

# THE FREEDOM GUIDE: LAUNCHING YOUR PMU CAREER

**Your step-by-step roadmap to building a flexible, rewarding beauty business with permanent makeup.**

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## WHAT IS PERMANENT MAKEUP? (PMU)

- Permanent makeup (PMU), also known as micropigmentation or cosmetic tattooing, is a beauty treatment that uses safe, semi-permanent pigments to enhance your natural features. PMU lets women (and men!) wake up looking and feeling their best—every day, with minimal effort.

### Why PMU is so popular:

- **Wake Up With Makeup:** Imagine rolling out of bed with perfect brows, eyeliner, or lips—no daily makeup routine required.
- **Bespoke for Every Client:** Every treatment is tailored to the individual. Whether you want soft, natural brows, a bold eyeliner, or a subtle lip blush, PMU artists design a look that suits your unique features and personal style.
- **Empowering Confidence:** PMU isn't just about beauty—it's about helping clients feel confident, empowered, and ready to take on the world.
- **Inclusive for All Ages:** PMU is loved by clients from 18 to 80+! It's perfect for busy young professionals, active mums, mature women seeking a confidence boost, or anyone wanting to simplify their beauty routine.
- **Long-Lasting Results:** Treatments typically last 1-3 years, saving time and money on daily makeup products.

### Who chooses PMU?

- Women who want to look their best with less effort
- Mums and professionals with busy schedules
- Mature clients who may have thinning brows or unsteady hands
- Anyone seeking a confidence boost or a fresh look
- With the right training, you'll learn how to create personalised, natural-looking results for every client—helping them feel beautiful at every age and stage of life.



## A DAY IN THE LIFE OF A PMU ARTIST

Curious what it's really like to work as a permanent makeup artist? Here's a peek into my typical day as the owner of Studio Brows Academy—balancing work, family, and self-care, all while building a thriving beauty business.

### 8:30 AM – School Run

Start the day with quality time, dropping my child off at school—no rushing, no missed moments.

### 9:00 AM – Gym Session, Home & Shower

Prioritizing my own health and well-being with a workout and a bit of “me time” before work begins.

### 11:00 AM – First Client: Lip Blush or Ombre Brows (£300)

Welcome my first client of the day for a bespoke PMU treatment—helping them wake up with makeup and feel their best.

### 1:00 PM – Second Client: Lip Blush or Ombre Brows (£300)

Another rewarding session, creating natural, confidence-boosting results for a client of any age, from 18 to 80+.

### 3:15 PM – School Run & Family Time, Dinner

Pause work to pick up my child, enjoy family time, and have dinner together—something that's hard to achieve in a typical 9-5 job.

### 6:00 PM – Touch-Up Appointment (£75-£150)

A quick evening appointment for a client's lip blush or brow touch-up—flexible and low-stress.

### 7:30 PM – Check Emails & Post on Social Media

Wrap up the day by responding to clients and sharing before-and-after photos on Instagram and Facebook to attract new bookings.

### Typical Earning: £675-£750 per day

All while fitting in the school run, the gym, and dinner with family—proving that a PMU career can offer both financial rewards and real-life balance.

With the right permanent makeup training and business support, you can design a day—and a life—that truly works for you.

## 5 STEPS TO LAUNCHING YOUR PMU CAREER

### Step 1: Research PMU Training Options

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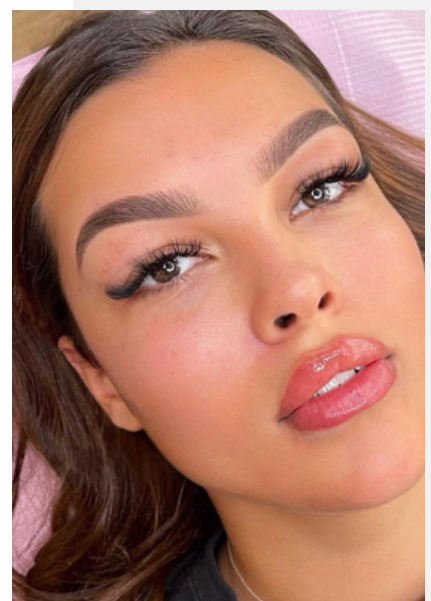
Start by looking for accredited “permanent makeup academies” or “PMU training for beginners.” Quality education is the foundation of your success.

Important: There's a difference between “accredited” and “Ofqual regulated” training. Make sure you choose a course that allows you to obtain insurance and your local licence—this is essential for working legally and safely as a PMU artist.

### Step 2: Book Your Training

When choosing your provider, focus on hands-on training in small groups. You don't want your first model to be done while your instructor is trying to watch eight students at once—trust me, I've been there! I had to pay to retrain because I left my first course with no confidence.

Look for academies that offer ongoing support after training. The PMU industry is always evolving, so it's crucial to have someone guiding you through your journey—not just for the course, but beyond.



## 5 STEPS TO LAUNCHING YOUR PMU CAREER

### Step 3: Invest in the Right Tools

Many reputable courses will provide you with a starter kit—always check before booking so you know what's included. Having professional, quality tools is key to delivering great results and building your reputation as a PMU artist.

