



ALICIA'S MAKEUP ACADEMY

COURSE BROCHURE 2016





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THE AMA MISSION

Our mission is to provide a superior level of education, by combining a highly individualized learning experience, a comprehensive course curriculum as well as extensive professional and personal development.

We consider it our responsibility to provide our students with in-depth knowledge and the practical understanding necessary to successfully navigate the fast paced industry of beauty.

Our goal is to turn every student into a professional makeup artist with the ability to establish, grow and maintain a thriving business of their.

Photoshoot makeup by AMA Student & freelance MUA Heather LoFaro



ABOUT THE ACADEMY

The Alicia Makeup Academy, specializes in courses for the makeup artist in all of us. Whether you're a professional makeup artist, focusing on professional growth and development or an individual interested in learning a specific technique or looks for themselves, The Alicia Makeup Academy wants to empower each of its students with the skills, knowledge and confidence needed for professional success or personal satisfaction.

Located in Haverhill, MA, Alicia's Makeup Academy, has been in existence for over 10 years. Committed to excellence, It is a progressive school, geared towards teaching students, the cutting edge methods of makeup artistry, needed to stand out in today's competitive world.

The Alicia Makeup Academy understands, that to be successful, it is imperative for makeup artists to constantly work on their portfolio of work, to reflect an awareness of the current trends, and their ability to create varying looks.

WHAT SETS US APART

Our academy offers a unique educational experience that is different from many other makeup schools.

- Classes are taught in a warm atmosphere and students are treated as professional artists from the beginning.

- Small classes, enabling students to receive practical, personal, hands on experience.
- All classes are taught by the owner, Alicia Z who has 33 years of experience in the beauty industry.
- Ongoing support services, which are available for students after graduation, to be used at the student's discretion.
- Offer affordable payment options that fit into any budget.

SO WHO IS ALICIA

Alicia Zefta, owner and teacher, of The Alicia Makeup Academy, is an established national and international makeup artist who has over 30 years of both national and international experience, in the beauty industry. As the result of this vast experience, she has had the opportunity to work with major celebrities, fashion designers, makeup and skin care companies. All of which have led to her extensive product knowledge and exceptional makeup artistry ability.

A teacher at heart, she's well known for her ease in teaching, Alicia is a committed professional who believes in sharing her knowledge and experience.

ACADEMY COURSES

Our courses are designed, to not only increase student's makeup artistry skills, but to also provide the necessary tools, for those students, wanting to build a successful career in the Beauty industry. Whether you're a beginner, interested in pursuing a career in the beauty industry or an existing makeup artist looking to refine your techniques, our courses encourage each student to explore and use the full rein of their creativity.

MAKEUP ARTISTRY

Pro course for those with beginning - intermediate skills

DURATION: 40HRS | COURSE COST: \$4.000

This intense training course provides the essential foundation for those who want to become a professional makeup artist. A basic understanding of the historical styles of makeup is a vital part in building a solid foundation of all modern techniques. In addition, we will work on personal & career development, which are important factors in establishing your own business.

FUNDAMENTAL MAKEUP

Pro course for those with intermediate - advanced skills

DURATION: 20HRS | COURSE COST: \$1,800

This professionally designed intensive course will provide you with a solid foundation from which to build your confidence and skills. We will also explore ways in which to develop more abstract makeup looks, which will allow you expand your abilities and bring your creativity to another level.

PERFECTING EYES

Pro course for those with intermediate - advanced skills

DURATION: 8HRS - 2 DAYS | COST: \$800

Eyes are not only the windows to the soul, they're also the focal point of many of the modern looks as well as the high impact of the styles of makeup.. From considering definition and shape to experimenting with color, this practical course will equip you with the skills needed to create show-stopping eye makeup looks.

BRIDAL MAKEUP

Pro course for those with intermediate - advanced skills

DURATION: 8HRS - 2 DAYS | COST: \$800

A wedding an event perfect to showcase a bride's personality and individual inner beauty, which requires a skilled makeup artist. This course explores bridal makeup design, but with our own distinctive and creative twist.

