

# SHMINK ACADEMY

7 Brushes to Beauty



## LEARN TO DO YOUR MAKE UP LIKE A PRO

### Teaching our 7-brush process

The premise is simple: seven unique brushes, each with a specific purpose and designed to facilitate, used sequentially to achieve a complete make-up. The choice, however, remains yours. Choose the number of steps you want to follow; as each brush represents one specific step, you can see what works best for you given your taste and time.

Book a free 10- to 15-minute make-up lesson and allow us to teach you how. We'll reward your desire to learn with free products.

**SHMINK** This one little word means make-up in many parts of Europe, but we feel it has a much bigger meaning. With Shmink, we see beauty in everyone. We see potential, promise and possibility. We see the average woman's desire to look anything but average. And we see it as our role to educate and empower her. It starts by demystifying make-up application. By taking the time to teach, while providing the tools to help clients gain confidence, we can impact lives through colour and fashion, technique and choice, instruction and involvement.

**Knowledge is beauty.** That's how we see it.

### How Shmink Academy works

After your free make-up lesson with a Shmink make-up artist, if you decide to purchase the brush the lesson is focused on, we'll give you the coordinating product for free. Concealer, eye shadow, blush, bronzer, and more – complete all 7 steps and you will graduate from the Shmink academy, receive a ShminkID card and become part of the Shmink Alumni.

Shmink Alumni enjoy special privileges, including access to exclusive limited edition cosmetics created for alumni only, advance news on product launches, events, special appearances, and promotional offers. Information on other educational focuses will also be forthcoming, such as for corrective procedures, glam techniques, bridal programs and others. Shmink Alumni also receive two free make-up applications a year and two free eyebrow shaping sessions a year, with no purchase required.

## 7 BRUSHES TO BEAUTY/4 LESSONS

Course Outline

### BRUSH 1/THE BASICS

Express 10 – 15 minutes

Comprehensive 30 - 45 minutes: Concealer, foundation, corrective procedures.

### BRUSH 2 & 3/CLASSIC EYES

Express 10 – 15 minutes

Comprehensive 30 – 45 minutes: Colour lock, colour schemes, eye shadow base, crease placement, blending and finishing techniques.

### BRUSH 4 & 5/EYE-LINING AND INTENSIFYING

Express 10 – 15 minutes

Comprehensive 30 – 45 minutes: Lining, smudge lining, intensifying, enlarging techniques, highlighting and eyebrows.

### BRUSH 6 & 7/CONTOUR AND HIGHLIGHT

Express 10 – 15 minutes

Comprehensive 30 - 45 minutes: contouring, blush, bronzing and highlighting bone structure.

Enrollment: \$350.00

[WWW.SHMINK.COM](http://WWW.SHMINK.COM)

Shmink cosmetics reserves the right to change or alter the Shmink Academy program at any time without any prior notice.

