



**PRIVATE COLORS**  
Beauty & Makeup Academy

# HRD CORP CLAIMABLE COURSES



# Certified HRD Corp Training Provider

Private Colors Beauty & Makeup Academy Sdn. Bhd. is a **certified HRD Corp training provider** registered under **Pembangunan Sumber Manusia Berhad.**

Training Provider Name: **PRIVATE COLORS BEAUTY & MAKEUP ACADEMY SDN. BHD.**

Training Provider No. : **1000110296**

MyCoID : **201601016303**



# Available HRD Corp Claimable Courses

## 1. Intensive Intermediate Makeup Workshop | 2 Days, 14 hours

Training Programme No. | 10001349559

## 2. Personal Makeup Course | 1 Day, 7 hours

Training Programme No. | 10001402054

**NOTE** Please feel free to contact us if you require any customized courses.



**HRD Corp Claimable Course**

# 1. INTENSIVE INTERMEDIATE MAKEUP WORKSHOP

**Training Programme No. | 10001349559**

HRD Corp Claimable Course

## INTENSIVE INTERMEDIATE MAKEUP WORKSHOP

Training Programme No. I 10001349559

Total Training Hours	:	<b>14 hours</b>
Total Training Days	:	<b>2 days</b>
Proficiency Level	:	<b>Intermediate</b>
Number Of Students	:	<b>24 – 30 pax</b>

### COURSE OBJECTIVE

**Intensive Intermediate Makeup Workshop** is an intensive course specifically designed to **train participant through the perspective of a professional makeup artist** to improve their knowledge on makeup products, the correct way to use them, fundamental makeup skill, and also the standard operation procedure of makeup. This workshop is suitable for participant who has basic knowledge on makeup.

## FOCUS POINT

**Intensive Intermediate Makeup Workshop** focuses on two makeup types:

- Asian style makeup
- Western style makeup

## TRAINING OUTCOME

After completing the workshop, the participants will:

- Understand about makeup products and its usage
- Understand the standard operation procedure of makeup
- Understand the focus point of Asian and Western style makeup
- Complete the full makeup routine for Asian and Western style makeup





We did makeup workshops for clients such as **Watsons, SEPHORA** and **SASA**.





HRD Corp Claimable Course

## 2. PERSONAL MAKEUP COURSE

Training Programme No. I 10001402054



**HRD Corp Claimable Course****PERSONAL MAKEUP COURSE**Training Programme No. I **10001402054**

Total Training Hours	:	<b>7 hours</b>
Total Training Days	:	<b>1 day</b>
Proficiency Level	:	<b>Beginner</b>
Number Of Students	:	<b>5 - 10 pax</b>

**COURSE OBJECTIVE**

**PERSONAL MAKEUP COURSE** is a program designed to teach individuals on how to apply makeup to themselves. The course can cover various topics such as skincare, foundation application, eye makeup, blush and contouring, and lip color application. Through this course, learners can understand deeper about makeup products and tools so they can make suitable choice on products based on their skin type, complexion, and personal preference. The aim of this course is to provide individuals with the skills and knowledge necessary to achieve the desired makeup look for any occasion, whether it be for everyday wear or special events. By the end of the course, individuals should be able to confidently apply makeup to themselves and feel comfortable experimenting with different techniques and products.

## FOCUS POINT

**Personal Makeup Course** focuses on two makeup types:

- **Day Makeup** for work or casual outings
- **Night Makeup** for evening or nighttime events

## TRAINING OUTCOME

After completing the workshop, the participants will:

- Understand about makeup products and its usage
- Understand the makeup routine
- Understand the right techniques to apply makeup products
- Understand how to apply makeup to themselves
- Understand the focus point of a day makeup and night makeup
- Complete a full personal makeup look







ABOUT THE ACADEMY





## THE ACADEMY

**PRIVATE COLORS BEAUTY & MAKEUP ACADEMY SDN BHD** was founded by Casey Gooi, a professional makeup artist and trainer with experiences of more than a decade in field. The Academy was officially established in year 2016, offering wide range of professional makeup and beauty courses with its content designed according to professional standard.

The Academy provides platform for students to obtain essential certificates on professionalism such as certificate of SKM (Sijil Kemahiran Malaysia), and other related profession certificates.

The Academy is dedicated to provide quality education and produce highly-trained professionals in field.





