JDO ACADEMY

MAKE-UP & HAIRSTYLING

Train to a professional standard with the JDO Method.

LEARNING PATHS AND INVESTMENT

CRKBO REGISTERED

THE FOUNDATION

THE JDO **METHOD**

The JDO Method is built on more than 25 years of experience in the international make-up and hairstyling industry.

Juliëtte den Ouden worked for years at the highest level in fashion, beauty, editorial, campaigns, shows and international productions. The knowledge, techniques and professional standards from that work are the foundation of every course at JDO Academy.

Out of that experience she developed a complete teaching method, so that more people can reach professional training, wherever they live and whatever stage of life they are in.

The JDO Method teaches you more than performing techniques or copying an existing look. You learn to see the way a professional sees. You analyse the face, the skin, the hair, shape, colour and context. You come to understand why a choice works, and how to apply that understanding on your own, with different people, briefs and situations.

Every learning path follows the same professional method. The form and the intensity differ, the standard does not.

HOW THE METHOD WORKS

01
ANALYSE
You learn to see what a face, a skin or a hair texture needs, before you start.

02
UNDERSTAND
Not only how a technique works, but also why and when you use it.

03
EXECUTE
You put it into practice yourself and build control, precision and speed.

04
PROFESSIONAL FEEDBACK
Experienced professionals assess your work and show you the next step.

05
REFINE
You repeat, you correct, and you develop a professional hand of your own.

06
APPLY
Complete looks and professional shoots with real models, on a real set.

WHAT MAKES JDO DIFFERENT

More than 25 years in the international industry.

No tricks or standard looks, but craft that lasts.

Teachers who know what a professional set expects of you.

Personal feedback on your technique and your progress.

Small fixed groups with intensive guidance.

A network that keeps you connected long after your certificate.

JDO Academy and its teachers are CRKBO registered.

MAKE-UP ARTIST CLASS

WHAT IS HOLDING **YOU BACK?**

YOU HAVE PUT IT OFF FOR YEARS

You have known for a long time that you want to work with your hands. But your job, your diary or the distance kept getting in the way.

YOU ALREADY DO IT, FOR FREE

Friends and brides ask you, and you say yes. You just do not dare to charge for it.

YOU COPY LOOKS

You can follow a tutorial, but you cannot yet decide for yourself what this face needs.

YOU HAVE NOTHING TO SHOW

No portfolio, so no bookings. And without bookings you never build a portfolio.

AFTER YOUR TRAINING

WHAT YOU WILL **BE ABLE TO DO**

- Build a complete look on your own, for every face and every skin tone
- Work professionally and hygienically on a set
- Take paid bookings and set your own rate
- Work commercially and creatively, including make-up for men
- A portfolio from two professional shoots
- See what a face needs, instead of copying a look

CLASS 01 OF 2

MAKE-UP **ARTIST CLASS**

Learning to see, not to copy

WHAT YOU LEARN

Face analysis and correction · colour theory and professional mixing · working with different skin types and skin tones · commercial and creative fashion looks · make-up for men · translating a moodboard into a real look · preparing for shoots · building a portfolio

ASSESSMENT

An exam assignment that is assessed. On a positive assessment you receive the JDO Make-up Certificate.

INVESTMENT

From €1,950 · €3,200 · €4,200

Shoot models separate: €310 for two models. 5% off when you pay in one go, or spread it.

HAIRSTYLING CLASS

WHAT IS HOLDING **YOU BACK?**

STUCK IN THE SAME ROUTINE

Cutting, blow-drying, colouring. The creativity you chose this craft for has quietly slipped away.

YOU DO NOT DARE OFFER IT

You can do a bit of bridal or editorial, but not with enough confidence to sell it. So you do not.

CLIENTS WANT MORE THAN YOU GIVE

They want a complete look and you have to refer them on. Every time, work walks out of the door.

SOMETIMES IT HOLDS, SOMETIMES NOT

You do not know exactly why a hairdo holds. So you do not dare promise it.

AFTER YOUR TRAINING

WHAT YOU WILL **BE ABLE TO DO**

- Build hairdos that hold, from editorial to bridal
- Take on complete hairstyling and make-up bookings
- A portfolio from your professional final shoot
- Offer bridal, photoshoots and events in your salon
- Work with different hair textures
- Know why something works, instead of hoping it will

CLASS 02 OF 2

HAIRSTYLING CLASS

Hairdos that actually hold

WHAT YOU LEARN

Creating volume, structure and staying power · editorial, fashion and bridal · working with different hair textures · building from technique instead of chance · practising on a training head and then on models · building a portfolio

ASSESSMENT

On successful completion you receive the JDO Hairstyling Certificate. No exam.

INVESTMENT

From €1,950 · €2,700 · €3,700

Shoot model separate: €155. 5% off for one payment, or spread it.

