

From passion to profession, build your success
with Chems Latreche's learning method

WITH US, QUALITY COMES FIRST:
CHEMS HERSELF, NO INTERMEDIARIES.

MicroBlading Shading

ONLINE TRAINING

CHEMS ACADEMY

78, Avenue des Champs-Élysées
75008 - PARIS
+33.7.60.82.40.00

This brochure is valid for 30 days from the date of receipt.

Excellence and Expertise, your future as a Brow Artist with Chems Latreche

A TRAINING PROGRAM OF EXCELLENCE

This course is the result of over 10 years of expertise in semi-permanent makeup. To ensure true mastery of this demanding technique, Chems Latreche has developed a 9-step progressive learning method.

Each lesson focuses on a specific area of the eyebrow (head, upper line, lower line, etc.), allowing students to absorb each movement with precision. An exclusive method designed to create ultra-natural and realistic eyebrows.

[👉 DISCOVER OUR BEFORE / AFTER](#)



A RECOGNIZED TECHNIQUE

Adopted by top beauty institutes, the MicroBlading Shading technique delivers natural, precise, and long-lasting results. This highly sought-after expertise is perfect for building a loyal and discerning clientele. Our method is used by certified professionals in over 30 countries.

Personalized Coaching

Experience **4 months of intensive** support through our e-learning platform: access your courses, videos, exercises, and personalized feedback. Progress at your own pace with the exclusive 9-step method, all the way to earning your Chems Academy certification.

[DISCOVER CHEMS ACADEMY](#)

4-MONTH PERSONALIZED SUPPORT WITH FEEDBACK

At your own pace, you progress step by step with our exclusive method, designed to help you master each movement with precision. From taking measurements to choosing pigments, and all the way to completing a full microblading treatment on a client, you'll learn how to create perfectly tailored, harmonious, and professional eyebrows. At every stage, you'll receive personalized feedback from Chems or her team to refine your technique and elevate your results.



UNLIMITED ACCESS TO THE E-LEARNING PLATFORM

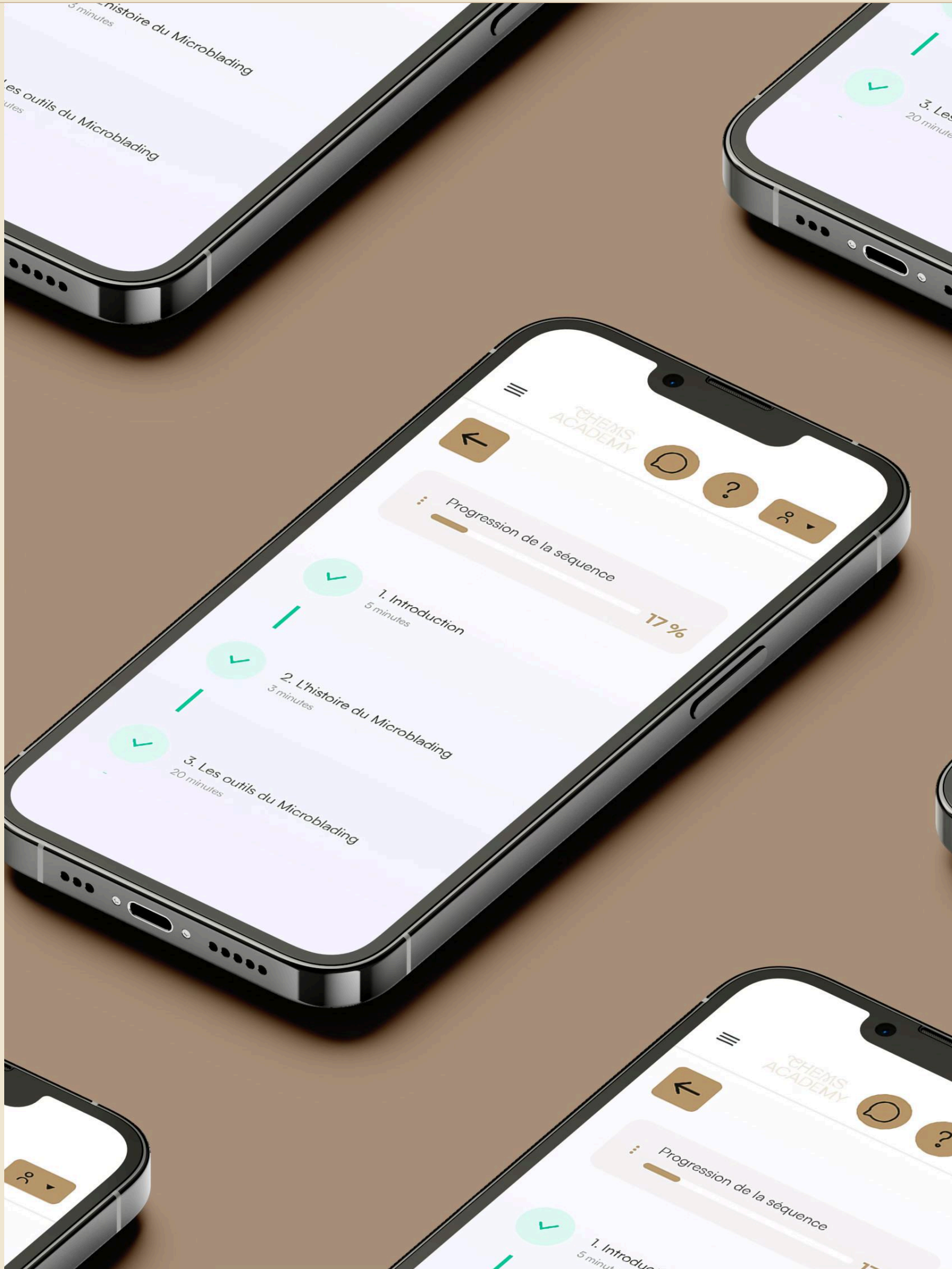
Thanks to our digital platform, you have 24/7 access to all your content: videos, theoretical lessons, practical sheets, exercises, quizzes... An intuitive and comprehensive space to keep progressing between each assignment submission.

