



CASSIE LOMAS
MAKEUP
ACADEMY

**COURSE
PROSPECTUS**

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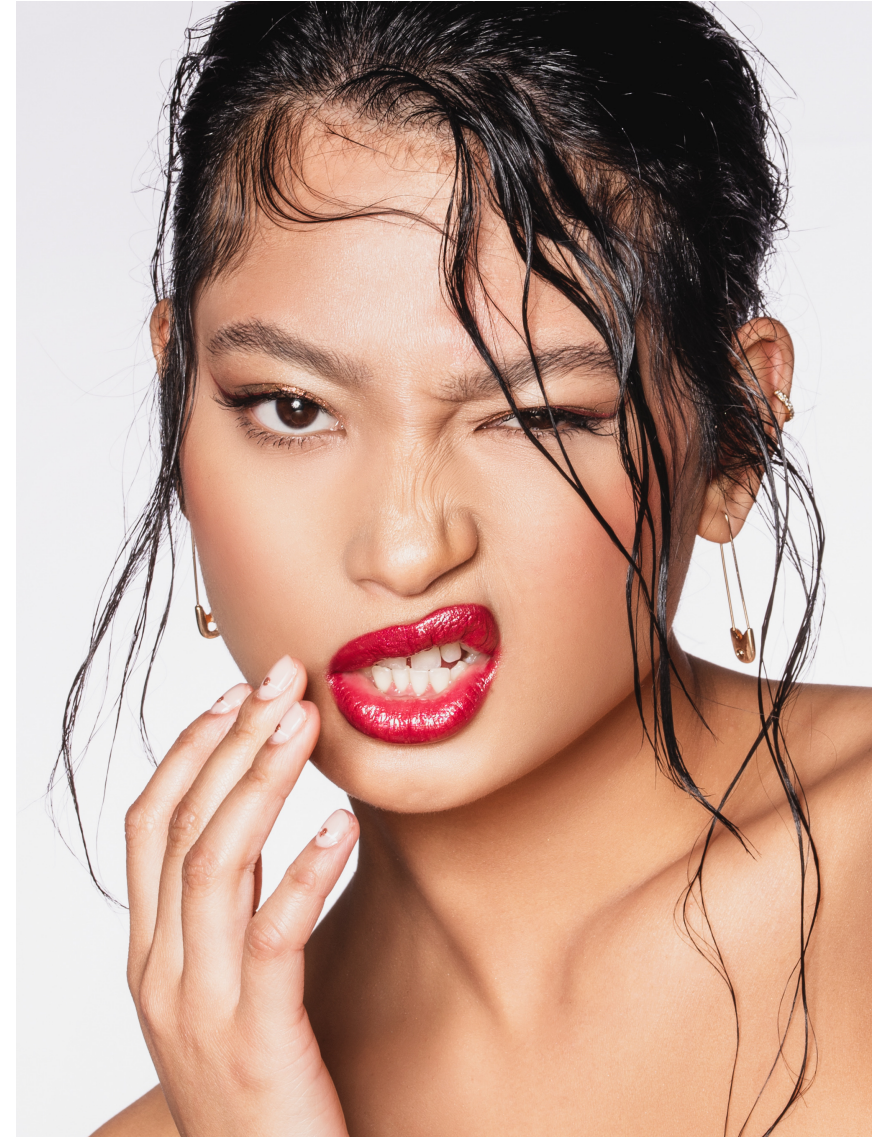
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A NOTE FROM CASSIE



WOW, WHAT A DECADE WE HAVE HAD AT CLMA!

As we begin the next amazing 10 years, you could be part of the next generation of graduates who have to pinch themselves every day, being creative, doing a job you love and getting to experience this incredible career and all it has to offer.

My aim with the academy was to bring a breath of fresh air to the way that Makeup Artists are trained in the UK by offering an extremely high-end course, taught in a friendly working environment, and ultimately creating high-end Makeup Artists. We are widely recognised for graduating outstanding Talent into the industry, showing how successful you can become and being inspirational for all future students. With my reputation to maintain, you can rest assured that it will always be my priority to graduate this incredible level of artistry and push careers onwards and upwards.

