

# IMANI ARTISTRY

## PERMANENT COSMETICS

### SOFTAP FUNDAMENTALS COURSE

“HAND” OR “MANUAL” METHOD

#### Training Course Material:

Solid Fill Brows, Gradient Brow, Powder Fill Brow

Basic Eyeliner

Ombre Lip Liner

Beauty Marks

#### Tuition:

\$4000

+ requires a \$500 deposit that goes towards your tuition

#### Starter Kit:

Included



# WHY SOFTAP?

Softap is the method in which a hand tool is used to manually implant color into the first layer of the dermis. What's great about softap is that you have complete control of how much color is going into the skin, as well as the depth. biggest difference between a machine method and Softap is that there is no power source- just the judgement and technique used by the technician!

## Benefits of Using SofTap Method

- Very gentle (most clients will tell you it hurts more to tweeze than to have this method done)
  - Non invasive
- Maximum control for a relaxing experience. There is no vibration. The technician can go as fast of as slow as they would like. Meaning you can go slow to get extreme precision when needed
- Quicker healing time. Because this method is not as aggressive as others clients will never experience extreme swelling or scabbing. Most clients will come in to have this done on a lunch break and return to work the same day
  - Very little down time
- Minimal Touch ups- Every client is different but on average they will need to come in for a color refresher in about 1-5 years. There are many things that can contribute to the color fading faster. So those that are careful about those things can help their permanent cosmetics last them for up to 5 years
  - The most natural look in the world. The absolute BEST thing about Softap!! No one would ever know you had permanent cosmetics! You as a technician have total control to create the most natural look ever or the mo dramatic. Depending on what your client wants
- 100% Sterile! This is a huge benefit to your client. Everything is completely disposed of after each procedure. No autoclave is needed to sterilize needles because you will be throwing away each needle after every use

# Starting Costs & Profits

## Your Average Charge

(includes 2nd touch-up session)

Eyebrows \$300

Eyeliner \$300

Lip Liner \$350

Full Lip \$450 (advanced class)

Simulated Hairstroke Brow \$400 (advanced class)

Beauty Marks \$75

Areola Restoration \$700 (advanced class)

Scar Camouflage \$500 (advanced class)

## Your Average Cost

(in one single procedure)

\$7-\$20

avg. profit of \$293 in an hour

Just doing 3 procedures a week at \$300  
(which is 3hrs of work)

is a profit of  
= \$3,600 a month



# COURSE DYNAMICS

**60** hours of at home prestudy training  
**40** hours (6 days) of hands-on training

## Meeting Times

Daytime	Evening
Monday through Friday	Monday through Friday
9am - 5pm	5pm - 10pm
Saturday	Saturday
9am - 12 pm	9am - 2 pm

## Material Covered

- Proper sanitation / cross contamination
- Osha Standards & Infection control
- Instruction on brows, eyes, lips as well as basic color corrections
  - Consultation
  - Marketing & Business skills
  - Extensive Color and Skin Theory
  - Correct Shaping
  - Color theory & pigment selection
- An introduction to other methods and modalities
  - Comprehensive Manual
  - Different Needles
- Forms: Consultation, client release forms, and aftercare
  - Trouble shooting & difficult case management
- SofTap Certificate upon approved completion of the course

## MODELS

3 brows, 3 eyeliner & 3 lips = 9 hands-on model training

You are required to line up your **own** models because the majority of your clientele will be from referrals. Recruiting your own models will help jumpstart your business!  
**Out of state** students will receive help supplying models.

## WHY IMANI ARTISTRY?

- A course repeat policy that allows graduates of the introductory softapcourse to shadow any day of future classes as an informational refresher (for no extra charge).
- Ongoing technical support from our trainers and staff after class.
- We are staffed by highly educated instructors with 13 years of experience in the field of permanent cosmetics and 7 years of experience as certified Softap instructors.
- Trainings conducted using only the highest-quality permanent cosmetics machines, products, accessories and study material.

## PROFESSIONAL + QUALITY TRAINING IS CRUCIAL!!!

*The success of your business is directly related to the quality of training you receive! The method of Softap combined with quality training and an ambitious technician will result in an awesome business with permanent cosmetics.*

*If you would like any referrals or to speak to any previous students of ours please let me know and I would be more than happy to give you contact info!*