**Website Brief**

**Overview:**

* Product - Cosmetics Tattooing \ Permanent Makeup
* Permanent beauty services including permanent eyebrow hairstrokes, eyeliner, lip liner, Lip Blend
* Marketing - over 18 year old women
* Website pages: Home – Services - About Michelle – Pricing – Contact Us – Pre Procedures - Post Procedures (please read below for page titles in purple)
* There is logo and design all be done by design crowed and should be on file

**Home Page**

**Pictures:**

**Logo:** as per attachment

**Slogan:**

**Special Offers:**

**Facebook:** Setup and link on web page

**Testimonials:** What people are saying, Commits from clients

**Marking box\Banner:** that flicks around with either special offices, testimonials, location of Michelle, slogans etc..

**Services**

Semi - Permanent Makeup

**Eyebrows:**

* Summary
* Before, After and healed pictures

**Upper and Lower Eyeliner**

* Summary
* Before, After and healed pictures

**Lip Liner:**

* Summary
* Before, After and healed pictures

**Lip Blend:**

* Summary
* Before, After and healed pictures

**Corrections:**

* Summary
* Before, After and healed pictures

**Tattoo Removal:**

* Summary
* Before, After and healed pictures

**About Michelle:**

* Summary

**Michelle Studied Certificate:**

SIBBSKS504A – Design and perform cosmetic tattooing

HLTIN402B – Maintain infection control standards in office practice setting

HLTAID003 – Provide First Aid

Business Management - Frontline Management

Graduate Diploma - Project Management

**Pricing:**

**Price List**

|  |  |  |
| --- | --- | --- |
| Semi - Permanent Eyebrow Hairstrokes |  | $430.00 |
| Permanent Upper Eyeliner |  | $420.00 |
| Permanent Lower Eyeliner |  | $420.00 |
| Upper & Lower Eyeliner together |  | $580.00 |
| Lip Liner |  | $360.00 |
| Lip Blend |  | $450.00 |
| Tattoo Removal session |  | $199.00 |
| Consultation |  | Free |

* **A follow-up appointment is included in all services within 4 to 6 weeks.**

**Aftercare Procedures Procedures:**

* Summary

**Contact Us:**

**Subscribe to mailing list:**

* Email address

**Contact Cosmetic Tattoo World:**

* Name
* Phone
* Email address
* Preferred Contact Method
* Subscribe to newsletter , special offers and events

**Location:**

* By email:[cosmetictattooworld@hotmail.com](mailto:cosmetictattooworld@hotmail.com)
* By Phone:
  + 0226841551
* Facebook: Cosmetic Tattoo World
* Address: 22 Red Rock Lane, Monck Bay, 8081, Christchurch