press release and profile will be included. All client forms are supplied for you so you can focus on just performing the procedure, i.e. Health History, Pre-Procedure, Post-Procedure, Informed Consent Form, Re-Consent Form, Consultation/Incident Sheet, Formula Record, etc.) will be included.

What will I need to bring?

Class attire: We request student's attire be casual professional or medical and that students wear **comfortable shoes**. (Sneakers and Scrubs are fine)

Camera: Students are required to begin cataloging before and after pictures, (preferably a camera with a macro setting for close-up shots). If you do not have a camera, you will not be credited for the procedures performed in your training. Beau Institute does not provide you with these photographs.

Notebook and pen: you will want to take notes. We do have handouts as well but there will be a lot of information given in a relatively short time.

Class hours: Class begins at 9:00 AM and adjourns approximately at 7:00 PM or later. Class time is a total of 50 hours, not including the 10-hours of home study.

What will the Beau Institute provide?

Manual: A comprehensive authorized training manual will be provided. The book will give you in-depth instructions, questionnaires, release and other important forms, quick checklists, etc.

Pigment: The pigments will be supplied for all procedures.

Equipment The supplies used for practice of instruction will be provided.

Models: The Beau Institute provides live models for students to perform instructional procedures. Procedures include: 2 eyebrows, 2 eyeliners, and 2 lip liners.

Certificate: Upon satisfactory completion of the course, student will receive a certificate which qualifies them to receive insurance coverage.

Insurance: Information to contact the Marine Insurance Agency and PBIB insurance agency will be provided. Special discounts for permanent cosmetic insurance may be available in certain states because The Beau Institute is an approved training program.

Meals: Lunch and refreshments will be provided.



who will be teaching me?



Rose Marie Beauchemin is an internationally acclaimed instructor and founder of The Beau Institute of Permanent and Corrective Cosmetics, since 1990. The Society of Permanent Cosmetic Professionals (SPCP) a nonprofit organization responsible for standardizing and regulating permanent cosmetics and training programs recognizes her Primary and Advanced Classes. Rose Marie is also an AAM certified instructor and a licensed teaching institute in the state of New Jersey.

Although much time is spent teaching and practicing within the medical field, Ms. Beauchemin has studied with tattooists across the country to develop the necessary techniques that she has applied to permanent cosmetics, resulting in magnificently natural effects. She brings to her practice and her teaching more than a 25-year background in the science of color theory and cosmetic artistry. Ms. Beauchemin states, "As a make up artist, I demanded a great deal from permanent cosmetics. I wanted to see natural hair movement and depth in brows and total accuracy in color and placement in all procedures." "Because I am a Registered Nurse, I was very selective in whom I chose to train me in permanent cosmetics. I wanted someone who would be up to the medical standards I practiced, but could also give me an education in the color and technique end of the training. Rose Marie Beauchemin was the perfect combination for both..." states colleague Lillian Leftwich, RN.

Ms. Beauchemin is a lecturer and often the featured keynote speaker at medical and industry related conferences and conventions and remains extremely visible in local television and radio.

Ms. Beauchemin has had the honor of being acknowledged and listed as an expert in her field in the medical text, Micro pigmentation: State-of-the-Art by Dr. Norman Goldstein, Dermatologist, University of Hawaii and Dr. Charles Zwerling, Ophthalmologist, North Carolina. She is also a Diplomat of the American Academy of Micro-Pigmentation. She is currently working on publishing an article on handling of clients with Trichotillomania.



What will the training cost?

The cost of our comprehensive 5-day, 60 hour course is \$4,000.00 Financing is available for those who qualify. Our training center is located at 2000 Academy Drive, Suite 400, Mount Laurel, NJ 08054. For information about financing, travel and lodging, please contact our office at 1.888.763.2328

What equipment will I need to practice?

The Nouveau Contour Digital 700 is the most efficient device available and has many advantages over the traditional analog devices. With traditional devices the needle frequency will drop when penetrating skin that is more resistant. Due to different needle frequencies the distance between the pigment "dots" will vary. The results are inconsistent lines and poor color retention.

