



# UBELLA

Academy of Makeup Mastery

## UBELLA ACADEMY OF MAKEUP MASTERY COURSES

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Welcome to UBELLA, Academy of Makeup Mastery. We are so excited to embark on this incredible journey with you. By choosing UBELLA as your professional makeup education provider, you are not only choosing one of the most prestigious makeup training facilities in South Africa, but also choosing to become the best makeup artists that you can be. Your future as a professional makeup artist is extremely important to us, and we will go above and beyond to ensure that you receive the most from our programme, to ensure your success in the workplace as a professional makeup artist.

We guarantee that you will, via our extensive and comprehensive programme, achieve your goals, shape your skills, and perfect your artistic talents. It is our top priority to deliver the most professional, comprehensively trained and exceptionally skilled graduates in the field of makeup artistry, that are prepared to face any challenge presented to them by any client.

UBELLA graduates will become recognised as being the most professional and highly skilled artists; they will be known and sought after in the industry; and clients will feel confident to book them for all types of events.

In addition to our desire for our graduates to become the best makeup artists in South Africa, we also want them to be able to provide their clients with an all-inclusive service. As hair and makeup are so closely linked, the Academy will also provide an exclusive, advanced hair training programme, where our students will be taught from the most basic hair styling techniques right through to some of the most sophisticated up-do's.

### MAKEUP MASTERY AND HAIRSTYLING

Our master educator, Alecia Joubert, encourages students to enrol for both the makeup and hair course, and here's why:

#### BENEFITS FOR THE CLIENT:

1. It's a lot more convenient for the client.
2. It saves the client the time of having to search for someone else.
3. It saves the client money i.e., having to pay an additional traveling fee.



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## BENEFIT FOR A UBELLA GRADUATE:

The more skills you have, the more you can charge for your services. It's the basic principle of DO MORE – EARN MORE.

For example: when you become a UBELLA makeup and hair graduate, you will be able to charge your clients the below approximate amounts:

**MAKEUP:** R650 (including false eyelashes) for one full face event makeup.

**HAIR:** R550 for a glamorous event hairstyle (excluding up-styles which are more expensive).

We make sure that our graduates are fully trained in time management, so that they can complete both services to perfection in under two hours. When you are skilled in both fields, you can earn R1200 in 90 minutes, for just one client.

## COURSES PER YEAR

UBELLA provides four makeup courses and four hair courses per year. There are only ten places available per course, thus only 40 students will have the opportunity to enrol each year. For 2022 our course dates are as follows:

### MAKEUP ACADEMY COURSE DATES

COURSE	ABBREVIATION	AT ACADEMY	PRACTICAL SUBMISSIONS
SUMMER	SUC '22	7 Feb 2022 – 3 March 2022	14 March 2022 – 8 April 2022
AUTUMN	AC '22	2 May 2022 – 26 May 2022	6 June 2022 – 1 July 2022
WINTER	WC '22	1 Aug 2022 – 25 Aug 2022	5 Sept 2022 – 30 Sept 2022
SPRING	SPC '22	31 Oct 2022 - 24 Nov 2022	5 Dec 2022 – 13 Jan 2023



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## HAIR ACADEMY COURSE DATES

COURSE	ABBREVIATION	AT ACADEMY	PRACTICAL SUBMISSIONS
SUMMER	SUC '22	7 March 2022 – 11 March 2022	14 March 2022 – 1 April 2022
AUTUMN	AC '22	30 May 2022 – 3 June 2022	6 June 2022 – 24 June 2022
WINTER	WC '22	29 Aug 2022 – 2 Sept 2022	5 Sept 2022 – 23 Sept 2022
SPRING	SPC '22	28 Nov 2022 - 2 Dec 2022	5 Dec 2022 – 13 Jan 2023

## MAKEUP MASTERY COURSE

Master Educator: Alecia Joubert

Our Master Educator, Alecia Joubert (owner and founder of UBELLA and the Academy), has designed an in-depth, all-inclusive educational course in the field of makeup artistry. This comprehensive course consists of four modules:

### MODULE 1

### PART 1: IN-DEPTH THEORY

#### WHAT IT MEANS TO BE A PROFESSIONAL MAKEUP ARTIST

- Not painting a dead canvas
- Dealing with emotions, attitudes, personalities, stress, pressure
- On your feet for long hours
- Owning the responsibility
- People skills and language
- Reading your client
- Networking
- Taking care of your health and fitness
- Preparation and being organised
- Looking the part
- It's all about image and attitude
- Punctuality



