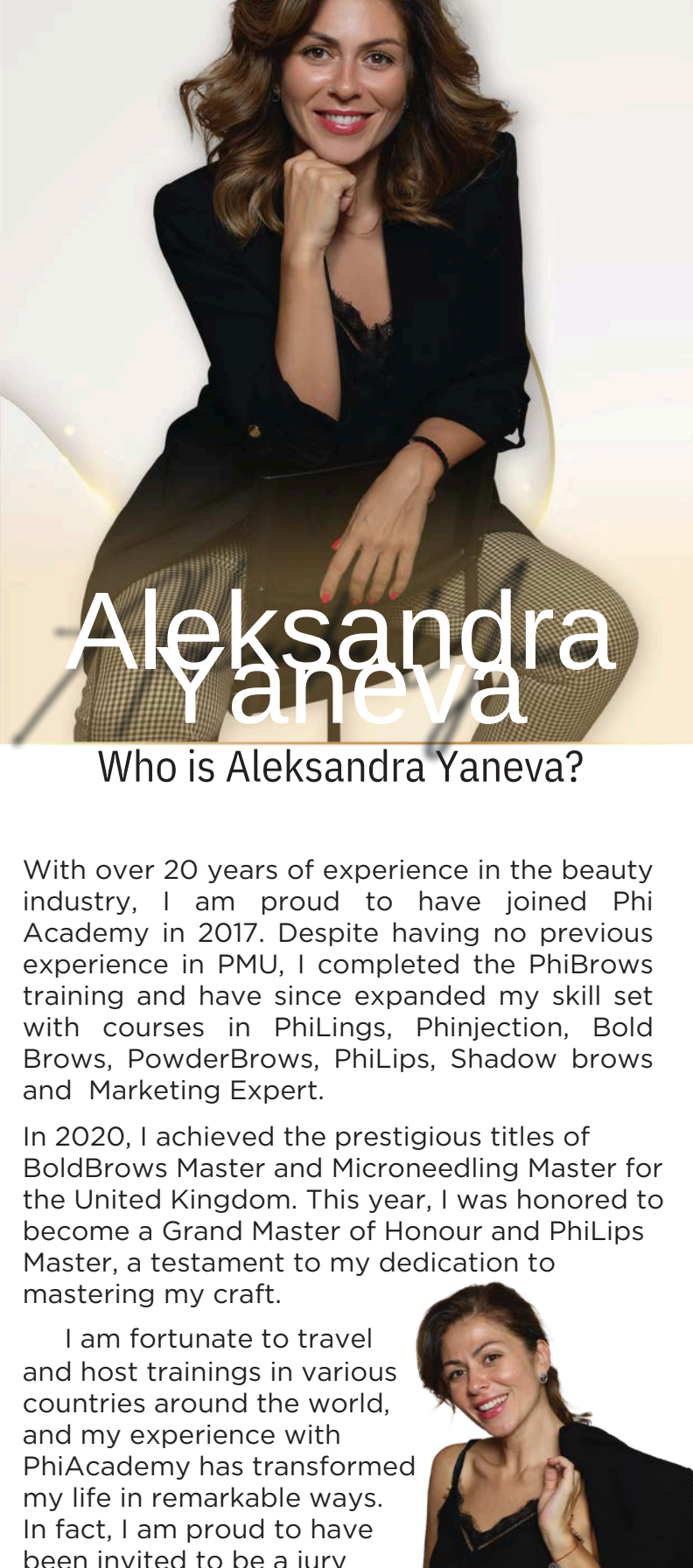


BoldBrows



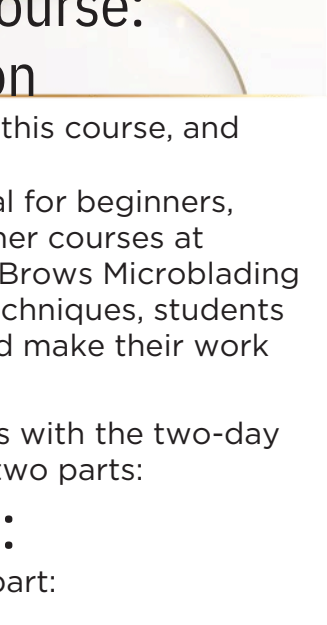
Aleksandra Yaneva

Who is Aleksandra Yaneva?

With over 20 years of experience in the beauty industry, I am proud to have joined Phi Academy in 2017. Despite having no previous experience in PMU, I completed the PhiBrows training and have since expanded my skill set with courses in PhiLings, Phinjection, Bold Brows, PowderBrows, PhiLips, Shadow brows and Marketing Expert.

In 2020, I achieved the prestigious titles of BoldBrows Master and Microneedling Master for the United Kingdom. This year, I was honored to become a Grand Master of Honour and PhiLips Master, a testament to my dedication to mastering my craft.

I am fortunate to travel and host trainings in various countries around the world, and my experience with PhiAcademy has transformed my life in remarkable ways. In fact, I am proud to have been invited to be a jury member in one of the largest championships in the United Kingdom, WULOP UK 2023.



