

Acclaimed Makeup Artists collaborate to launch innovative online training course



The Institute of Makeup Artistry (IMUA) has officially launched a world-class online education platform this month for aspiring makeup artist professionals interested in learning about makeup from bridal looks through to special effects. For over two years, beauty industry heavyweights and experienced makeup professionals have collaborated to create quality content and professionally filmed HD video tutorials. Designed to be completed over a six to twelve-month period, the course gives easy access to highly acclaimed and talented industry professionals for mentoring and support, clear instructions and a variety of assessments. Anthony Mondello, CEO, IMUA credited the creation of the course on an increasing demand for quality education and a lack of time to physically attend. “We noticed an increase of expensive face-to-face options for Makeup courses and a limited number of quality online options for aspiring makeup artists. “Our students are wanting the very best mentors and teaching, and the flexibility to complete high quality training in their own time; our course offers both. “We have built an innovative course that is delivered 100% online, utilising video tuition and providing students an amazing experience that would rival conventional face-to-face learning and at a fraction of the cost. “The student feedback thus far has been overwhelmingly positive,” said Mr Mondello. Author of the course, acclaimed makeup artist Rachel Dal Santo, has over 30 years’ experience in many sectors of the makeup industry. “The world of makeup offers endless opportunities, from wedding makeup to special effects and everything in between. This is why I’ve constructed the course to include aspects of what I think are the essentials for having a successful career in the industry. “Being an all-rounder is a tremendous selling point and offers the perfect launch pad for beginners. We’ve really designed the course requirements around what would be practical and essential for those starting out,” said Ms Dal Santo. Over 140 students signed up to the launch of the course in May, each student has the ability to create a templated website, showcasing their abilities and will receive professional discounts of makeup and equipment. For more information visit: www.theinstituteofmakeupartistry.com.au -ENDS- Notes to Editors: Media contacts Sinead Andrews, Account Coordinator, Zadro sinead@zadroagency.com.au | +61 2 9212 7867 Jessica McLean, Account Manager, Zadro jessica@zadroagency.com.au | 0400 433 182 | +61 2 9212 7867 Images: Anthony Mondello, CEO, IMUA Rachel Dal Santo, Professional Makeup Artist and Author of IMUA course content IMUA course images About IMUA Institute of Makeup Artistry (IMUA) was launched in May 2018, by Online Education. Online Education Pty. Ltd. is a modern and innovative provider of e-learning courses. As a global leader in this field, we have a strong focus on skill orientated learning, bringing together highly experienced professionals with inspired individuals who wish to improve personally and professionally.

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