CREATIVE MAKEUP

Pro course for those with intermediate - advanced skills

DURATION: 8HRS OVER 2 DAYS | COST: \$800

This course focuses on teaching you the skills needed to explore, conjure and express your creativity upon demand – with confidence. Each day of the course, you will be tasked with designing a unique look to further instill the techniques and applications taught.

CUT CREASE DESIGN

Pro course for Intermediate to Advanced

DURATION: 2HRS | COURSE COST: \$250

Cut crease is a technique that uses contrasting eye shadow colors in the crease of the eye to create a sharp and defined look. With this specially designed course, you will learn how to create this popular eye makeup technique.

LASH & BROW EXTENSIONS

Pro course for licensed cosmetologist or esthetician.

DURATION: 5HRS - 1 DAY | 3 COURSE OPTIONS

Lash Extension - Regular | Cost: \$1,000 + \$350 for extension kit

Lash Extension - Volume | Cost: \$1,000 + \$250 for extension kit

Brow Extension - Regular | Cost: \$1,000 + \$150 for extension kit

The application of eyelash or eyebrow extensions is a highly technical and meticulous process requiring well-trained esthetician or cosmetologist to perform the procedure. We place an emphasis on maintaining the health, safety and satisfaction of your clients. Our goal is to prepare you to become a highly successful and skilled eyelash or eyebrow extension professional.



PAYMENT OPTIONS

PAY IN FULL | MONTHLY | BI-MONTHLY | WEEKLY

At AMA, we offer several payment options to ensure that our courses are affordable and can fit within any kind of budget. For our hourly pro course, we offer installment payments that can be spread over 6 months. You can get started with our hourly pro courses with a deposit of \$120! For our shorter, less intensive courses we offer payment options that can be spread over a full month!

View more information about our payment options on our website or contact us directly by email or phone with any questions.

Makeup station at Alicia's Makeup Academy

STUDENT REVIEWS

“*My time at Alicia's Makeup Academy was nothing short of impressive. Learning a variety of in depth and intricate makeup techniques, while working hands on with multiple live models, made my experience one I won't soon forget. Alicia, an experienced, admired and well known artist in the industry, makes even the most beginner of students feel at ease, confident and able to accomplish major goals in this beauty industry.*”

HEATHER LOFARO



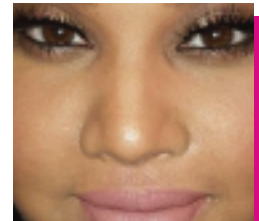
“*After years of going to school and working for different spas and makeup companies. I had never truly had the confidence in my skills as a makeup artist. That is until I joined Alicia's Makeup Academy. Alicia was the teacher I had dreamed of!! She taught me more in one day than I had learned in 9 months of school. I was able to learn in a calm, relaxing, and encouraging environment. Where I mastered many basic and advanced makeup applications with confidence. Alicia has truly changed my life, my future and my career!!!*”

JOANNA BUCHINO



“*If you're interested in becoming a makeup artist, Alicia's Makeup Academy is the place to attend. Here, Alicia will teach you different tips, tricks, and the latest makeup techniques. What I loved about AMA, was how small the classes were. Alicia was able to give me her undivided attention every time I needed it. I mean, wouldn't want an award winning mua by their side teaching them side teaching them the do's and don'ts. Alicia definitely takes her love for art and instills that into each and every one of her students.*”

IVETT LISA GONZALEZ



INTERESTED IN BECOMING A MAKEUP ARTIST OR ADVANCING YOUR EXISTING SKILLS?

We believe in nurturing the vision of all of artist's. Whether you're a beginner, interested in pursuing a career in the beauty industry or an existing makeup artist looking to refine your techniques, Alicia's Makeup Academy encourages each student to explore and use the full rein of their creativity.

Visit us online to learn more about our courses, schedules, payment options and to enroll in any of our makeup courses.

[LEARN MORE >](#)



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