A PROGRAM DIVIDED INTO 9 STEPS

Our exclusive method breaks down the learning of MicroBlading Shading into 9 clear and progressive steps: you master each part of the eyebrow separately (head, upper line, lower line, etc.) before putting it all together. This teaching approach ensures clean, natural, and realistic results.

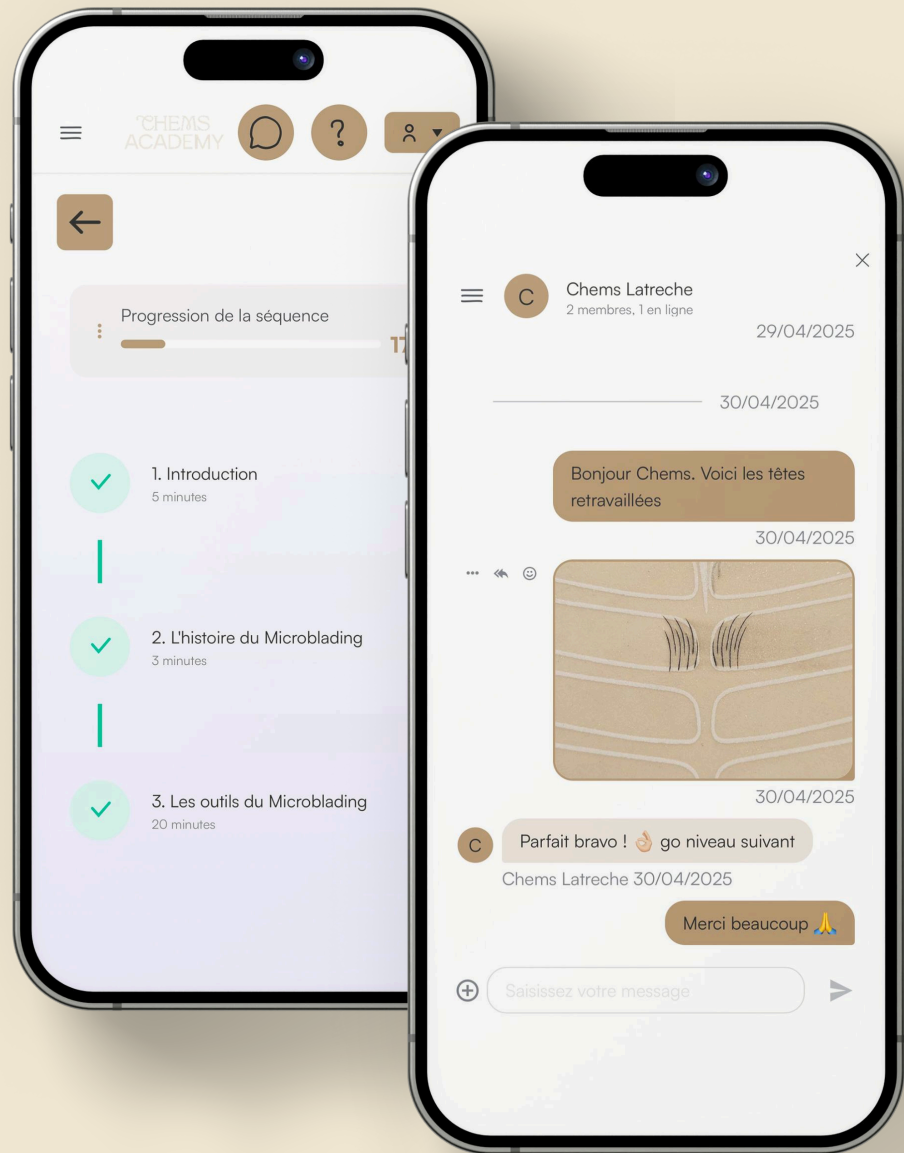
A DEDICATED SPACE FOR REVIEWING YOUR WORK

