



2021 BEAUTY INDUSTRY CAREER REPORT

| The iBrow Academy of Advanced Esthetics



FIRSTLY

THANK YOU

FOR CONSIDERING US!

Are you interested in joining millions of beauty professionals world-wide who are at the forefront of in-demand beauty services and earning lucrative incomes?

Whether you're passionate about the field of esthetics and ready to take it to the next level, looking to transition into a new career, or interested in earning part-time income – the beauty industry could be the perfect choice for you.

The incredible boom in the beauty industry is attracting esthetic-minded, creative individuals from all demographics. Below are a few of the **top reasons** on why you should consider a career in beauty and start your training now.

MAKING YOU

STAND OUT

"I am thankful for each of you and for your significant contribution to my personal success. And now strive to maintain the same level of excellence with my business as you do with yours."

Tara



1. AFFORDABILITY

Often there can be a gap between the desire to gain the training necessary to start a career and the ability to afford that training.

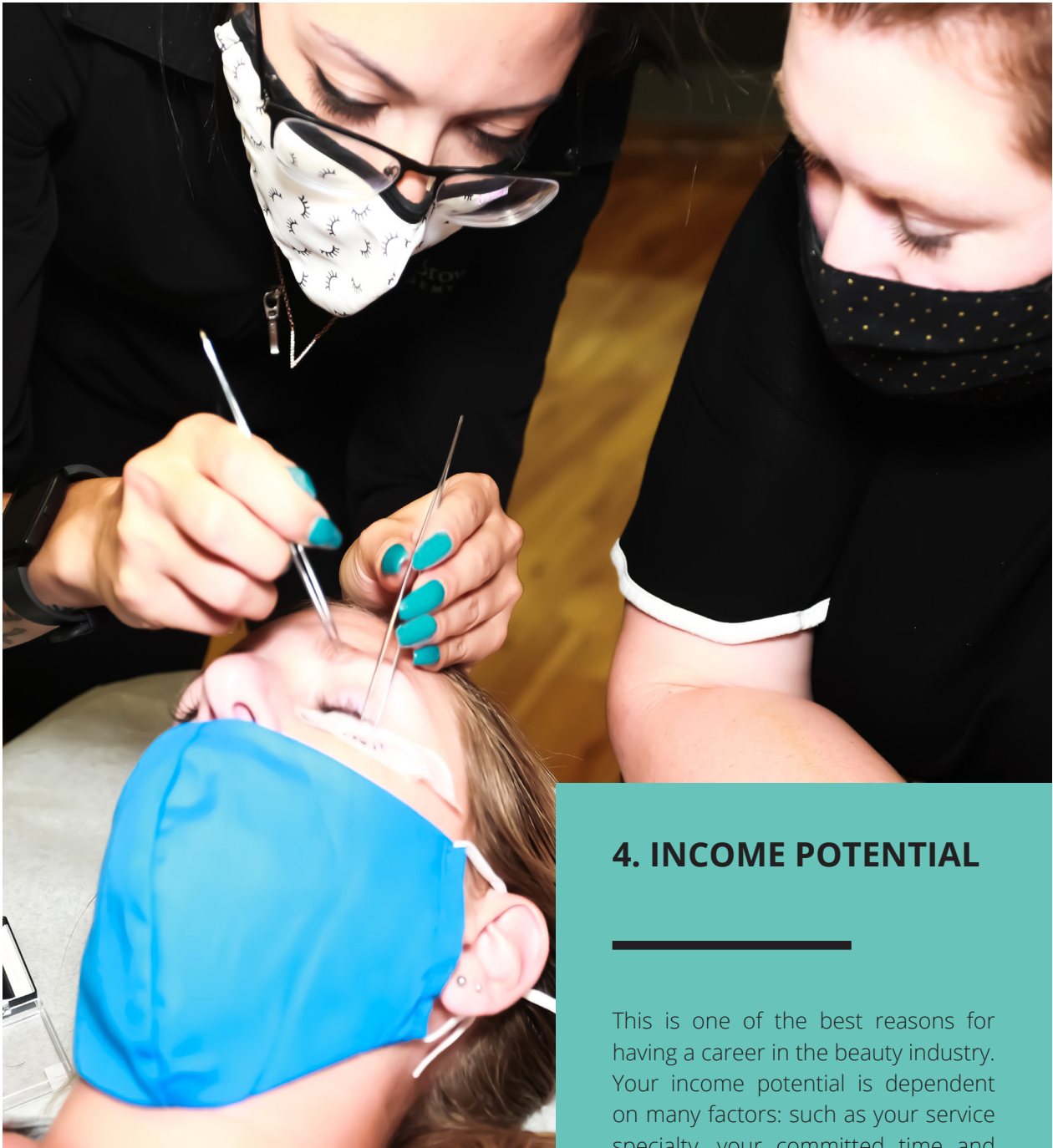
Considering the cost of beauty treatments such as lash or brow services, you can quickly make back your investment in your education and be well on your way to becoming profitable.