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## RATIOS, SHAPES, SYMMETRIES & BALANCE

- What is the Golden Ratio and why is it important?
- Face shapes
- Eye shapes
- Facial symmetry
- Balance
- Ratio
- Eyebrow mapping and shaping
- Skin colours and undertones
- Skin types (normal, oily, dry, combination)
- Skin conditions (sensitive, pimples, rash, inflammation)
- Questions to ask your client prior to makeup application
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## COLOUR THEORY IN MAKEUP

- Colour wheel
- How to mix colours
- Complimenting & neutralizing colours
- Skin tones and skin colour (warm/cool)
- Foundation matching (how to)
- Conceal pretty much anything (red pimple, bluish under-eye circles)
- Choosing the correct blush, eyeshadow, and lip colour

## IN DEPTH: TOOLS AND PRODUCTS IN YOUR MAKEUP KIT

- Knowledge and insight regarding all tools and products within the UBELLA makeup kit (supplied as part of course fees)
- Why particular products and tools are necessary
- What each product and tool is used for
- How to use all products and tools
- Taking care of your makeup kit

## PART 2: MASTERING THE THEORY IN PRACTICE



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## MODULE 2

### INTERMEDIATE LEVEL TRAINING

#### PART 1: THEORY - VARIOUS MAKEUP TECHNIQUES

Understanding all types of makeup techniques and how makeup application differs with each style:

- Bridal:
  - o Bride
  - o bridesmaids
  - o mothers
  - o grandmothers
  - o flower girls
  
- Event:
  - o Year-end functions
  - o corporate events
  - o family events
  - o bachelorette party
  - o dress-up parties
  - o date night, etc.
  
- Photography:
  - o Engagement, family, couples,
  - o pregnancy/new-born
  - o friendship
  - o boudoir
  - o business cards, websites, fitness, business profile
  - o graduation
  
- Matric farewell
  
- Editorial:
  - o magazines, print media
  - o Company campaigns
  - o Television
  - o Marketing material
  - o Billboards/posters



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## MODULE 3

### PART 2: MASTERING ALL TECHNIQUES IN PRACTICE

#### ADVANCED LEVEL TRAINING

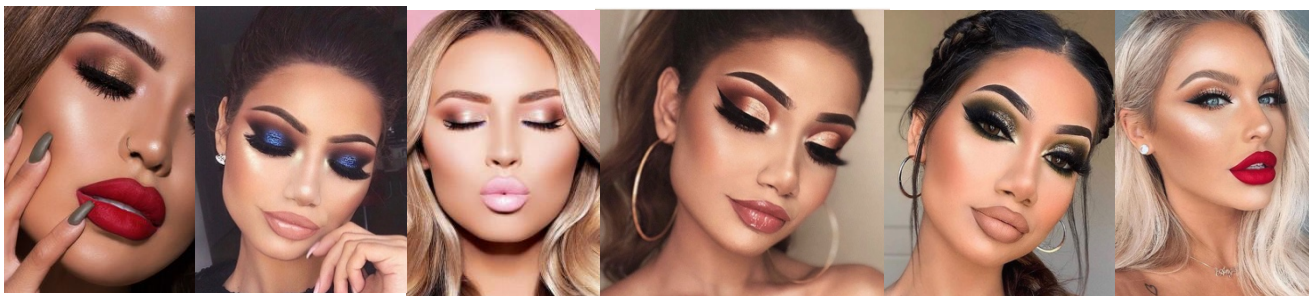
#### FROM PINTEREST TO PRACTICE

Pinterest makeup includes all the most difficult and complex makeup techniques. Our students should be able to apply any Pinterest makeup look on any client. They will learn how to analyse their client and then adapt the picture in their mind to suit the clients' facial features.

#### PART 1: ADVANCE MAKEUP TECHNIQUE THEORY

- What is Pinterest makeup
- Why should you be able to do Pinterest makeup?
- How to analyse facial features to adapt the Pinterest picture to suit the specific facial features of your client; achieve the desired look while still complimenting the individuals' facial features.
- Understanding makeup looks using colour, pigments, glitters, cut-creases, spotlight makeup etc.

#### PART 2: MASTERING ALL TECHNIQUES IN PRACTICE





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## MODULE 4

### BUSINESS MANAGEMENT SHORT COURSE

Alecia Joubert, the Makeup Mastery programme's Master Educator, received her degree in BCom Business Management, from the University of Pretoria, in 2009. She has leveraged her God-given talents for makeup artistry, by combining what comes to her naturally with the skills learned in her university education, to build the UBELLA brand into the successful business it is today.