We have had students travel to us from all over the world including Canada, New Zealand, Australia, Dubai, Bali, India, South America, South Africa, Cyprus and a little closer...Spain to name a few. Students travel this far to CLMA because of our outstanding reputation, and this is a testament to the successes we celebrate.

If it's your dream to become a Makeup Artist then we can help you turn this into a reality, come and chat to us soon and I hope to be teaching you in the future.

**“I GO TO WORK
EVERYDAY,
DOING WHAT I LOVE.
THAT’S THE DREAM.
IF I CAN DO IT,
SO CAN YOU,
AND I AM HERE TO
HELP YOU GET THERE”**

- CASSIE LOMAS

We are not just a makeup school. We teach more than how to apply a flawless foundation and blend the perfect smoky eye. Our ability to help students accelerate their career has been what really sets CLMA apart. Doing a job you love can change your whole life and we have proven dreams really can come true.

I have been working as a Makeup Artist for over 25 years and been lucky enough to work in Fashion, Tv, Celebrity, Music, Beauty., Advertising, Brand consulting, Weddings and more.... But it was always my dream to open a Makeup School. I opened CLMA in my hometown of Manchester as it turned into a buzzing and vibrant Fashion and Media hub with a huge fashion and TV industry, all needing excellent Makeup artists. I never imagined that the success of the academy could have been so incredible, but my graduates are living proof that this IS a real job and there IS work out there for you.



WHY CLMA?



CLMA was established in 2010 as a vibrant and new approach to training and every year we go from strength to strength. Here at the academy, we have a genuine passion for teaching people how to turn the art of Makeup into a successful career. Each course is specifically written by Cassie Lomas, to ensure that students leave the best they can be and fully equipped with all the skills they need to be a successful Makeup Artist.

2022 brought exciting new changes to our courses which are now available online, so we can reach students worldwide that want to be THE BEST.

The students of CLMA are always one step ahead with their outstanding work etiquette and relevant skills. We are always striving to be at the forefront of training needs, and we are committed to ensuring everything we teach is up to date and relevant in the industry. Each term the schedules are re-evaluated by Cassie and the team to ensure we are at the cutting edge of training needs.

All tutors are current and experts in their specialised fields. Having gained recognition in their own work, they are able to deliver Cassie's teaching schedule immaculately with the added ingredient of their own personal skills and experiences which have gone towards building their individual success. CLMA is not about learning from teachers who just teach, it is essential they are also inspirational in their day-to-day jobs.

Cassie and our tutors also offer many opportunities for work experience to any students who excel. In addition to this, Cassie also has Creatives Agency for Makeup, Hair and Stylist Artists which provides the perfect platform for her best graduates to gain a helping hand to enter into the professional forum.

'WE DON'T JUST TEACH MAKEUP, WE NURTURE CAREERS '

Our courses require 100% commitment, it is intensive training for those who want to be the best. The outstanding reputation of CLMA is built on the students' success, which we strive to continue to deliver.





OUR COURSES

We know our courses are the best but its important that you know they are the best for the direction you want to go in. We never advise students to join us if we don't think we have the right course for you. That's why it is so important that we get to meet you, chat about your goals and then we are able to advise you as to what we feel is your best option. This is also a great opportunity to ask any questions you have and get as much information as possible.

BEGINNERS

Those with no previous experience and at the start of their career in Makeup are our favourite kind of student. We like to teach you with no previous training because its easier to mould you when you have no bad habits

INTERMEDIATE

Those with previous training in Makeup who feel they need more training and who want to continue to develop their skills under the careful watch of Cassie and her hand selected team are welcome on the courses, despite having some knowledge. Never worry that you'll be going over things you already know, because we teach our way, and you can never learn too much.