The digital control unit of the Nouveau Contour Digital 700 assures a stable needle frequency, despite the resistance of the skin. When resistance of the skin occurs, the microprocessor will adjust the needle frequency accordingly. To make a simple analogy, imagine what occurs when you place your car on cruise control, when the car reaches an incline in the road, it speeds up maintaining a consistent and preset speed. In a similar manner the digital control unit will always maintain a stable needle frequency. The Nouveau Contour Digital 700 provides the technician with consistent quality and excellent results. The device is designed with Softtouch buttons that provides an easy and hygenic cleaning of the machine surface.



**Nouveau Contour
Digital 700
\$2750.00**

The Intelligent provides the practitioner with state-of-the-art computerized technology. It is equipped and controlled by an Intel microprocessor "chip". The Intelligent's central processing unit offerst the most advanced features, which allow for the selection of pre-programmed settings for various procedures, i.e. eyebrow, eyeliner, lip color and medical procedures.

The Intelligent was designed to assist the practitioner, in distinguishing between the varying areas of application, i.e. eyes, lips, eyebrows and medical. Software installed in the central processing unit, the operating system of the Intelligent, consistently calculates the best needle frequency (speed) needed to achieve optimal pigment retention. Skin structure varies according to the location, because the structure and tolerance of the skin is different for each area of application.



**Nouveau Contour
Intelligent
\$3495.00**

The Intelligent has more power than any other rotary device. The needle frequency can be adjusted from 50 to 180 punctures per second. This allows the practitioner more flexibility in needle groupings. With the increased power, the practitioner is able to perform every type of cosmetic and medical procedure available.

How much can I make?

annual revenue = fee x 52 weeks

	fee per procedure	1 procedure per week	2 procedures per week	4 procedures per week	6 procedures per week	10 procedures per week
annual revenue	\$350	\$18,200	\$36,400	\$72,800	\$109,200	\$182,000
	\$450	\$23,400	\$46,800	\$93,600	\$140,400	\$234,000
	\$550	\$28,600	\$57,200	\$114,400	\$171,600	\$286,000
	\$650	\$33,800	\$67,600	\$135,200	\$202,800	\$338,000



Start earning your way to financial freedom!

The Beau Institute came highly recommended. It's reputation as a state of the art teaching facility is known the world over. After taking the course, I have to say that the course fulfilled all of my expectations.

Randa Hafez
Cairo, Egypt



I came to this school wanting to start a new career. Now I feel so equipped and can hardly wait to get started. The amount of information and the attention to detail that I received were amazing. Thank you with all my heart.

Sherri Mills
Onley, Maryland

A wonderful, engaging experience taught with passion and truth. I'm very happy I came.

Francesca Ricci
Valley Glenn, California



The Beau Institute's primary training is a well structured, comprehensive program with an atmosphere that is very conducive to learning. Rose Marie Beauchemin is a true professional master who truly inspires excellent work.

Christy C. Brown
Nyack, New York



I would recommend that any tattoo artist take this course.

Dan Craft
Laurel Springs, New Jersey

The training that I received from the Beau Institute was beyond my expectations. The environment and staff are so soothing and kind. I can not say enough wonderful things about my instructor Rose Marie. She is so very good at giving you the confidence and skill to learn and completely understand permanent cosmetics. Thank you Rose Marie and The Beau Institute for everything!

Dana Stavole
Mannington, New Jersey

The Beau Institute is located at 2000 Academy Drive, Suite 400 Mount Laurel, New Jersey 08054
(About 1 mile from exit 4 of the New Jersey Turnpike and exit 36A of I-295)

Travel

Coming In by Air:

30 Minutes from Philadelphia International Airport

1 Hour from Newark International Airport

Transportation services from either airport:

Rapid Rover - 856.428.1500

We recommend that you call as soon as you book your flight.

Taxi and automobile rental services are available at the arrival terminals of either airport as well.

Hotels

Wyndham Hotel 856.234.7000

1111 Route 73

Mount Laurel, NJ 08054

Mention Beau Institute for a \$99 per night special room rate

Free shuttle service to and from class (shuttle must be reserved when room is booked)

Marriot Mount Laurel 856.234.7300

915 Route 73

Mount Laurel, NJ 08054

Fairfield Inn & Suites by Marriot 856.642.0600

350 Century Parkway

Mount Laurel, NJ 08054

Doubletree Guest Suites 856.778.8999

515 Fellowship Rd.

Mount Laurel, NJ 08054

Courtyard by Marriot 856.273.4400

1000 Century Parkway

Mount Laurel, NJ 08054