Alecia believes it is essential to know, at the very least, the basics of starting and managing your own business. Which is why UBELLA's curriculum provides students with a Business Management short course that will equip them with the necessary knowledge on starting, managing, and marketing their own business.

*"There is no use in knowing how to apply makeup and becoming a professional makeup artist if you do not know how to earn money by doing it!" Alecia*

The Business Management short course comprises:

- How to start your own business
- Business setup
- Knowing and understanding your target markets' wants and needs
- Internal business system
- Brand development
- How to take proper photographs of your work
- Pricelist setup
- Communicating with your target audience
- Marketing your work as well as your brand
- Helpful business tools and applications on your cell phone



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## PRACTICAL

### FOUR WEEK HOME PRACTICAL TRAINING TERM

After completion of the one-month intensive training course at UBELLA's premises, students are expected to complete the following at home (the entire practical term is off campus i.e., not on the UBELLA premises):

- For four consecutive weeks it is mandatory for all students to submit five photographs of five different models from different age groups. The student must demonstrate mastery of all techniques and skills that he/she has learned within the one-month intensive in-class training.
- This amounts to a total of twenty photographs submitted during the eight-week period.
- Each submission made will be personally reviewed by the Master Educator and the student will be provided with necessary and relevant critique, as well as feedback on what the student should focus on, to improve their skill.
- All communication will be via WhatsApp voice notes and/or text for quality assurance and recordkeeping (NO PHONE CALLS ALLOWED OR ACCEPTED).
- Students should also submit the exact time spent creating each look on every model. NB: We require the exact amount of time and urge students not to lie about how long it took them to create a look. Students are tested on creating looks during the final exam, and it is in their best interest to be transparent when they are struggling to complete looks in a reasonable amount of time. This gives the Master Educator an opportunity to offer guidance/give advice.
- We will provide students with all necessary online links where submissions are to be made.
- IT IS IMPORTANT TO NOTE that students will be able to charge their models/clients a fee during this time. The appropriate fee will be discussed during the 4<sup>th</sup> MODULE of the Makeup Mastery programme...





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## FINAL EXAM

The final exam will take place once the eight-week practical training term is over.

This exam will be extremely challenging, and students should not approach it light heartedly.

The final exam score will count 50% towards a student's final overall score for the course and will therefore determine whether the student will graduate from UBELLA Academy of Makeup Mastery, or not.

The Master Educator will inform students of what to expect for this final exam.

Students will have a total of one hour to complete their exam.

Students will be scored on the following:

*Physical appearance, professionalism, behaviour, preparation, and organization, how they interact with their "client", ability to work under pressure, dealing with unforeseen circumstances, time management and final execution.*

Remember: The aim is to train students to mirror the skills of the Academy's Master Educator for UBELLA to be able to recommend them to clients who have grown accustomed to a certain standard, set by Alecia over the past two decades in the industry.

Each individual module plays a crucial role in our student's development, training and understanding as they move toward becoming a professional makeup artist and building a successful career.

It is compulsory for our students to complete our entire course from start to finish to become the best makeup artist they can possibly be.

To become a UBELLA graduate, students must complete our entire programme, regardless of any prior training from another facility.



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## COURSE SUMMARY

COURSE DESCRIPTION:	Full time makeup course consisting of four intensive modules to be completed within one month.
COURSE DURATION:	Four consecutive weeks
DAYS ALLOCATED:	Four days per week Monday to Thursday, Sixteen days in total
HOURS ALLOCATED:	Seven hours per day, 09:00 – 16:00 Monday – Thursday, 112 hours in total
HOME PRACTICAL TRAINING TEST	Four weeks
FINAL EXAM	One hour

## COURSE COST INCLUDES:

To accompany them through our intensive training modules, our students will receive:

- UBELLA Course Manual.
- Notebook.
- Stationery set including a pen, pencil, ruler, sharpener, and eraser.
- Colouring pencils to be used during assignments.
- 100% genuine leather UBELLA pencil bag that can also be used as a little makeup bag for your handbag.
- 100% genuine leather tote bag.
- Beverages: bottled mineral water, coffee, tea, cappuccinos etc.
- Free Wi-Fi