ADVANCED

Many professional Makeup artists who want to refresh their skills and accelerate their career come to CLMA to master their art under the careful guidance of Cassie and her hand selected team. We have specific courses for each level, and we can determine what is right for you by chatting to you.

FULL TIME

For students who can attend daily courses Monday to Friday 10am to 4.30pm.

PART TIME

For students who have current commitments either family or work and are unable to attend classes all week. Classes run on Sundays 10am - 4pm.

EDUCATION & MENTORING PROGRAMME

THIS course is designed to teach as much relevant content to qualify students as a professional Makeup artist and get you out into the workplace in the shortest time possible . These are intense courses that always require full commitment and attendance and require both in person and online learning.

Course work elements are included in these programmes.



WHAT STAGE ARE YOU AT?

We encourage all potential students to come to the academy for a walk around and sit down with one of our course advisors who can talk through all available options open to each student and answer any questions or queries they may have. It's important that students enrol on the right course not only for their skill set, but also for their interest and future career goals.



THE ELITE MAKEUP ARTISTRY & MENTORING PROGRAMME

This course is the one for step by step guidance into a guaranteed career. The Elite course and Mentoring Programme teaches everything you need to learn about the business and all the relevant Makeup, & Hair skills needed to propel you into your brand-new career. You will be given the opportunity to gain valuable work experience, and work alongside our sister Agency to set you on the path to gaining long term representation. You will graduate feeling fully prepared and have all the techniques that you may be required to know.

You begin with a 10 week makeup and hair skills training at CLMA, with our incredible roster of industry working tutors. Following successful completion of this you will move onto a 6 month mentoring programme, with online learning and practical coursework set where you will work to build your portfolio with the help of us and the team. You can do this alongside building your own experience and clientele and working part time if required. When you successfully complete this programme, you will have the opportunity to work as an assistant for Creatives Agency and you will begin working under our brand for a further 4 months to allow you to continue to build a full portfolio.

10 WEEK COURSE, 6 MONTH MENTOR PROGRAMME, 4 MONTH AGENCY EXPERIENCE - FULL TIME 12 MONTHS

THIS IS YOUR TIME TO SHINE!

On completion of this, depending on the level of your work and commitment, you will either be offered the opportunity to continue with the agency to gain full representation or we will recommend alternative career advice and help to suit your path within the industry.

If you don't fancy 3 years at university but want to be taught to the highest level and move straight into your dream career, then this course is for you.

We teach makeup, we teach you how to market yourself and the path to becoming your own brand. This course offers skills to allow you to branch into a range of career options in makeup with specific training into becoming a freelance fashion makeup artist represented by a creative agency.

We have over 50 lessons, 2 in-house professional photoshoots, a makeup shopping trip with 35% off at MAC and real work experience included.

There is no course like this available anywhere!

If it is your goal to have all the skills needed so you can be the best, become agency represented by one of the leading Makeup agencies in the UK and hit the ground running after graduation then apply now, because it really is the elite training course and opportunity of a lifetime.

At CLMA, we **MAKE IT HAPPEN!**

ANY LEVEL – 10 WEEK COURSE, 6 MONTH MENTOR PROGRAMME, 4 MONTH AGENCY EXPERIENCE

- **ACCEPTANCE ONTO THIS COURSE IS BY APPLICATION AND AN INTERVIEW PROCESS**

FULL TIME 12 MONTHS - Kit and brushes worth £1000 included & 2x photoshoots included

BRIDAL AND OCCASION MAKEUP

This course is a great introduction into the industry of Makeup Artistry if you want to work with private clients for weddings, events and in salons. Learn application and blending techniques to get these looks and the best products and brushes to create them with. We teach modern day looks and specific Makeup skills to enable you to create a variety of looks for special occasions.