### Step 4: Build Your Portfolio and Brand

You'll often need to complete case studies before receiving your certificate—use these as an opportunity to build your portfolio. Start sharing before-and-after photos and client stories on Instagram and Facebook to showcase your skills and attract new clients. Don't forget: once you're qualified, obtain your insurance and licence so you can operate legally and with peace of mind.

### Step 5: Find Your First Clients

Offer introductory rates or promotions to friends, family, and local groups to get your first bookings. Always ask for testimonials—social proof builds trust and helps you attract more clients.

A good training provider will teach you how to get clients and grow your business. All of my students receive my 40,000-word Client Growth Blueprint and a detailed launch plan to follow, so you're never left wondering what to do next.

With the right training, tools, and support, you'll be ready to launch a successful, confidence-boosting PMU career!

## WHY STUDIO BROWS ACADEMEY?

At Studio Brows Academy, I'm passionate about empowering women to build successful, independent careers in permanent makeup. With over nine years of hands-on experience as a PMU artist and three years as an educator, I've designed every course to support beginners and aspiring artists at every stage.

### What sets Studio Brows Academy apart:

- **Ofqual-Regulated Courses:** Our PMU training is Ofqual regulated—this is the gold standard for qualifications in the UK and extremely rare to find, especially in a small group setting. Ofqual regulation means your qualification is nationally recognized, giving you peace of mind and credibility in a competitive industry.
- **Small, Supportive Classes:** Enjoy personal attention and real mentorship. You'll never feel lost in a crowd—my focus is on your growth and confidence.
- **Future-Proof Your Career:** As the industry moves toward higher standards and tighter regulations, Ofqual-regulated training ensures you're already one step ahead. You'll be ready for any changes in licensing or insurance requirements, keeping your business safe and sustainable.
- **Business Skills:** We go beyond technique—learn how to build and grow your own PMU business, attract clients, and achieve lasting success.
- **Ongoing Support:** Your journey doesn't end with your certificate. I'm here for continued guidance, advice, and community—because your success truly matters to me.





## COMMON MYTHS, FAQ'S & INSIGHTS ABOUT PMU CAREERS

### Myths & Truths

**Myth:** PMU is only for young women.

**Truth:** Permanent makeup is bespoke for every client and loved by people from 18 to 80+—it's about personal confidence at any age.

**Myth:** You need artistic talent to succeed in PMU.

**Truth:** With the right training and practice, anyone can learn PMU techniques—your passion and dedication matter most!

**Myth:** The PMU industry is saturated.

**Truth:** Demand for PMU is growing every year, and there's always room for skilled, client-focused artists—especially as beauty trends evolve.

### FAQs

**FAQ:** How long does PMU last?

**Answer:** Most treatments last 1-3 years, with color refreshers recommended to maintain the look.

**FAQ:** Is PMU safe?

**Answer:** When performed by a trained, certified artist using high-quality products, PMU is very safe. Always check your practitioner's credentials!

**FAQ:** Can I really make a living from PMU?

**Answer:** Yes! Typical daily earnings for a PMU artist can be £600-£750, with the flexibility to fit work around your life and family.

### Industry Stats & Insights

- The UK beauty industry is booming: In 2025, the personal care and beauty sector is projected to contribute £31.5 billion to the UK's GDP, growing faster than the wider economy. ([British Beauty Council 2025](#))
- PMU demand is on the rise: Google searches for "permanent makeup" and related treatments in the UK have skyrocketed—one recent report notes a 130% increase in search interest, and TikTok views for #lipblush are now over 115 million.
- A career for all ages: PMU services are popular with clients from 18 to 80+—from busy mums to retirees seeking confidence and convenience.

**JOIN THE 2026 WAITLIST**



## FUN STEP: HOW MANY CLIENTS DO YOU NEED TO REPLACE YOUR MONTHLY INCOME?

Let's break it down:

- The average PMU treatment (like lip blush or ombre brows) is £300.
- To match a typical full-time monthly salary in the UK (around £2,400), you'd only need to see 8 clients a month—that's just 2 clients per week!

One of my students recently worked out she only needed to see 2 clients per week to replace her full-time income. That's just around 5 hours of work per week—compared to her old 37.5-hour job!

Imagine what you could do with the extra time:

- School runs and dinner with your family
- Gym sessions and self-care
- Growing your business at your own pace

### Try it yourself:

- Write down your current monthly income.
- Divide by the average price of a PMU treatment (e.g., £300).
- That's how many clients you'd need per month to reach (or beat) your old salary!

With PMU, you're building a business—and a lifestyle—on your own terms.

### Your Next Steps: Join the Studio Brows Community

You've taken the first step by reading The Freedom Guide—now let's turn inspiration into action!

- Join the Studio Brows 2026 Course Waitlist: Secure your spot for early access, special pricing, and exclusive updates. Don't miss your chance to train with one of the UK's only Ofqual-regulated PMU academies in a small, supportive group.
- Connect With Us on Instagram and Facebook: Get daily tips, behind-the-scenes looks, and real student success stories. Be part of a community of women building freedom and confidence through beauty.
- Reach Out With Questions: I'm here to support you—whether you're curious about courses, need advice, or just want to chat about your PMU journey.

Your journey to a flexible, rewarding career in permanent makeup starts now. Let's build your freedom and future—together.

**JOIN THE 2026 WAITLIST**

*Ellie*

x