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## COST BREAKDOWN

### MAKEUP MASTERY COURSE

<b>MODULE 1</b>	<b>R 12 000</b>
<ul style="list-style-type: none"><li>- In-depth Theory</li><li>- Mastering the Theory</li></ul>	
<b>MODULE 2</b>	<b>R 12 000</b>
<ul style="list-style-type: none"><li>- Intermediate Level Training</li><li>- Various Makeup Techniques Theory</li><li>- Mastering all Techniques in Practice</li></ul>	
<b>MODULE 3</b>	<b>R 12 000</b>
<ul style="list-style-type: none"><li>- Pinterest to Practice</li></ul>	
<b>MODULE 4</b>	<b>R 12 000</b>
<ul style="list-style-type: none"><li>- Business Management Short Course</li></ul>	
<b>4 WEEK HOME PRACTICAL TRAINING SUBMISSIONS</b>	<b>R 16 900</b>
<ul style="list-style-type: none"><li>- Total of 20 photographs submissions to be made over a 4 (four) week period to be examined and feedback given by the Master Educator</li></ul>	
<b>FINAL EXAM</b>	<b>R 5 000</b>
<b>GRAND TOTAL (excluding kit fee)</b>	<b>R 69 900</b>

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## PROFESSIONAL MAKEUP KIT

BRAND	QTY
<b>UBELLA PRODUCTS</b>	
100% Genuine Leather Brush Belt	1
Beauty Blender Including Gold Stand	1
Subtle Eyelash Sets	4
Hand Mirror	1
Pro Makeup Artist Soft Trolley Case	1
Makeup Brush Set	13
- Foundation Brush	1
- Angled Contouring blush brush	1
- Blending Brush	2
- Application Brush	2
- Pencil Brush	2
- Small application brush	2
- Angled liner brush	2
- Concealer Brush	1
<b>MAC PRODUCTS</b>	
MAC Dazzleglass	1
MAC Studio Fix Foundation Shades	7
MAC Studio Fix Sculpt and Shape Contour Palette	2
MAC ART Library Eyeshadow Palette	2
MAC Hyper Glow Highlighting Palette	1
Mac Blush Shades	6
Mac Fix Plus	1
<b>KRYOLAN PRODUCTS</b>	
Kryolan Lipstain Shades	4
Kryolan High Gloss	1
Kryolan Ultra Foundation Shades	12
Derma Colour Fixing Powder Shades	2



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Kryolan HD Cream Liner Shades	3
Kryolan Faceliner Shades	2
Kryolan Fixing Spray	1
Kryolan Multi Gel	1
Kryolan Glamour Sparks Sades	2
<b>L'OREAL PRODUCTS</b>	
L'Oréal Infaillible Concealer Shades	7
<b>CATRICE PRODUCTS</b>	
Catrice Glam & Doll Mascara	1
Catrice It's Easy Tattoo Eyeliner	1
<b>MINKIN PRODUCTS</b>	
Luxury Eyelash Sets	2
Lash Glue	1
<b>OTHER</b>	
Garnier Micellar Oil Infused Water 400ml (Makeup Remover)	1
Safeway Mini Trimmer	1
Michelle Ori Clear Eyebrow Gel	1
LA Girl Pro Conceal Shades	2
NU Colour Powerlips Shades	8
Eye Pencil Sharpener	1
Allergex Eyedrops	1
Gold Tip Tweezer	1
Hair Clips	2



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## Cosmetic Necessities

- Wedge Sponges
- Cotton Pads
- Cotton Buds
- Breath Mints
- Tissues
- Wet Wipes

Terry Tomlinson foundation matching colour wheel

1

**PROFESSIONMAKEUP KIT GRAND TOTAL**

**R 36 600**

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## HAIRSTYLING MASTERY COURSE

Master Educator: Guest lecturer/leading South African hairstylist

Following the completion of the Makeup Mastery programme, the Academy provides an exclusive, advanced hair training programme, where our students are taught from the most basic hair styling techniques right through to some of the most sophisticated up-do's. The hairstyling programme is presented by an industry-leading hairstylist and guest lecturer. The one-month long course begins with a week-long classroom-based block including both instruction and the opportunity to practice various styles on fellow students. Emphasis will be placed on promoting independence and self-direction, problem-solving and techniques to manage client expectations. Progress is followed closely, and constructive feedback given on a regular basis. The week-long theory and practice are then followed by a three-week long practical term during which students must collect evidence of the practical application of their skills. A final assessment must be completed prior to graduation. This comprises both a timed theoretical assessment and a practical exam, including the submission of their portfolio of evidence.