AND THEN THE SECOND CHOICE

BOTH CLASSES COME **IN THREE FORMS.**

The same JDO Method, fully online. Only the part on location differs, and that is built around a busy life.

ONLINE GUIDED
Fully online

HYBRID
Plus evenings and a shoot day

IMMERSION
Plus days on location

LEARNING PATH 01 OF 3

Start whenever you like, no fixed class days.

ONLINE **GUIDED**

FROM PER MONTH

€199

TOTAL PRICE

€1,950

For those who live far away. Fully online, at any hour, but never on your own.

THE METHOD

The complete online JDO Method, at your own pace, with 12 months of access.

LIVE COACHING

Monthly live sessions with Juliëtte and your group, recorded for every time zone.

PERSONAL FEEDBACK

You hand in your work and hear exactly what works and what can be better.

PHOTOSHOOT

Can be added as an option.

WITH MAKE-UP

20 online modules. You finish with an exam assignment that is assessed.

WITH HAIRSTYLING

14 online modules. You practise on a training head and later on your own models.

Paying in one go gives you 5% off. Spreading it is possible too: three instalments through iDEAL, or spread further through Klarna.

LEARNING PATH 02 OF 3

Two fixed starts a year. The next date is on jdo-academy.nl.

FROM PER MONTH

Make-up €300 · Hair €275

HYBRID

TOTAL PRICE

Make-up €3,200 · Hair €2,700

For those doing it alongside work or family. Practise at home, refine in Amsterdam.

THE METHOD

The complete online JDO Method, with real evening classes in Amsterdam on top.

GUIDANCE

A small fixed group, always two teachers. Plus live coaching online.

FEEDBACK

Straight away in the practical, with your hands at work and someone watching.

MODELS

We arrange them for the shoots. You do not have to bring your own.