BoldBrows Technique

This method of Brows treatment means more volume, bold strokes, and a hyperrealistic natural brow look.

The BoldBrows technique is based on following the natural direction of hair growth. Compared to the Microblading method, the BoldBrows technique gives the eyebrows much more volume.



The BoldBrows technique varies from the classical methods as it incorporates 'twisted' strokes in combination with short strokes to create a more voluminous effect and bushier-looking eyebrows. The popularity of this look lies in the great comeback of untouched natural thick brows.

BoldBrows course: education

What can you expect from this course, and what does it look like?

BoldBrows training is ideal for beginners, and it combines well with other courses at PhiAcademy, such as the PhiBrows Microblading course. By mastering both techniques, students can expand their services and make their work even more lucrative.

BoldBrows training begins with the two-day live training that consists of two parts:

Day 1:

Theoretical part:

- How to prepare the client,
- What BoldBrows course includes,
- Course on hygiene,
- Color theory,
- Face anatomy,
- Appropriate aftercare treatment.

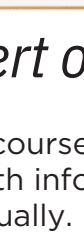


Day 2:

On the second day of education, you will get the opportunity to practice everything you have learned in the theory part of the course. First, you will work on latex pads and, after that, on live models. Finally, you will learn how to use Phi App for a perfect golden ratio for the perfect eyebrow look.

After these two days of live education, you will access the Craft Master application to continue learning and practicing about Bold-Brows.

CRAFT



MASTER

After receiving the certificate of successfully completed technique, you will automatically be listed on our PhiAcademy World Map so that your potential customer can find you easily.

You can find the already existing artists of our Academy on the PhiAcademy map:

<https://www.phi-academy.com/COMMUNITY/>



There is also an online BoldBrows course that is available on our Phi platform.

Online and workshop BoldBrows courses have the same program, and after graduation, the student receives the same certificate, and students will be published on the PhiAcademy world map. The difference is that in the workshop, students have a two-day live course where they become familiar with the practice and basic problems of the technique and skin.

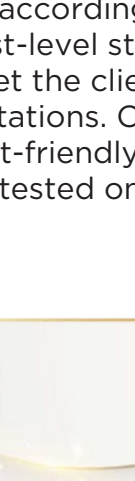
WORKSHOPS:

For our BoldBrows Workshops, there are different options available, according to your previous experience:

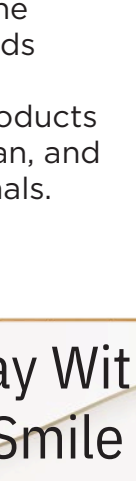
Starter Workshop:

2 months of support via the Craft Master app

3 Bonus courses:



Hygiene course



Skin Expert



Bonus shading

Starter Kit

PhiBrows Brown 1 SUPER Pigment 5 mL | 1 pc.
PhiBrows Brown 2 SUPER Pigment 5 mL | 1 pc.
PhiBrows Brown 3 SUPER Pigment 5 mL | 1 pc.
PhiGlow Holder | 1 pc.
Skin Candy Monodose Balm 20/1 | 1 pc.
PhiBrows Master Blade U304 Stainless Steel 30/1 | 1 pc.
BB Compass | 1 pc.
Practising Blank Latex 3/1 | 1 pc.
Shaping Pencil Deep Brown | 1 pc.
Skin Candy Anti Shock 2 10 mL | 1 pc.
InkCup50/1 | 1 pc.
PhiWipes Asept5/1 | 1 pc.



Standard Workshop:

4 months of support via the Craft Master app

4 Bonus courses:

Hygiene course

Skin Expert

Bonus shading

First Class Service

Standard Kit

PhiBrows Golden Brown SUPER Pigment 5mL | 1 pc.
PhiBrows Brown 1 SUPER Pigment 5mL | 1 pc.
PhiBrows Brown 2 SUPER Pigment 5mL | 1 pc.
PhiBrows Brown 3 SUPER Pigment 5mL | 1 pc.
PhiBrows Fox SUPER Pigment 5mL | 1 pc.
PhiBrows Yellow SUPER Pigment 5mL | 1 pc.
PhiBrows Red SUPER Pigment 5mL | 1 pc.
PhiBrows Black SUPER Pigment 5mL | 1 pc.
PhiBrows Master Blade U304 Stainless Steel 30/1 | 1 pc.
BB Compass | 1 pc.
Practising Blank Latex 3/1 | 1 pc.
PhiGlow | 1 pc.
PhiBlade disposable tool 18 U ECC 0.18 10/1 | 2 pcs
Scissors and Tweezers | 1 pc.
Shaping Pencil Soft Brown | 1 pc.
Shaping Pencil Deep Brown | 1 pc.
PhiWipes Asept5/1 | 1 pc.
Ink Cup 50/1 | 1 pc.
Skin Candy Monodose Balm 20/1 | 1 pc.