COURSE DESCRIPTION:	Full time luxury hairstyling master class
COURSE DURATION:	One week
DAYS ALLOCATED:	Monday to Friday
HOURS ALLOCATED:	Seven hours per day, 09:00 – 16:00
HOME PRACTICAL TERM	Three weeks
FINAL EXAM	One hour



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## COURSE COST INCLUDES

To accompany them through our intensive training modules, our students will receive:

- UBELLA Course Manual.
- Notebook.
- Stationery set including a pen, pencil, ruler, sharpener, and eraser.
- Colouring pencils to be used during assignments.
- 100% genuine leather UBELLA pencil bag that can also be used as a little makeup bag for your handbag.
- 100% genuine leather tote bag.
- Beverages: bottled mineral water, coffee, tea, cappuccinos etc.
- Free Wi-Fi

<b>ONE WEEK LONG THEORY/PRACTICE CLASSES</b>	<b>R 12 000</b>
<b>3 WEEK HOME PRACTICAL TRAINING SUBMISSIONS</b>	<b>R 12 900</b>
<b>FINAL EXAM</b>	<b>R 5 000</b>
<b>GRAND TOTAL (excluding professional hair styling kit)</b>	<b>R 29 900</b>

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## PROFESSIONAL HAIR STYLING KIT

BRAND	QTY
<b>UBELLA PRODUCTS</b>	
Pro Hair Styling Trolley Case	1
<b>VEAUDRY PRODUCTS</b>	
MyCurl 4.0 – Multi Barrel Curler	1
MyStyler	1
MyStyler Colossal	1
Veaudry Brush Set	
- Paddle Brush	1
- No.25	1
- No.32	1
- No.43	1
- No.53	1
<b>PARLUX PRODUCTS</b>	
Parlux Hairdryer - Advance Light	1
<b>REDKEN PRODUCTS</b>	
Forceful 23	1
Powder Grip	1
Wax Blast	1
<b>STYLING ESSENTIALS</b>	
Croc clips	
Assorted Pins & Grips	
Hosoke Setting Hair Pins	
Sectioning Clips Duckbill	12
Hair Clips Cosmetic	4
Beauty Pro Sectioning Clips	100
Carbon Heat Resistant Comb	1



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Small Rubber Bands Bin	1000
150mm Donut	1
120mm Donut	1
85mm Donut	1
Nylon Hair Nets	3

**PROFESSIONAL HAIR KIT GRAND TOTAL**

**R 17 610**

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## ADDITIONAL BENEFITS

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### DATABASE EXPOSURE

UBELLA is proud of its over 45 000 followers across all social media platforms, as well as a 5 out of 5 review rating on our UBELLA Facebook page.

As a steppingstone to assist our graduates who are starting their careers as professional makeup artists, we will allow our alumni to feature themselves and their work on our database, website, and social media platforms (Facebook and Instagram).

As UBELLA is already a well-known and established brand in the makeup and beauty industry, by being on our database, our graduates are instantly introduced to our entire client base who follow us daily.

Our clients will be aware that as graduates who have trained under Master Educator Alecia Joubert, they can be comfortable booking our graduates, as they have been given a stamp of approval to operate as a professional makeup artist under our umbrella. Our graduates will be listed via geographical location on our website, so that our clients are easily able to book an artist nearest to them. For example, if Katheryn lives in Sandton, Johannesburg and Emily lives in Silverlake's, Pretoria East, a Pretoria-based client visiting our website in search of a makeup artist, will first see Emily's name, however, will still be able to see all UBELLA graduates listed on our site.

Should our graduates have their own websites, we will also place their website links on our website for our clients to be able to view their work.

The above service will incur a minimum fee of R350/month (database maintenance fee) to cover the costs of maintaining and updating our entire database on a regular basis. This will be set up on a debit order system.



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## OWN BUSINESS VS. UBELLA FREELANCER

UBELLA graduates have two options after graduating from our facility. TAKE NOTE: our graduates can only choose one of the options below:

