

C O U R S E
B O O K

Lil' Beauty Co.

ACADEMY

C E R T I F I C A T E I N

P R O F E S S I O N A L

M A K E U P

A R T I S T R Y

ABOUT LBC ACADEMY

This isn't your typical beauty course and we're not your typical academy. Lil Beauty Co Academy is a luxury, results-driven training experience built inside a real, working salon. No outdated textbooks. No watered down training. No shortcuts.

We train artists who are ready to step into the industry and actually get paid not just walk away with a certificate.

Here's the difference:

- Hands-on from day one, no watching, no waiting, no sharing models. You do the work
- Train with real clients and real scenarios, not staged, unrealistic setups
- Use the exact products, machines, and techniques we use daily in our salon no outdated equipment, ever
- Be mentored by active, in-demand industry professionals not teachers who haven't worked on clients in years
- Small, exclusive class sizes so you're seen, supported, and corrected in real time
- Learn the business, branding, and social media strategy to actually make money not just post pretty photos
- Build confidence, speed, and precision so you leave ready to take paying clients immediately

Whether you're starting from scratch or levelling up your services, our courses are designed to fast track your growth with real skills, real support, and real outcomes.

This is for the ones who want more.

More skill. More confidence. More income.

At Lil Beauty Co Academy, we don't just teach you beauty we teach you how to build a career, a brand, and a business.

Our Industry Partners



L A S H - V

BRONSLUN[®]
PROFESSIONAL

CROWN^{PRO}

Italwax[®]

Lycon
cosmetics | australia

MODELROCK

COURSE OVERVIEW

Method

In person

Our Professional Makeup Artistry Course is a comprehensive, hands-on training program designed to take you from beginner to confident, client-ready makeup artist.

Throughout this course, you will learn how to confidently perform a full professional makeup service from start to finish including consultation, skin preparation, application, finishing, and client aftercare.

Duration

2 weeks

Makeup artistry is one of the most in-demand services within the beauty industry, with consistent bookings across:

- Weddings
- Formals
- Events & special occasions
- Photoshoots & content creation

Tutor support

Ongoing

This course goes beyond just “how to apply makeup” you will gain a deep understanding of:

- Working with different skin types and tones
- Customising looks for each individual client
- Creating long-lasting, photo-ready finishes
- Delivering a professional client experience

Study Options

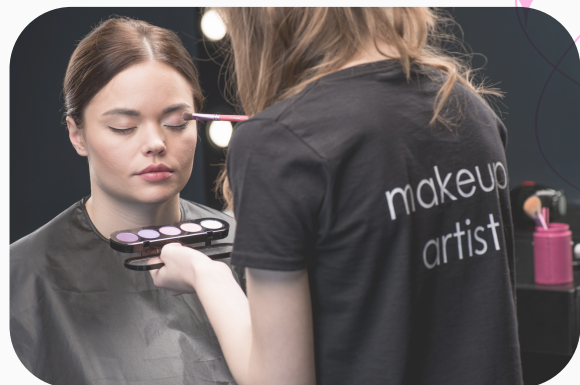
Weekday, Weekends
& Nights

By the end of this course, you will feel confident to:

- Take paying clients
- Offer multiple makeup styles
- Build your portfolio
- Start your own business or freelance career

PREREQUISITE

- ✓ No prior experience required
- ✓ Must be willing to learn and practice
- ✓ Students may be required to provide models for training
- ✓ Passion for beauty experience
- ✓ Good attitude



WHAT YOU'LL LEARN

Introduction to Makeup Artistry

- Understanding the role of a professional makeup artist
- Industry expectations and professional standards
- Client communication and consultation techniques
- Hygiene, sanitation, infection control practices
- Setting up your workstation correctly

Skin, Face & Colour Theory

- Identifying skin types
- Understanding common skin conditions
- Undertones and correct shade matching
- Colour correcting
- Face shapes
- Highlighting and contouring

Tools & Product Knowledge

- Full breakdown of a professional makeup kit
- Brush types, functions, and correct usage
- How to maintain, clean, and store tools
- Understanding product formulas
- Choosing the right products for different skin types
- High-end vs affordable product knowledge

Application Fundamentals

- Skin preparation for long-lasting makeup
- Priming techniques based on skin type
- Creating a flawless base
- Foundation matching and seamless blending
- Setting techniques for longevity and wear

Eye, Brow & Lip Techniques

- Eyebrow mapping, shaping, and filling techniques
- Eyeshadow placement for different eye shapes
- Blending techniques for seamless finishes
- Eyeliner styles (winged, soft, glam, editorial)
- Lash application (strip & individual lashes)
- Lip shaping, overlining, and colour blending

Signature Makeup Looks

You will learn how to confidently create:

- Natural / Everyday makeup
- Soft glam
- Full glam
- Smokey eye
- Cut crease
- Bridal makeup
- Event and special occasion looks
- Each look is broken down step-by-step and practiced on real models.