Premium Workshop:

6 months of support via the Craft Master app

5 Bonus courses:

Hygiene course

Skin Expert

Bonus shading

First Class Service

Get More Clients

Premium Kit

PhiBlade disposable tool 18 U ECC 0.18 10/1 | 2 pcs
Microblading Advanced Latex Training Kit | 1 pc.
PhiBrows Master Blade U304 Stainless Steel 50/1 | 1 pc.
PhiWipes Asept5/1 | 1 pc.
Skin Candy MakeUp Remover 5/1 | 1 pc.
Skin Candy After Care Balm 10mL | 1 pc.
Skin Candy Anti Shock 1 10mL | 1 pc.
Skin Candy Anti Shock 2 10 mL | 1 pc.
Skin Candy Sun Sweat Protection After Care Cream 10mL | 1 pc.
Phi Topic Cream 10 mL | 1 pc.
Skin Candy Monodose Balm 50/1 | 1 pc.
PhiBrows Brown 1 SUPER Pigment 5 mL - 2pcs | 1 pc.
PhiBrows Brown 2 SUPER Pigment 5mL - 2pcs | 1 pc.
PhiBrows Brown 3 SUPER Pigment 5mL - 2pcs | 1 pc.
PhiBrows Fox SUPER Pigment 5mL | 1 pc.
PhiBrows Yellow SUPER Pigment 5mL | 1 pc.
PhiBrows Red SUPER Pigment 5mL | 1 pc.
PhiBrows Black SUPER Pigment 5mL | 1 pc.
PhiBrows Master Blade U304 Stainless Steel 30/1 | 1 pc.
BB Compass | 1 pc.
Practising Blank Latex 3/1 | 1 pc.
PhiGlow Holder | 1 pc.
Scissors and Tweezers | 1 pc.
Shaping Pencil Soft Brown | 1 pc.
Shaping Pencil Deep Brown | 1 pc.

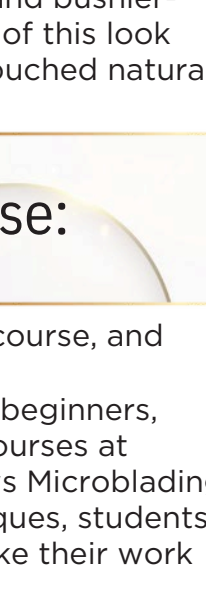
BONUS COURSES

Skin Expert online course

Skin Expert online course provides highly detailed and in-depth information on each layer of skin individually. This course is an essential foundation necessary to secure a good base of understanding for all the other courses available through us.

Hygiene

Hygiene lessons are about helping you as an Artist to acquire the key skills and competencies that will enable you to be a hygienic safe-centered Artist, working to deliver high-quality care to clients.



First Class Service Course

Learn all the written and unwritten rules of greeting clients and walking them out, talking with them over the phone, and decorating the proper way to behave during treatments. Also, remember how important customer care is at the end of the visit as your clients leave your studio.



GMC (Get more clients)

Get more clients course will teach you the basic steps on how to present yourself in any given environment, how you how to get the first clients through defined steps and make these clients the ones that will bring you, new clients.



Bonus Shading course



The eyebrow drawing technique can be used in combination with microblading as well as machine eyebrow drawing. The role of the shade is to provide a visual effect of the density and volume of the hairs where necessary.

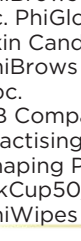
Progress



Artist



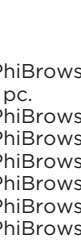
Royal Artist



Master Associate



Craft Master

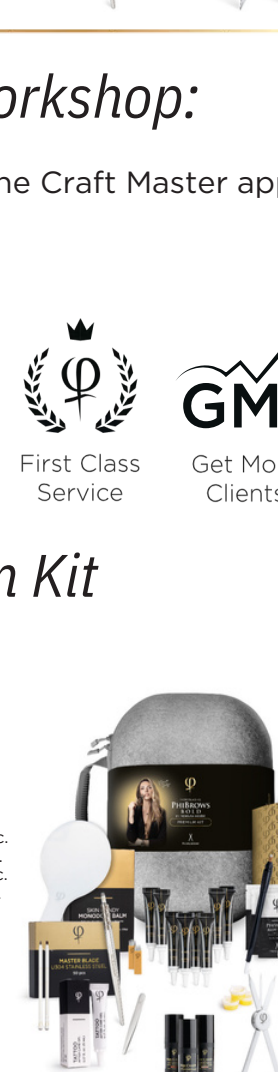


Grand Master

Why choose Phi products?

Phi Products are a subject of constant improvement, following top developing technologies, and have guaranteed safety, quality, and persistence.

Those products are made according to the highest-level standards to meet the client's expectations. Our products are pet-friendly, vegan, and never tested on animals.



Pay With Smile

We are incredibly proud to point out that we provide Pay With Smile service. Pay with a smile is a service intended for clients who have lost their eyebrows due to illness, for whom the artists do the treatment for free as a way of giving back, while the clients, in return, pay with their smile!



Live

Starter £1800
Standard £2950
Premium £3550

Online

Starter £950
Standard £1400
Premium £1950



aleksandrayanevatrainings@gmail.com
07446929155
@aleksandra_boldbrows
Aleksandra Yaneva