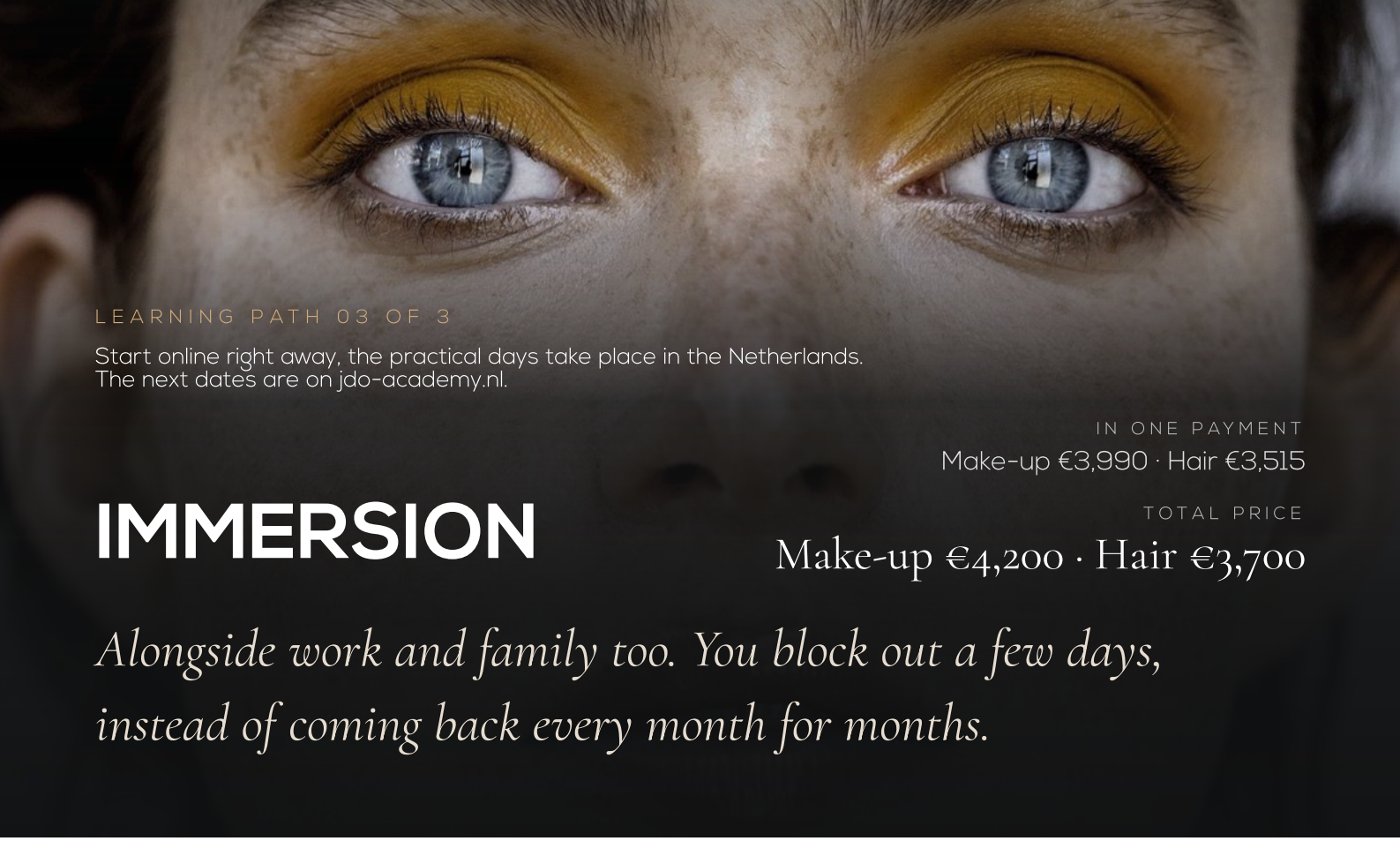
WITH MAKE-UP

5 evening classes from 18:00 to 22:00, roughly one a month. Plus two professional photoshoots, men and women, a full day each.

WITH HAIRSTYLING

3 training evenings from 18:00 to 22:00, roughly one a month. Plus a full day for the professional final shoot.

Paying in one go gives you 5% off. Spreading it is possible too: three instalments through iDEAL, or spread further through Klarna.



LEARNING PATH 03 OF 3

Start online right away, the practical days take place in the Netherlands.
The next dates are on jdo-academy.nl.

IN ONE PAYMENT
Make-up €3,990 · Hair €3,515

IMMERSION

TOTAL PRICE
Make-up €4,200 · Hair €3,700

Alongside work and family too. You block out a few days, instead of coming back every month for months.

THE METHOD
The complete online JDO Method, exactly the same as in the other learning paths, followed by your days on location.

LIVE COACHING
Online live sessions with Juliëtte and your group here too, preparing you for the days themselves.

MORE TIME IN PRACTICE
Day after day with your hands at work. You build on what you learned the day before, and that goes deeper than one evening a month.

MORE PERSONAL FEEDBACK
You spend more hours beside your teachers than in any other learning path, so there is far more often someone watching your hands and correcting you.

JDO COLLECTIVE
Elements of the Collective are part of these days. You build a bond with your fellow students that reaches beyond the course.

FINISHING
Professional shoots with models we arrange, and a certificate ceremony together with your group.

WITH MAKE-UP
5 consecutive days on location, after several months of online preparation.

WITH HAIRSTYLING
4 consecutive days on location, after 14 online modules in roughly 3 to 4 months.

Paying in one go gives you 5% off. Spreading it is possible too: three instalments through iDEAL, or spread further through Klarna.

TRY IT FIRST

DISCOVER

Not yet sure this is your craft?

Discover lets you find out whether becoming a make-up artist really suits you, before you commit to a full course. You get to know the JDO Method and the way we work.

Carrying on afterwards? Your investment is deducted in full within 3 months. So you never pay twice for the same step.

€149

Available with the Make-up Artist Class only.

PACKAGES AND MODELS

SHOOT MODELS · REQUIRED

€310
€155

For the final shoot we book professional models. Make-up two, hairstyling one. Part of the training, separate from the tuition.

MAKE-UP STARTER KIT

€995

Your professional kit, ready on the first day. You may put one together yourself, and the kit can go into the same payment plan.