YOU WILL LEARN

Day 1

- Artistry Etiquette
- Wedding etiquette
- Hygiene
- Brush use and care
- Skincare and Preparation
- Dewy skin
- Golden makeup look

Day 2

- Eye Shapes
- The perfect brow
- Flicks and Lips

Day 3

- Bridal Makeup
- False Lash Application
- Lasting Makeup Looks
- Body Makeup
- Current Makeup trends
- Highlighting and contouring

Day 4

- Creating Smoky Eyes
- Party Makeup
- Current Makeup trends
- Colour theory

Day 5

- Mature Makeup
- Covering imperfections
- Business Tips
- Social Media
- Building your Makeup kit

Researching will be required throughout this course.



BEGINNERS LEVEL – 5 DAY COURSE – FULL TIME OR PART TIME – Kit & Brushes sold separately

FASHION AND PHOTOGRAPHY MAKEUP



This is an introduction to Fashion and Photography Makeup for those who want to start their makeup journey with a view to having a career working on photoshoots.

The course is designed for beginners and intermediate levels who really want to home in on techniques and professional skills of Makeup artistry in order to work in the fashion side of the Makeup industry. If you see yourself working on professional shoots or with brands and have limited time, this course is suitable for you.

YOU WILL LEARN

Day 1

- Industry Etiquette
- Hygiene and Client Care
- Business of a fashion MUA
- Skin care and preparation
- Natural Skin Finishing
- No makeup makeup

Day 2

- London Fashion Week
- Colour theory
- History of Makeup
- Fashion Makeup looks

Day 3

- E-commerce Makeup
- Getting clients
- Enhancing Eye-shapes
- Winged eye liner
- Working on Set

Day 4

- Red carpet and celebrity makeup
- Body Finishing Makeup
- Contour and highlight, Lashes

Day 5

- Beauty Makeup
- Trend techniques
- Working on test shoots and building your portfolio
- Getting an agent

BEGINNERS & INTERMEDIATE LEVEL – 5 DAY COURSE – FULL TIME OR PART TIME - Kit & Brushes sold separately

FINISHING SCHOOL



This is a bespoke and advanced business and skill course, suitable for Makeup Artists who may or may not be already working in the industry, but who feel like they could benefit from learning the CLMA way.

We determine the levels of each individual artist and work on areas they need to improve on to advance within the industry.

This course requires previous makeup training and experience and places our offered through an application and interview process only.

YOU WILL LEARN

Day 1

- Researching
- Designing a mood board
- Current Trends
- Refining Skills
- Showcasing your portfolio

Day 2

- Contacting clients
- Building relationships
- Marketing yourself
- Accelerating your career
- Studio and business etiquette
- Brand building
- Contacting Agents