At each step, you submit your work through your personal space. Chems sends you precise, constructive, and personalized feedback to help you improve your skills and build confidence until final approval.



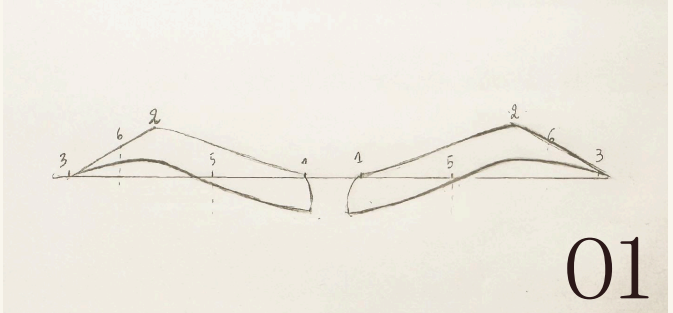
The platform

On this platform, you will find all the courses, featuring detailed and comprehensive content enriched with explanatory videos, visual aids, and supplementary modules. Every aspect of Microblading is thoroughly developed to ensure you gain an in-depth understanding of the technique.

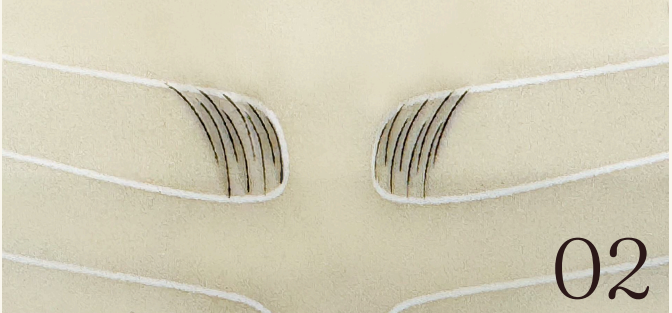


Skills

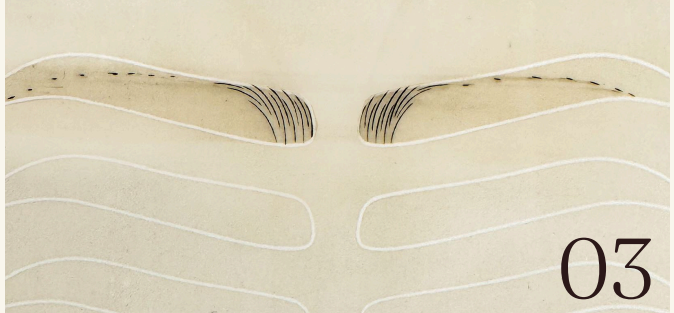
To acquire or improve your skills and ensure your progress, you will complete 9 practical exercises, which will be reviewed by Chems. She will provide personalized feedback to guide you and help you refine your technique. The goal is to enable you to master each step of Microblading with precision and confidence.