Finishing the service

- Perfecting and refining the final look
- Checking symmetry and balance
- Troubleshooting common mistakes
- Making adjustments for photography and lighting
- Client mirror reveal and feedback
- Providing aftercare advice for longevity
- Recommending products to clients.



BUSINESS TRAINING

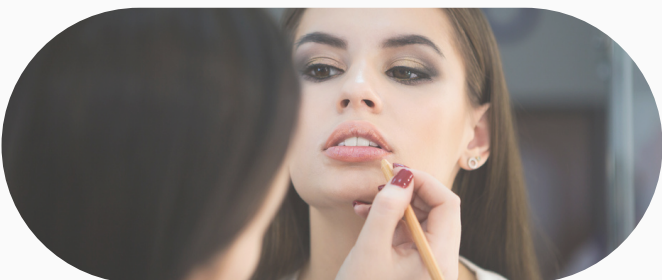
- How to price your services confidently
- Understanding your worth in the industry
- Creating service menus
- Attracting your ideal clients
- Building a strong personal brand
- Setting up as a freelance artist or salon-based artist
- Managing bookings and client communication
- Client retention strategies

SOCIAL MEDIA

- How to build your beauty brand online
- Creating high-quality content (photos & videos)
- Lighting, angles, and filming techniques
- Posting strategies for growth
- How to attract clients through Instagram & TikTok
- Portfolio building
- Turning followers into paying clients

COUNCIL, LICENSING & HEALTH COMPLIANCE

- Hygiene standards required in the beauty industry
- Safe product use and sanitation practices
- Understanding basic council guidelines
- Client safety and duty of care
- Professional responsibility as a service provider



YOUR COURSE KIT

At Lil Beauty Co Academy, we partner with professional, industry leading makeup distributors to ensure our kits meet the highest standards of quality and performance. Each product is carefully selected for its premium, skin safe ingredients and compliance with strict Australian safety standards.

Our kits feature advanced, high performance formulas and handcrafted products designed to deliver flawless results.

KIT CONTENTS

TOOLS & EQUIPMENT

- 1x lash adhesive
- 1x makeup bag
- 1x brush set
- 1x powder puff
- 1x sharpener
- 1x brush cleaner
- 1x metal palette

DISPOSABLE ITEMS

- 1x strip lash set
- 1x individual lash set
- Spoolies
- Sponges

MAKEUP PRODUCTS

- 1x primer/moisutiser
- 1x eye pencil
- 2x lip pencils
- 1x eyeshadow palette
- 1x cream liner
- 1x mascara
- 1x lip gloss
- 1x concealer palette
- 1x face palette
- 1x eyebrow palette
- 2x foundation palettes
- 1x translucent powder
-

Course Pricing

We strive to make our courses accessible for all beauty lovers with payment options to suit all budgets.

Flexible payment plans

Lil' Beauty Co Academy have partnered with a number of different payment providers to make studying easy and affordable from day one.

Pay in weekly installments

We offer various payment plans and financial assistance options.

Payment Plan

From

\$35 /per week

Up to 36
months
interest-free

Upfront

\$3630 inc GST

With no more
to pay

- LEARN THROUGH HANDS-ON, IN-PERSON TRAINING DESIGNED TO BUILD REAL CONFIDENCE AND INDUSTRY-READY SKILLS
- ACCESS A VARIETY OF LEARNING MATERIALS, INCLUDING DETAILED MANUALS, GUIDED ASSESSMENTS, AND PRACTICAL EXERCISES TO SUPPORT YOUR DEVELOPMENT
- RECEIVE A CERTIFICATE OF ATTAINMENT UPON SUCCESSFUL COMPLETION OF YOUR COURSE
- ONGOING TRAINER SUPPORT AVAILABLE 6 DAYS A WEEK VIA PHONE, VIDEO CALL, AND EMAIL—EVEN AFTER YOUR IN-PERSON TRAINING IS COMPLETE YOU CAN STILL POP IN AND SHADOW US FOR THE DAY.
- TRAIN USING A PROFESSIONAL KIT AND INDUSTRY-GRADE PRODUCTS (PRODUCTS MAY VARY BASED ON AVAILABILITY AND BEST PRACTICE UPDATES)



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THEORY AND INDUSTRY KNOWLEDGE

To ensure you are fully prepared to work in the industry, we cover:

- Client consultation and treatment planning
- Contraindications and safety procedures
- Hygiene, sanitation and infection control
- NSW health regulations for skin services
- Product handling and safe storage
- Patch testing and risk management
- Professional conduct and client experience

HANDS ON TRAINING

We are known for our hands-on, real experience training approach.