ADVANCED COURSE FOR EXPERIENCED MUA's – 2 DAYS – FULL TIME

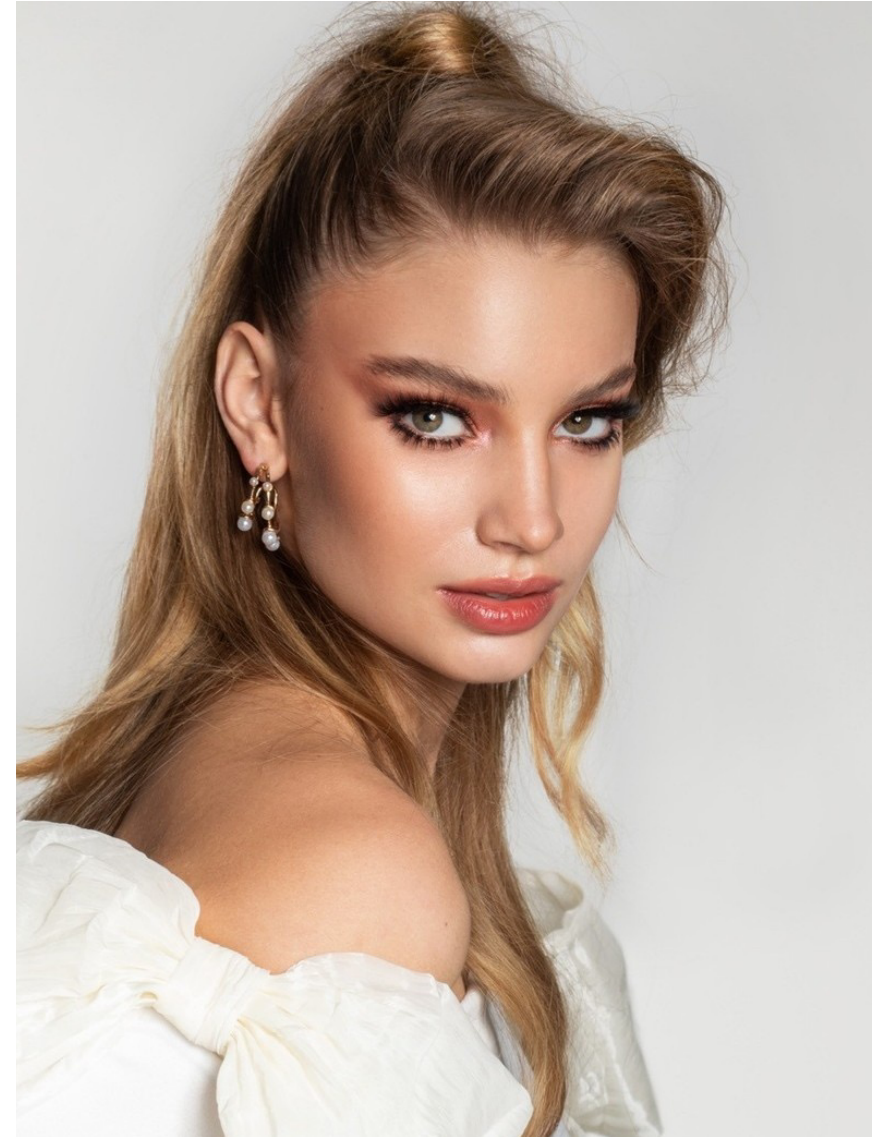
PRIVATE TUITION

If you can't see a course that suits your schedule, don't worry, we can build you one. We offer bespoke classes, with one to one training from Cassie and her team of tutors.

This can be booked on a daily basis and dates are flexible. You choose personal training on whatever you feel you would like to be taught, from watching bespoke demos, setting up as a freelance artist or a business, learning the latest techniques or a simple introduction into the basics of Makeup.

This course is perfect for those who have little time and want to make huge improvements fast.

The personal attention can ensure that you are fully equipped with the skills you need and are able to produce a high standard of Makeup.



ANY LEVEL - BOOKED BY THE DAY – MONDAY TO FRIDAY - Kit & Brushes sold separately

ME & MY MAKEUP DAY

Isn't it silly why we are never actually taught to do our own makeup? This should be a lesson in school!

Well, we have filled that gap with our Me & My Makeup day at CLMA.

This is a fun filled day where you come along with your makeup bag and learn what products are right for you, how to get that quick day time look and turn it into a glam evening look.

Have you always struggled to cover your under eye, or to get that beautiful winged eyeliner?

Don't worry, we have our team on hand to go through any struggles and help you master those makeup skills you always wanted to.

This is 4 hours at CLMA, Prosecco and snacks included and a goody bag.

- Prepping the skin
- Flawless skin and undereye
- Updating your makeup bag
- Day makeup
- Glam makeup

ANY LEVEL – 4 HOURS – SATURDAY 10AM – 2PM



ONLINE COURSES



We recently launched our online learning with beginners and an advanced course available.

The beginners course takes the content from The Bridal and the Fashion course and combines it into 16 tutorials, filled with all the skills you need to get yourself started in the industry.

The advanced course online is similar to the finishing school. This takes Cassie's 25 years experience in how to make it in the industry and it is broken down into 6 easy to follow tutorials with Cassie online.

THE COMPLETE MAKEUP ARTISTRY COURSE ONLINE

Our Complete Makeup Artists' course online, is designed for beginners so you can study in your own time. This is completely accessible anywhere in the world.