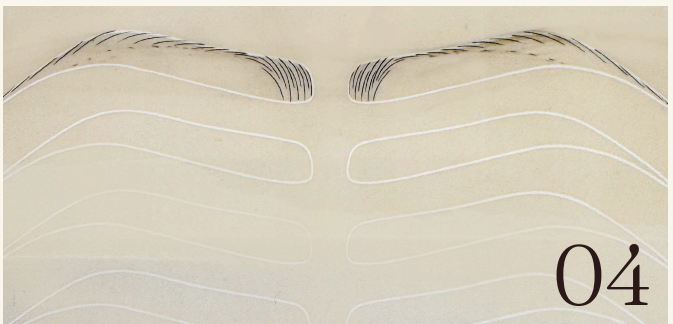
SHAPE ON PAPER WITH COMPASS



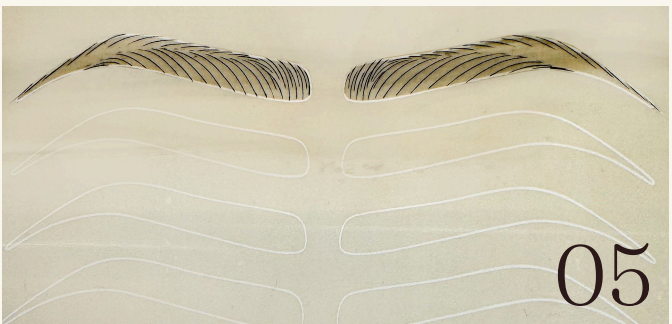
HEAD STROKES ON LATEX



TRANSITION AND SPINE ON LATEX



UPPER STROKES ON LATEX



LOWER STROKES ON LATEX



COMPLETE MICROBLADING ON LATEX



COMPLETE MICROBLADING AND SHADING ON LATEX



SHAPE ON MODEL WITH COMPASS



COMPLETE MICROBLADING ON LIVE MODEL

Chems Latreche

Chems Latreche is a renowned expert in the field of semi-permanent makeup. Voted Number 1 Master in the world from 2020 to 2025, she has trained over 3,000 students across Europe. She developed an exclusive teaching method that allows each learner to progress at their own pace with both rigor and kindness. Her mission: to pass on excellence, precision in technique, and to train a new generation of eye artists.

Manager of several beauty salons

2008-2016

Master of France PhiBrows and PowderBrows
Founder of ChemsAcademy in Lille, then Paris

2019

World's First PhiShading Master

2021

2016 - 2018

Dermographer, specialist in Microblading and PowderBrows

2020

World's First PhiBrows Master

2024

Grand Master

Chems, voted Best Master for five consecutive years.

Over 3,000 students trained
Several hundred students now earn a comfortable living from it



Europe First Master

in 2020, 2021, 2022, 2023 et 2024

[DISCOVER THE RANKINGS](#)



Pricing

A high price reflects premium support, personalized guidance, and a method that has already transformed thousands of careers. Poorly done eyebrows can damage a reputation. A quality training is what helps you avoid that.

What you invest today,
you'll earn back with your very first clients.

4 MONTHS OF
PERSONALIZED
remote support

+

A COMPLETE
PROFESSIONAL KIT
INCLUDED

+

ACCESS TO THE E-
LEARNING
PLATFORM
unlimited

+

EXCLUSIVE BONUS
COURSES

2 200 €

All taxes included

Payment options available in 3 or 4 installments

 [I would like to be called back](#)

I'M SIGNING UP.

KIT INCLUDED



Online store

Discover a wide range of the best products designed for permanent makeup professionals.
Over 280 specialized products: pigments, tools, practice latex, needles, blades, and more...

Maquillage-permanent.fr

 [DISCOVER THE ONLINE STORE](#)



Customer Service

+33.6.50.14.96.16
Monday to Friday
9 a.m to 5 p.m



Delivery

Within 48 hours
(business days in mainland
France)



REACH Law

100% Vegan pigments
compliant with REACH
regulations



Click&Collect

In Lille
Monday to Friday



CE Standard

Products compliant
with French and
CE regulations

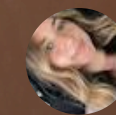


100%
SUCCESS RATE
AFTER THE 2-DAY
TRAINING COURSE

60%
60% OF PARTICIPANTS START
THEIR OWN BUSINESS OR INCREASE
THEIR REVENUE WITHIN 6 MONTHS

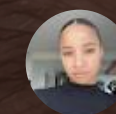
[READ ALL OUR REVIEWS](#)

I trained in microblading with Chems, and honestly, I highly recommend this course above all others. We benefit from 4 months of follow-up, which is essential for me! Chems always knew how to motivate me, encourage me, give the right advice, and was very available throughout the support. I'm very proud to join the circle of PhiBrows artists ✨ Thank you for everything, Chems 🥰



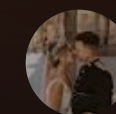
Olga Li, 32 ans,
Career change

A big thank you to Chems for her expertise, which she generously shares with us, as well as for her kindness, support, and encouragement! Excellent follow-up after the two-day training. The team in the offices is also amazing—responsive and attentive! Big hugs to all of you!



