



Your Guide to a Thriving Career in Semi-Permanent Makeup

How to Turn Your Talent into a 10x

ROI of your investment

*Victress Beauty Academy
Empowering Artists. Creating Leaders.*

Welcome to Your Future.

Dear Future Artist,

If you're holding this guide, it means you're already thinking bigger and that's the first step. At Victress Beauty Academy, we've helped thousands of students just like you transition into confident, skilled PMU professionals. This guide will walk you through what a career in semi-permanent makeup looks like the income potential, the skills you'll need, and how to get started the right way. Whether you're a beauty beginner or a seasoned artist ready to expand your skills, we're here to help you create a profitable, passion-fueled future.

Let's begin.

With love,

Raman Chohan

Academy Director + Co-Founder, Victress Beauty Academy



What is PMU & Why It's Booming

A modern career in beauty, backed by technique and science.

What is Semi-Permanent Makeup?

PMU is the art of enhancing natural beauty through long-lasting cosmetic tattoo techniques — from brows and lips to scar correction and scalp work.

Think fuller brows, even-toned lips, and color corrections that last for months or years, all without daily makeup.

Whether it's Microblading, Nano-Brows, Ombre Powder Brows, Lip Neutralization, Lip Blush, Scalp Micropigmentation, PMU combines artistic vision with scientific precision.

You're not just giving people beauty.



You're giving them confidence that lasts.

Why It's the Career of the Future:

- High-Profit Margins
- Skyrocketing Demand in India & Globally
- Freedom to Work Freelance or Open a Studio
- Industry Growing at 20-25% Annually in India

Beauty fades... but a booked calendar doesn't.

High-Earning Potential

PMU artists often charge ₹4,000–₹30,000 per session, with repeat clients and high margins.

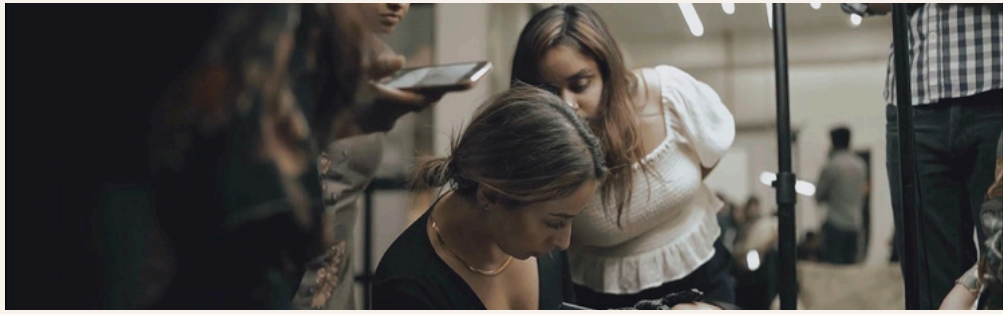
Skill-Driven, Not Degree-Dependent

No prior degree needed — just the right training and technique.

Flexible Lifestyle

Work from your own studio, collaborate with clinics, or travel and work internationally.





PMU Artist Income Potential

How Much Can You Make in PMU?

Here's a breakdown based on real students:

Experience Level Clients/Week Income Range (INR)

Beginner (3 clients/week)

₹4,000 x 3 = ₹12,000.00 per week

₹48,000 – ₹75,000/month

Intermediate (5-7 clients)

₹6,000 x 5-7 = ₹30,000 - ₹42,000

₹1.2L – ₹2.1L/month

Advanced (Studio Owner)

10+ clients

₹3L – ₹5L+ per month

YOU PAY FOR PMU TRAINING
ONCE. PMU pays you for life.

**"I NEVER IMAGINED I COULD TURN MY PASSION INTO A CAREER — BUT
VICTRESS MADE IT POSSIBLE."
— MIRA S., PMU ARTIST & STUDIO OWNER**

The Skills You'll Learn

At Victress, we don't just teach techniques, we teach mastery and business.

Here's what you'll learn:

- Brow Mapping & Symmetry
- Colour Theory & Pigment Science
- Machine Handling & Needle Knowledge
- Skin Types & Fitzpatrick Scale
- Healing Stages & Aftercare
- Correction Techniques & Touch-Up Strategy

We create artists who understand the science, not just the needle.



Why Choose Victress?



1. Science-Based PMU Education

We teach real colour theory, healed case analysis, and skin physiology not just “cookie-cutter” trends.

2. Global Standards, Tailored for India

With Canadian roots and 7+ years of experience in India, we blend international best practices with local market expertise.

3. Built by Artists, Backed by Results

Thousands of procedures. Over 5,000 students trained. Our results speak for themselves so will yours.

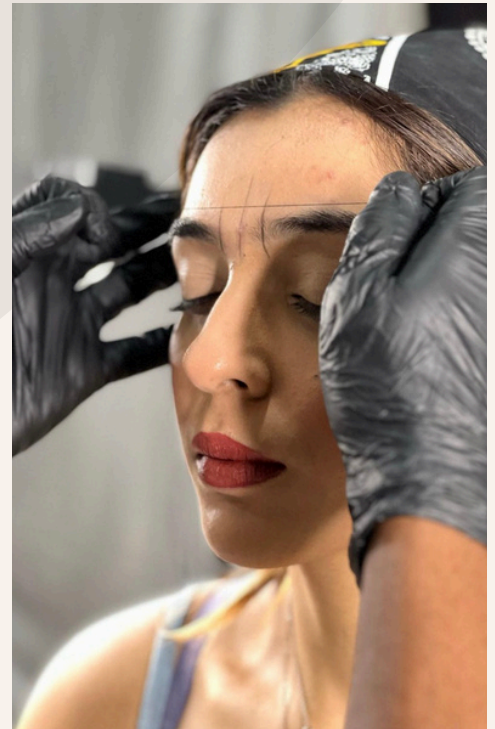
You won't just learn. You'll lead.

Career Paths After Training

What can you do after your course?

- Independent PMU Artist
- Studio Owner
- International Trainer / Educator
- Career Change
- Collaborate with Clinics or Dermatologists

PMU isn't a side hustle — it's a sustainable, full-time career with limitless potential.



Frequently Asked Questions

Q: Do I need a beauty background to start?

No! Many of our top-performing students came from non-beauty careers banking, teaching, homemaking.

Q: How long does training take?

Our foundation courses are typically 5-7 days long, with additional mentoring and lifetime support.

Q: Will I get clients right after the course?

Yes — our business training teaches you how to get booked and build trust in your market.

Q: Can I work internationally with this skill?

Absolutely. PMU is a global industry — your skills can travel.

Q: What if I'm nervous about not being “perfect” at it?

That's completely normal — this is a skill, not a talent. You'll learn through hands-on training, real-life models, and feedback from our master educators. Confidence comes with reps, and we'll be there every step of the way.

Q: Is PMU really a full-time career?

Absolutely. PMU is one of the highest-paying beauty services with low overhead and high demand. Many of our students earn ₹1L to ₹3L/month within their first year.

Ready to Begin?

Turn Your Passion into a Profession.

Start your PMU journey with confidence, clarity, and a community of supportive artists.

Book a Free Consultation Call

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Your future doesn't wait — and neither should you.