There are 16 in depth makeup lessons, brought to you over 8 weeks and coursework is set for you to submit along with your personal practice images.

On submission of your work, you will graduate with your CLMA Diploma. This will give confidence to you and your clients that you are a fully qualified Makeup Artist.

The course content will equip you to work in several areas of the makeup industry. The courses schedule covers a range of different makeup techniques and invaluable business skills on how to manage your own business and most importantly the ongoing support you need to become a leading Makeup Artist and create a long-lasting successful makeup career.



- Introduction to Makeup Artistry & etiquette
- The Business of a Makeup Artist
- Bridal Makeup
- E-Commerce Makeup
- Colour Theory
- Contour and Highlight
- Red Carpet & Celebrity Makeup
- London Fashion week
- Mature Makeup
- Looks through the decades
- Deeper Skintones
- Festival Makeup
- Becoming a Fashion MUA
- Asian Bridal & Cut Crease looks
- Avant Garde

BEGINNER OR INTERMEDIATE LEVEL – 16 LESSONS OVER 8 WEEKS – Makeup & Brush Kit Included

MAKING IT AS A MAKEUP ARTIST ONLINE



A course for Makeup Artists who need help with the business side of the job and marketing yourself to clients. There isn't anything that this course doesn't teach you about getting work and building a client base. There are 6 in depth lessons with Cassie and coursework to follow each week.

You will leave with the lightbulb having finally clicked on. And all that's left is putting what you've learnt into action.

- Introduction to CLMA
- Paths within the Makeup Industry
- Setting Goals
- Skill Drills
- Importance of the History of Makeup
- Building a Portfolio
- Magazine Submissions
- Running your freelance Business
- Getting Clients
- Marketing yourself
- Pricing
- CV
- Networking and building relationships

ADVANCED LEVEL- 6 LESSONS - ONLINE LEARNING

KITS

Kits are an important part of your journey but also a personal one. Starter kits are included along with a professional set of Cassie Lomas Makeup brushes.

Kit lists will vary dependant on the course so please ask for more details if you would like a specific list.

We also offer a discount programme with Mac Makeup to allow you to purchase an individual kit recommended by us.

CLMA has an extensive Makeup kit of varying brands and products which all students can use throughout the duration of their course. Kits are always updated and changed as products and technologies improve, so rest assured you are being given what we feel you will benefit most from during your training.



CHANEL


ANASTASIA
Beverly Hills®

M·A·C

CharlotteTilbury

ESTÉE LAUDER

INGLOT
WORLD LEADER IN COLOUR COSMETICS

laura mercier

NARS

sisley
PARIS

AFTERCARE

Here at CLMA we know that having a successful career in Makeup requires ongoing hard work and building a database of contacts. This is why we pride ourselves on offering a complimentary aftercare service to all our graduates.

The CLMA team are always available for help and advice and Cassie is always on hand for many years after graduation. Whatever help you need we seek to provide.

In addition, we offer Masterclasses to graduates so you are able to stay up to date with the latest techniques & refresh your learning at regular intervals.

The subject of learning varies each time and industry experts are brought in to teach their tips, trick and trends.

You can never learn too much and at CLMA we encourage you to keep refreshing your knowledge meeting new contacts and keeping ahead of the trends. Our masterclasses are designed to help you stay focused, current and inspired.

Masterclasses are complimentary to graduates.

Graduates will automatically gain entrance to our Events Team and for students who flourish and excel, they have the opportunity to become a part of the New Talent roster at Cassie's Creatives Makeup Agency.

EVENTS TEAM



The hardest thing about completing any training is that you are on your own to make it in your chosen career. Here at the Academy, we put a lot of time and effort into trying to help our students once they have qualified.

It is not a part of the course for us to find work experience, however, we make this a priority for those students who excel, as we know how important and how difficult a journey it can be on your own.

Cassie has first hand experience of how hard it can be to get yourself established and so ensures that her students don't have to struggle as much as she once did. In short, she really cares whether or not you succeed and does whatever her, and her team, can to encourage and create ongoing work experience.