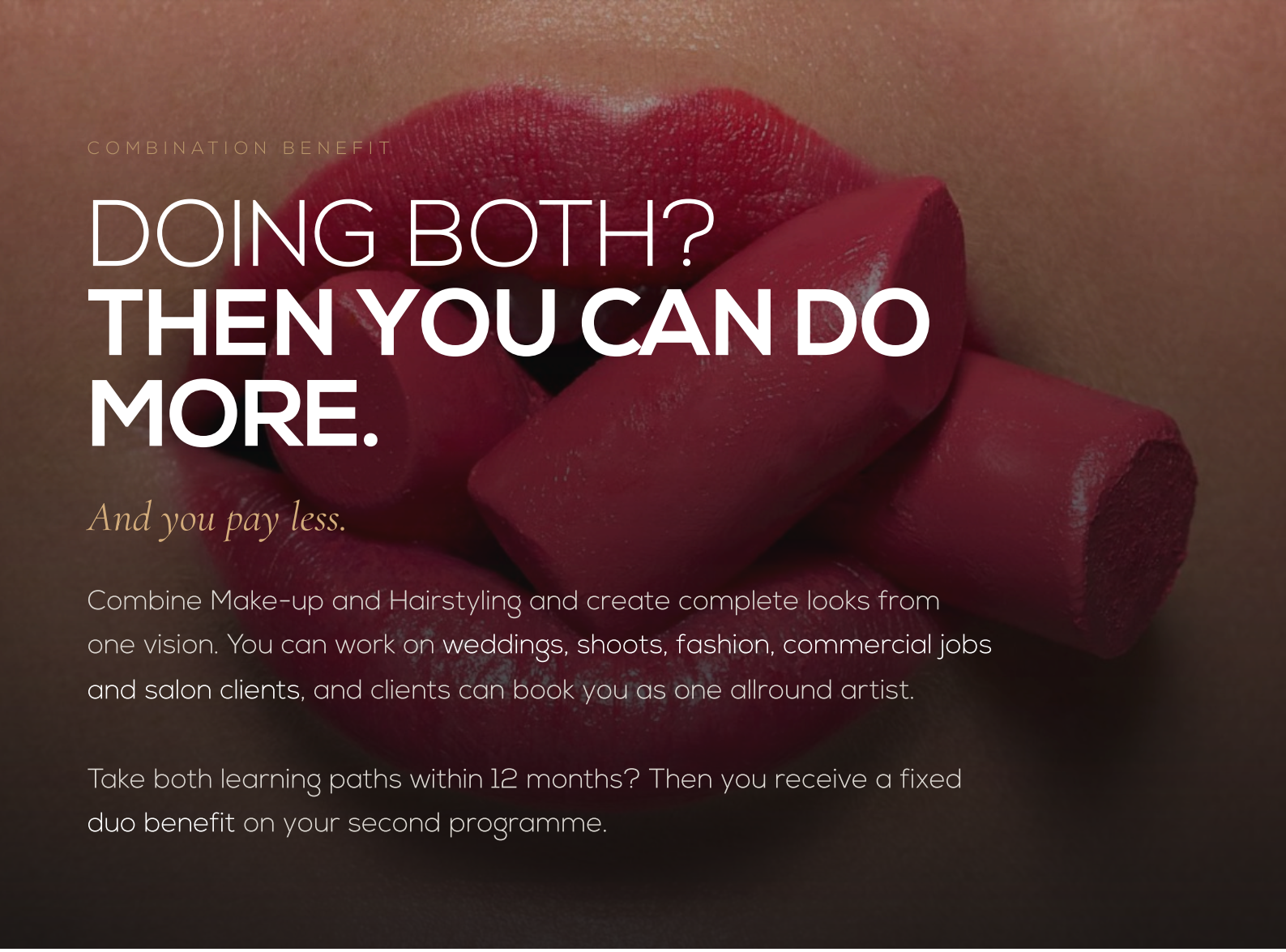
HAIRSTYLING KIT

€1,110

Every material you work with in class, training head included. You may put one together yourself.

ABOUT THE CERTIFICATE

You receive a JDO certificate, not a standard industry diploma. That is a deliberate choice: it means we set the standard ourselves. JDO Academy is listed in the CRKBO, the Dutch central register for short vocational education, and all of our teachers are registered there. That is why the course is exempt from VAT.



COMBINATION BENEFIT

DOING BOTH? **THEN YOU CAN DO MORE.**

And you pay less.

Combine Make-up and Hairstyling and create complete looks from one vision. You can work on weddings, shoots, fashion, commercial jobs and salon clients, and clients can book you as one allround artist.

Take both learning paths within 12 months? Then you receive a fixed duo benefit on your second programme.

€250	€350	€500
Two times Online Guided	Online Guided plus Hybrid or Immersion	Two classes on location

For example: Make-up Hybrid plus Hairstyling Hybrid is €5,900 together, €5,400 with the combination benefit. Three shoot models in total: €465.

PAYING

IN ONE GO	5% off on a single class. Taking two, the combination benefit above applies instead of the 5%.
IN INSTALMENTS	Hybrid in 6 or 12 instalments, Online Guided in 12. Immersion through Klarna. Your kit can go with it.
VAT	CRKBO registered, and therefore exempt from VAT.

THE RESULT

WHAT YOU CAN **DO NEXT**

AFTER YOUR TRAINING

Build a complete look on your own, from make-up to hairdo

A portfolio you are confident to show to clients

Work for bridal, fashion, editorial and shoots

Work professionally and hygienically on a set or in a salon

Take paid bookings and set your own rate

See what a face needs, instead of copying a look

You have 12 months of full access to the learning platform. After that your access ends.

THE NEXT STEP

SHALL WE MEET **FIRST?**

Torn between Online Guided, Hybrid and Immersion? Book a no-obligation call with one of our course advisors. Together we look at which learning path fits your goal, your diary and your experience.

BOOK A CALL

calendly.com/jdoacademy-intake

VIEW AND BOOK

jdo-academy.nl/en/enrol

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