If your goal is to open your own beauty business an average investment in training would be \$10,000 - \$20,000, depending on areas of specialty. If you're looking to start out smaller, an average investment in training would be \$3,000 - \$5,000.

2. FLEXIBILITY

We often wear multiple hats and skillfully balance the demands of family, work, school and other commitments. As a beauty professional, you have the ability to set your own schedule and gain more control and fulfilment over your life.

A career in the beauty industry, allows you additional flexibility; to work anywhere in the world, whether you work in a spa, salon or have a mobile beauty business, the opportunities are endless.



3. JOB SECURITY

Living in a world where we are inundated with social images and varying interpretations of beauty and wellness, allows unlimited opportunities to find clients. Whether you're a lash or brow artist, a micropigmentation or skin specialist, or offer facials and massages, you'll never find a shortage of clients.

4. INCOME POTENTIAL

This is one of the best reasons for having a career in the beauty industry. Your income potential is dependent on many factors: such as your service specialty, your committed time and your client base. Below is the income potential of a Lash artist and a Microblading brow artist.

Service, repeat, service and repeat – as they say repetition makes reputation and is the key to all learning. The more you practice your craft the more masterful you will become. Retaining clients is key to your success and job security. Your clients will return for services and be your best marketing source through their referrals.

| LASH ARTIST (PART-TIME)



**WEEKLY
INCOME**



**MONTHLY
INCOME**



**YEARLY
INCOME**

(Using average cost of \$100 for new lash set, \$45 for a 2-week lash fill)

A lash artist working part-time, performing 4 new lash sets and 4 lash fills per week.

| LASH ARTIST (FULL TIME)



**WEEKLY
INCOME**



**MONTHLY
INCOME**



**YEARLY
INCOME**

(Using average cost of \$100 for new lash set, \$45 for a 2-week lash fill)

A lash artist working full-time, performing 15 new lash sets, and 10 lash fills per week.

| MICROBLADING ARTIST (PART - TIME)



**WEEKLY
INCOME**



**MONTHLY
INCOME**

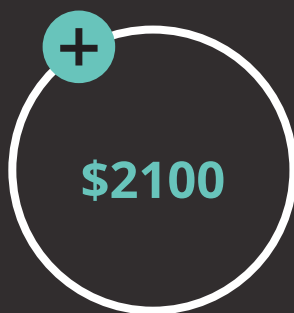


**YEARLY
INCOME**

(Using average cost of \$350 for a set of microbladed brows)

A microblading artist working part-time, completing 3 brow sets per week.

| MICROBLADING ARTIST (FULL - TIME)



**WEEKLY
INCOME**



**MONTHLY
INCOME**



**YEARLY
INCOME**

(Using average cost of \$350 for a set of microbladed brows)

A Microblading Artist working full-time, completing 6 brow sets per week.



WE BUILD

CAREERS

The Income examples we used above is a technician providing only a single service. Many beauty technicians often start with learning one or two services and as their business grows, they take additional certification courses and add to their service menu.

Whether you're creative, artistic, or have a desire to help clients enhance their beauty, there is a spot waiting for you in the beauty industry.

If you're unsure where to start or would like more guidance, our team of professionals at the iBrow Academy are here to help you every step of the way.