1. After graduating from UBELLA Academy of Makeup Mastery, the student would have acquired adequate knowledge on starting, marketing, and managing their own business. Should they choose to pursue this option as well as the Database Exposure option, UBELLA will only list them as mentioned above (see Database Exposure clause). UBELLA will not make any client bookings on their behalf or handle any of their clients' enquiries.
2. Should the graduate decide to work under the UBELLA flag, he/she will then be placed on our system as UBELLA FREELANCERS. When becoming a UBELLA Freelancer you receive the following from us:
  - UBELLA Freelancers work directly under the UBELLA name.
  - All freelancer's information including, full name, surname, contact number, email address as well as banking details will be captured on our system.
  - The freelancer does not have to start, manage, or market their own business, as they basically work "for" UBELLA on a freelance basis.
  - UBELLA will be responsible for all website updates, marketing, social media networking, corresponding with client requests and enquiries as well as manage all client bookings as well as handling all payments.
  - Our freelancers will be first in line as reference to our clients for professional makeup and hair styling services. For example, if prospective clients contact UBELLA for makeup and hair styling services needed for an event (any event: photoshoot, evening event, wedding etc.), UBELLA will follow a specific procedure to ensure customer satisfaction.
  - UBELLA will include all freelancers on a WhatsApp broadcast system to ensure ease and speed of communication.
  - When a client wants to book a makeup artist UBELLA will post an alert via WhatsApp broadcast to inform our freelancers of the available work.
  - Work will be allocated on a strictly "first come first served" basis therefore freelancers must be responsive to secure bookings. UBELLA cannot be held liable when freelancers are slow in responding to messages/work alerts. It is the responsibility of the freelancers to stay alert and always connected.
  - Once a freelancer responds to a message indicating their availability to assist a specific client, UBELLA will go ahead and make the necessary arrangements.
  - It is the responsibility of the freelancer to immediately book that client into their diary, as per specific instructions received from UBELLA regarding service date, time, and location.
  - UBELLA will notify the client that a freelancer is available for services needed on that specific date, time, and location.
  - UBELLA will invoice the client the full amount for services to be rendered including traveling costs. The client will pay all monies into the UBELLA account.



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- As UBELLA carries the full responsibility for this booking, the freelancer will only be paid after the services have been rendered. This is to ensure that the freelancer honours the booking and those services rendered will be at UBELLA standards.
- For the provision of this service to our freelancers, UBELLA will keep 70% for year one, 60% for year two and three, 50% for year four of the total invoice amount, excluding traveling fee. This percentage covers the following:
  - o *Referral fee,*
  - o *Administration and correspondence fee,*
  - o *Marketing fee,*
  - o *Card facilities fee; EFT transfer fee,*
  - o *In addition, freelancers should understand that UBELLA takes an immense risk when booking a freelancer under the UBELLA name. Alecia has spent almost two decades building this business from the ground up and through that time gained the loyalty and respect from all clients by maintaining extremely high standards throughout the years.*

## BELOW SCENARIO EXPLAINS THE ABOVE 'FREELANCE' OPTION

Mary wants to make a booking for hair and makeup services. She contacts UBELLA via Instagram. Our admin team corresponds with Mary to get the necessary details. In this case: four ladies' hair and makeup in Hartbeespoort area, on Wednesday 4<sup>th</sup> April. All ladies should be done by 14:00:

- If Mary wishes to go ahead and book for hair and/or makeup with one of our freelancers, we will send out a broadcast message with all the relevant details (four ladies' hair and makeup, date, time, location, nature of event (wedding)) about the booking, via WhatsApp to all our freelancers listed on our database.
- Whoever responds first will get the job (in this scenario Linda answers first).
- We confirm the booking with Mary as well as with Linda and ask both to diarize the appointment.
- Mary receives an invoice from the UBELLA offices for services to be rendered.
- Mary pays the total amount into the UBELLA academy account.
- UBELLA will pay the amount owed to Linda at the end of that calendar month, AFTER the service has been rendered by Linda.

In this scenario, where Mary has booked professional hair and makeup services with Linda for four ladies in Hartbeespoort, our invoice to Mary will include R4800 plus a R550 traveling fee to Hartbeespoort. UBELLA retains 70% of the charge for hair and makeup.
- Once Linda has rendered the services, she will be paid R1 440 plus R550 traveling fee i.e., she will receive R1 990 from the UBELLA academy account, at the end of the calendar month, after the service has been rendered.



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TAKE NOTE: To ensure that quality and security standards are always met by our freelancers UBELLA will send a client review form to each client, after services have been rendered by one of our freelancers. The review form will ask the client the following questions:

1. Did our freelance artist arrive on time, early or late?
2. Did our freelance artist behave professional and friendly: YES/NO Comments?
3. Did our freelance artist manage to finish all services rendered according to your satisfaction?
4. Was our freelance artist professionally dressed, with clean hair, makeup done and organized with all products and equipment needed to render the service?
5. Were the services rendered completed within the given time?
6. Rate their service: Excellent, Good, Moderate, Poor, Unacceptable

**UBELLA reserves the right to strike a freelancer from our system should he/she receive three bad reviews**