- Work on live models
- Guided, step by step practical sessions
- Small class sizes for personalised attention
- One on one educator support
- Immediate feedback and correction
- Confidence building through repetition

You won't just watch - you'll perform, refine, and master each treatment.

Professional starter
kit with industry
grade products

In depth student
manual

Step by step
treatment guides

WHAT'S INCLUDED?

Business and pricing
guidance

Ongoing mentoring
and educator
support

Certificate of
Completion

BUSINESS & GROWTH SUPPORT

We don't just teach you how to perform treatments we teach you how to build a successful beauty career.

- How to price your services correctly
- Creating client loyalty and retention
- Social media basics for beauty businesses
- Building your brand and attracting clients
- Upselling and service bundling strategies

Role of a makeup artist

A typical day as a makeup artist can vary depending on your career path.

In a salon environment, you may:

- Perform multiple client appointments per day
- Work weekends and peak event seasons
- Provide makeup services for formals, weddings, and special occasions.

As a freelance artist, you may:

- Travel to clients or event locations
- Work on bridal bookings and group services
- Collaborate on photoshoots or creative projects
- Spend time building your portfolio and social media presence

You'll also be responsible for:

- Maintaining hygiene and safety standards
- Managing bookings and client communication
- Recommending products and aftercare
- Continuously improving your skills and staying on trend

Career Outcomes

The career opportunities as a Professional Makeup Artist are diverse and continually growing within the beauty industry.

After completing this course, you may choose to;

- Work within a salon or beauty studio
- Start your own freelance makeup business
- Offer mobile makeup services for clients
- Specialise in bridal and event makeup
- Work on photoshoots, content creation and branding campaigns.

Many artists begin by building a clients base locally, then expand into bridal bookings, special events, and social media driven clientele.

One of the biggest advantages of a career in makeup artistry is flexibility – you can choose your hours, your clients, and the direction of your career

HOW TO GET STARTED?

Get in touch

Send us an email

hello@lilbeautyco.com.au or give us a call 0472 613 837 to speak to someone from our team and we will answer any questions you may have!

Get started

Sign up today and secure your enrolment start date, receive a personalised welcome call from one of our trainers, who will guide you through what you will need day 1!

Start training

It's finally here training day has arrived! Step into hands-on practice, real models, and the beginning of your journey to becoming a confident artist!

Graduate

Complete your course, receive your certificate, and begin your career in the beauty industry!

INCOME POTENTIAL

In the Make up industry, your income isn't capped it grows as your skills and confidence grow.

Your earning potential with services is directly shaped by how you show up, how you practice, and how you position yourself.

When starting out, focus on:

- Building confidence
- Gaining real client experience
- Practicing consistently
- Showing up on social media
- Creating a clean, trustworthy brand presence

As you improve, your pricing increases naturally, bookings become consistent, and clients start seeking you out.

Service Pricing Guide

- Microblading (Initial Session): \$300-\$800
- Everyday / Natural Makeup Application: \$80-\$150
- Event / Special Occasion Glam: \$120-\$250
- Bridal Makeup (Trial + Wedding Day): \$300-\$800+
- Bridal Party Makeup: \$80-\$180 per person
- Photoshoot / Editorial Makeup: \$150-\$400+
- Glam / Full Beat Makeup: \$150-\$300
- Makeup Lesson (1:1 Coaching): \$100-\$300
- On-Location Travel Fee: \$30-\$150+ (varies by distance)
- Touch-Up / Stay-On Service (Hourly): \$50-\$100 per hour

By offering professional makeup services, artists can build a strong high value business model with flexible pricing based on skill level, demand, and specialization. Bridal, editorial, and event work typically generate the highest income per booking, while lessons and touch-ups help create additional recurring revenue streams. Over time, many artists develop loyal client bases who return for multiple occasions throughout the year, creating stable and scalable income potential.



WHY LEARN AT LIL BEAUTY CO ACADEMY

Choosing where you study can shape the direction of your career, which is why at Lil Beauty Co Academy, we focus on more than just teaching makeup. Our goal is to create confident, capable artists who feel ready to step into the industry and start working with real clients.

This is a comprehensive, in-depth masterclass experience not a quick 2-day foundation course and not an online "tick and flick" program. We take the time to properly teach, demonstrate, and refine each skill, ensuring you leave with real understanding, not just surface-level knowledge.

Our training is built from real salon experience, so everything you learn is practical, current, and aligned with what clients are actually booking today. You'll be guided through the full process of delivering a professional service, while building both your skill and confidence from the very beginning.

We place a strong emphasis on hands-on learning, giving you real experience working on models and practicing full services with guidance every step of the way. With small class sizes, you'll receive personalised support and direct feedback, ensuring you fully understand each technique rather than feeling rushed.

What sets us apart is how we prepare you for what comes after the course. Alongside your practical training, you'll also learn how to price your services, attract clients, and build your brand, so you're not just leaving with skills, but with a clear path to turning them into income.

