

MASTER IN MAKEUP ARTISTRY PROGRAM



Course Overview

This comprehensive (3 + 2 months) 5-month course is designed for aspiring makeup artists seeking to develop both basic and advanced makeup operational skills as well as managerial skills. Throughout the program, you will learn various makeup techniques including foundation application, eye makeup, lip techniques, contouring, and special effects. Additionally, you will gain expertise in salon management, financial management, marketing, client relationship management, team leadership, and business development. By the end of the course, you will be equipped with the knowledge and skills to excel as a professional makeup artist and run your own successful makeup artistry business. Join us and embark on an exciting journey into the world of makeup artistry!

Learning Focus

- ★ **Makeup Skills:**
Master basic and advanced makeup techniques, from foundation to special effects.
- ★ **Skincare Knowledge:**
Understand skin types, tackle issues, and create a smooth canvas for makeup.
- ★ **Color & Products:**
Use color theory and grasp makeup product properties and application techniques.
- ★ **Client Communication:**
Conduct effective consultations, comprehend preferences, and meet expectations.
- ★ **Salon Operations:**
Manage staff, policies, and inventory to ensure smooth salon functioning.
- ★ **Financial Management:**
Handle budgeting, pricing, expenses, and cash flow for a sustainable business.
- ★ **Marketing & Branding:**
Implement marketing strategies, build your brand, and retain customers.
- ★ **Client Relations:**
Excel in customer service, manage feedback, and ensure satisfaction.

- ★ **Team Management:**
Build, lead, and mentor makeup artist teams, and effectively delegate tasks.
- ★ **Business Growth:**
Develop a solid business plan, adapt to trends, and collaborate for expansion.

Investment

INR: INR1.25 lacs + taxes

Duration: (3 Mon Lecture + 2 Mon Internship)

Certification

Silk n Salt - Gurukul of Hair & Beauty Certificate on course completion