Our events team endeavours to offer graduates opportunities for up to 12 months after completing the course, however for students who excel this can be ongoing. Events range from being on the makeup team for the British Soap Awards to assisting on an OK shoot. We have provided hundreds of work opportunities to our graduates as a way for them to gain experience and build their CV

Loose
WOMEN

Lorraine

HOLLYOAKS

knickerbox

heat Closer

MOBO
AWARDS

OK!

NTA
NATIONAL
TELEVISION
AWARDS

MTV

HELLO!

LONDON
FASHION
WEEK

BBC
RADIO

1

THE BRITISH
SOAP
AWARDS
2017

THE
X
FACTOR

the
voice

UNIVERSAL

VOGUE
FASHION'S
NIGHT
OUT

polydor

SONY

this
morning

THE ONLY
WAY IS
ESSEX

BRIT
AWARDS

CREATIVES AGENCY

Creatives Agency was launched in 2014 by Cassie after the industry recognised her graduates were the best out there and wanted to hire these Artists on their jobs. So representing these Artists was a natural progression as Cassie's passion is and always has been getting her graduates into the work place.

Creatives is the 'go to' agency for clients who want a flawless service, not only liaising with the agency but also the Artist. Our talent range from the already established experts that have years of experience, to the newest emerging Talent that are part of a new generation of creativity, trained through CLMA. All of our artists are renowned for their outstanding skills, passion and going above and beyond the call of duty.

Our **Artist** roster represents Makeup and Hair Artists based in both London and Manchester working in Fashion, Beauty, Commercial, Celebrity, TV or Advertising. Artists are available to travel internationally on request.

Our exciting new **Branded** roster represents aspirational and professional individuals, who have a special skill for creating digital content. All work respectively in the Fashion, Beauty and Tv industry and use their years of experience behind the scenes to come in front of the camera and create digital content for brands that will gain you engagement over all your digital platforms.

Could you be Creatives newest signing?



TESTIMONIALS

- I wish I had come across the Academy when I was 17! Best decision I've ever made. - Alex Van Pagh
 - The academy allowed me to take something that I enjoyed doing as a hobby and turn it into my career! It's hard graft, but when I'm there it never feels like work. Thanks to the academy I have gone on to work with some amazing artists and brands that I wouldn't have without their continuous help and support. - @Thembithems
 - My time at CLMA not only gave me the essential training to become a Makeup artist but also taught me the knowledge about how to get in the industry, the etiquette involved and what is necessary to succeed. Cassie's drive and passion is so inspiring and it really reflects in the courses. I absolutely loved my time there, I encourage anyone who is interested in a career in Makeup to go and look at the courses on offer at CLMA. - @emmyclarkson
 - Completing my course at CLMA kick started my career in Makeup...Allowing me to develop new skill in a friendly, professional and non judgemental environment...completing the course not only helped my career but changed my life!! I'm now doing exactly what I wanted to do as a little girl and earning a living not to mention the amazing, fabulous, talented people I have met and life long friends I have made!! If your thinking about it just go for it you don't know where it could take you! Since CLMAI have worked for the BBC, fashion labels and have a great client base! It's not just a school and it's not just a certificate...Its a family and a support group and also a step into the career you have always wanted! Go on do it be the next success story! @jesscarswellpro
-

GETTING STARTED

If you think a course at CLMA is for you then the first thing to do is give us a call.

One of the team, or Cassie, will talk through your options and help you to decide whether we are the right school for you.

If you live locally, we always recommend you come in for a look round and a chat. Getting to know us and what the Academy can offer is important when you're making such a huge investment into your future.

When you are sure you've made the right choice, you can book your course online and your place is saved!

We have a maximum of 10 students per course to ensure each student benefits from individual care and attention.



CONTACT US

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 - Email us on info@cassielomasmakeupacademy.co.uk
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 - Like our Facebook page Cassie Lomas Makeup Academy
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