We've created a supportive and welcoming environment where you can grow your confidence and feel comfortable learning at your own pace. Even after your training, you'll continue to have support as part of the Lil Beauty Co community.

At the end of your course, you won't just know how to apply makeup, you'll feel ready to turn it into a career.

CERTIFICATION & INDUSTRY PATHWAY

All Lil Beauty Co Academy courses include a Certificate of Completion along with a detailed transcript of the units you have completed throughout your training.

These documents are designed to support you as you step confidently into the beauty industry and may be used to:

- Present to clients within your home or commercial salon
- Support employment and interview opportunities
- Assist with insurance requirements when establishing your beauty business

In Australia, beauty services are considered unregulated, meaning government licensing is not required for most treatments. However, professional practice is still guided by industry, insurance, and training standards.

At Lil Beauty Co Academy, all courses are delivered by qualified educators holding TAE (Training and Assessment) Certificate IV qualifications, ensuring your training is guided, structured, and delivered to recognised educational standards.

Our courses are also designed to meet current industry expectations and insurance requirements, ensuring you are learning within a professional, credible, and industry aligned framework.

Our focus is on delivering real, practical, and up-to-date training that reflects current salon practices and prepares you for working with real clients in a safe and professional way.

Upon successful completion of your course, you will have the knowledge, skills, and certification to confidently begin offering services where appropriate, and to start building your career within the beauty industry.

We are here to support your journey from training to industry — with education that is relevant, modern, and built for real-world success.

Don't just take our word for it - here's what our students have to say:

"I came into this course with no experience at all and left feeling so confident. The training was so hands-on and supportive, I actually felt ready to take paying clients straight away."
— Sophie M.

"I've done other beauty courses before, but nothing compares to this. Everything was explained properly, no rushing, and you actually get real practice on models."
— Taylah K.

"The best decision I've made for my business. I added makeup services straight after the course and started getting bookings within weeks. The support after training was unreal."
— Chloe R.

"Such a welcoming environment. I was so nervous coming in but felt comfortable straight away. The trainers genuinely care about you succeeding."
— Mia T.

"I loved how real it was not just learning makeup, but how to actually get clients and grow. It gave me so much clarity on where to start."
— Jess L.

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ACADEMY



A Note From The Lil Beauty Co Academy Team

Thank you for choosing Lil Beauty Co Academy.

We're truly grateful to be part of your journey. This isn't just another course to us it's the beginning of your growth within in the industry, and we're honoured that you've trusted us with your training.

One of the things that makes our academy different is the way we teach.

We keep our classes small and focus heavily on 1-on-1 support, because we know this is how you learn best. You won't be sharing models or competing for your trainer's time you receive personalised guidance, hands-on correction, and dedicated attention every step of the way. Our goal is to bring out the absolute best in each student.

Throughout your training, you'll be supported, encouraged, and guided with care. We know learning new skills can feel challenging, but that's where real growth happens. We're here to help you build strong technique, genuine confidence, and the professional mindset needed to thrive in the beauty industry.

At Lil Beauty Co Academy, we deeply care about the artists we teach. Your success matters to us. We want you to leave not only skilled, but confident, capable, and ready to take on real clients with pride.

And our support doesn't end when your course finishes. You are now part of the Lil Beauty Co Academy community a place built on real education, real experience, and real support. You'll continue to have guidance and encouragement long after you leave the classroom.

We can't wait to see your progress and the career you build from here.

Welcome to Lil Beauty Co Academy.

The Lil Beauty Co Academy Team

Thank you



Kristal Lee

Founder,
International Award winning
Artist & Educator



Meryl Devillers

Award winning Nail
Artist & Head
Educator



Jasmine Lund

Head Educator &
International Tattooist



Rosemary Khall

National Recognised Make
up Artist
Head Educator

YOUR FUTURE IN BEAUTY STARTS HERE

Starting something new can feel overwhelming, but you don't have to do it alone.

Whether your goal is to:

- Start your own beauty business
- Create an extra income stream
- Work within a salon
- Or simply follow your passion

This course is your starting point !

Lil Beauty Co Academy is here to support you every step of the way. When you train with us, you're not just learning techniques you're joining a community that genuinely cares about your growth and your future.

At Lil Beauty Co Academy, we are committed to helping you succeed beyond the classroom.

Our focus is to:

- Build your confidence
- Strengthen your practical skills
- Provide real industry knowledge
- Support your journey into the beauty industry
- Encourage you as you step into your new career
- Offer guidance even after your course is complete

We know taking that first step can be intimidating, but we're here to steady you, guide you, and help you grow at your own pace. You don't have to have it all figured out right now that's what the learning process is for.

You're not doing this alone.

You have a team behind you, cheering you on, ready to help you build the future you're dreaming about.