Lucie Bjc, 26 ans,
Career change

I was fortunate to complete the PhiBrows training with the PhiAcademy, but even more so to have the incredible opportunity to do it with Chems. The team is attentive, responsive, and above all, humane. During the in-person days, Chems proved to be a great teacher who understands the realities of running a business. She also instills a fierce drive for success. Throughout the training, Chems provided honest, professional, and expert feedback on my work. I sincerely wish everyone the chance to train with her! A thousand thanks to the entire Chems Academy team!



Cynthia Maucotel, 30 ans,
Career change

By far the best training I've ever done in my life. Chems is incredibly gentle and caring; she takes the time with each person, brings so much meaning, and shows true humanity. It's not just a training — it's about practice, motivation, pushing your limits, a life journey. Chems is there to guide us toward excellence, and as she so rightly says, "no one will do it for you, it's up to you to fight for it." She's absolutely right 🥰

Registration

Don't wait any longer! Become an eyebrow expert with the leading authority in MicroBlading Shading.



①.

GET IN TOUCH

Speak with our team to ask any questions you have—details about the course structure, equipment, support, application approval, financing application preparation, and more.

②.

I CREATE MY APPLICATION

We guide you in gathering all the necessary documents for your registration. Once approved, your spot is officially reserved.

③.

I RECEIVE THE MATERIALS

You will receive a training booklet along with a complete professional kit, ready to use, containing all the necessary tools to practice effectively.



④.

I DISCOVER MY PLATFORM

Access all online modules unlimitedly, right from home. Videos, downloadable materials, and practical tips guide you step by step to master Microblading at your own pace.

⑥.

I HAVE 4 MONTHS TO COMPLETE THE 9 LEVELS:

You follow our 9-step teaching method at your own pace on our digital platform. Each level brings you closer to full mastery.

⑦.

I AM OFFICIALLY CERTIFIED

Once your assignments are approved, you receive your final certificate. You will then be ready to practice with full legitimacy, professionalism, and confidence.

Questions & Answers

Do you need prior experience in semi-permanent makeup to enroll?

No, the training is open to everyone, even without experience. Thanks to our 9-step method and personalized support, you progress at your own pace, whether or not you have any prior background.



Is Microblading Shading suitable for all skin types?

Microblading Shading is suitable for most skin types. However, during the training, we teach you how to adapt the technique based on the specific characteristics of each skin type to ensure optimal results. Asian skin differs from European or African skin, for example, and Chems will guide you on the appropriate eyebrow styles to create for each.

How long does it take to be ready to practice?

Once you obtain your diploma—that is, after successfully completing the 9 levels at your own pace—you'll be ready to offer high-quality services with increased confidence and ease when working with your first clients.

Is the equipment included in the price?

Yes, a training kit is included. It allows you to practice at home and start working on your models.

Can I add in-person days to my online training if I feel the need?

Yes, absolutely. If you're taking the online training but want in-person support, you can add 2 days of practical sessions at the center. You would simply pay the difference in price compared to the standard microblading training. Feel free to contact us to arrange this at a time that suits you best.

How does the remote support work?

You'll access our digital platform, where you'll find your courses, videos, exercises, and personalized feedback. You receive ongoing guidance and corrections throughout the 4 months. Chems will assign you a first task (the eyebrow head). You send her a photo, she reviews and corrects it, and you gain access to the next step only if the work meets the required standard. This process continues through all 9 steps.

What can I do after completing this training?

You can start your own micro-business, add a new specialty to your salon, or work as a semi-permanent makeup technician. Over **60% of our students increase their revenue or become self-employed within 6 months.**

What happens if I don't complete all the levels within the 4-month period?

If you need more time, we offer options to extend your remote support. Our goal is your success, and we're here to support you until you earn your certification.

Practical Information

CONTACTS

For any questions that haven't been answered or if you need assistance with your registration

BY PHONE, SMS, OR WHATSAPP

+33 (0)7 60 82 40 00

Monday to Friday, from 9 a.m. to 5 p.m.

BY EMAIL

formations@chemsacademy.fr

FOLLOW-US

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HOW TO PAY?

- Bank transfer
- Credit card payment in 3 or 4 installments
- PayPal

[CALL US](#)