Reception Area



Classroom A



Classroom A



Classroom B



# PRIVATE COLORS

Beauty & Makeup Academy



## Facebook

<https://www.facebook.com/privatecolorsacademy/>

## Instagram

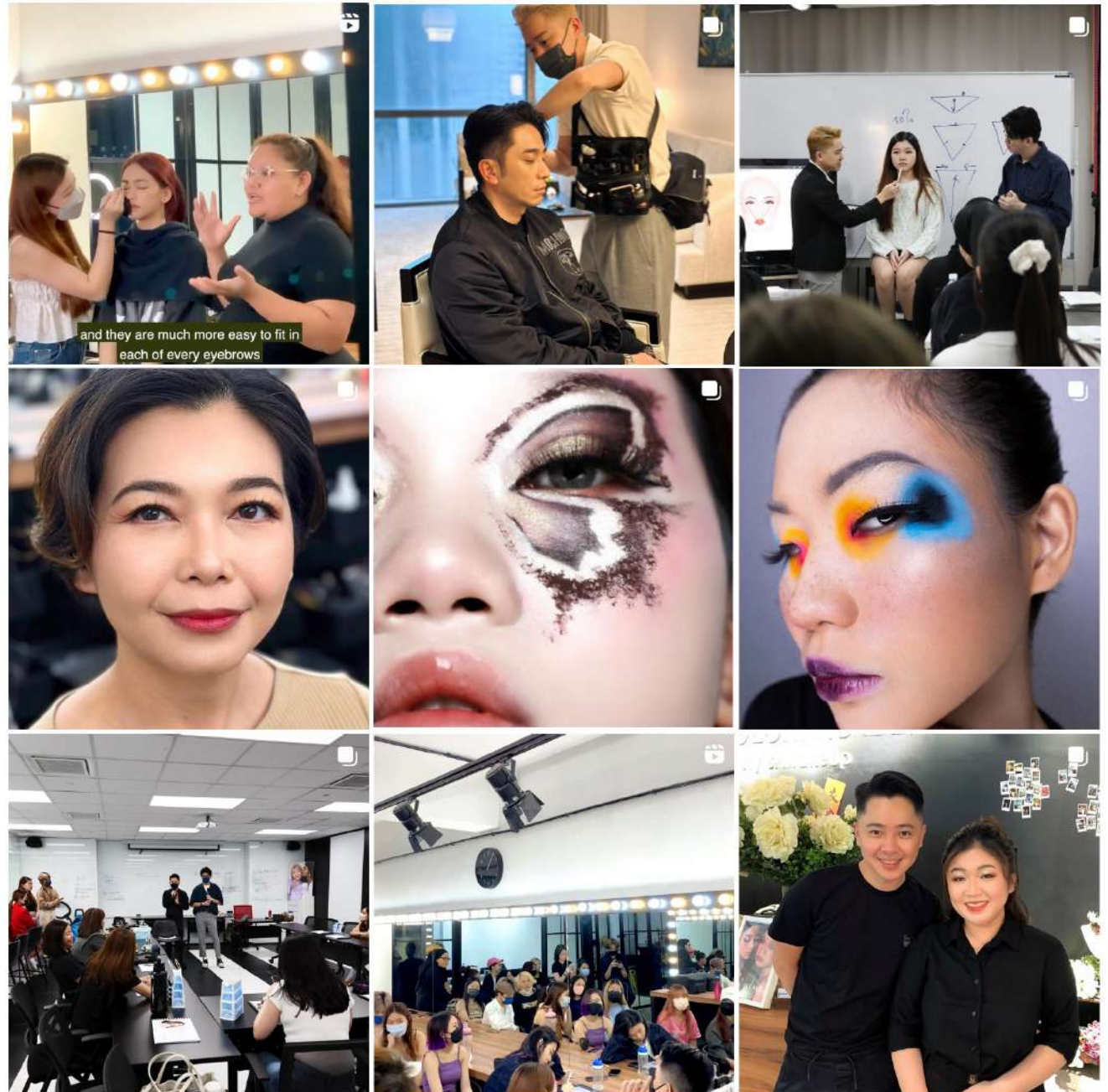
<https://www.instagram.com/privatecolorsacademy/>

## Youtube

<https://www.youtube.com/channel/UC4w1ZINyGF2AF99kDTWSc6g>

## Website

<https://www.privatecolorsacademy.com>





FunEmpire Malaysia Blog

## 9 Best Beauty Academies in KL & Selangor [2023]

August 31, 2022 by FunEmpire

### Beauty Academy KL Selangor



Best Beauty Academy KL Selangor

Choosing a beauty academy can be a daunting task. With so many options available, how do you know which one is the best for you? We have compiled a list of the **9 Best Beauty Academies in KL & Selangor**. So whether you are looking to become a professional makeup artist or hairstylist, or just want to learn more about hair and makeup techniques, these academies will not disappoint!

#### 1. Private Colors Beauty & Makeup Academy



Private Colors Beauty & Makeup Academy – Beauty Academy KL Selangor (Credit: Private Colors Beauty & Makeup Academy's Facebook)

Key Services	Beauty Academy KL Selangor
Website	<a href="https://www.facebook.com/privatcolorsacademy">https://www.facebook.com/privatcolorsacademy</a>
Address	3D, Nadayu Dagang 28, Jln PJS 11/7 47620 Subang Jaya, Selangor, Malaysia
Phone	+60 12-344 7738
Email	<a href="mailto:privatcolorsacademy@gmail.com">privatcolorsacademy@gmail.com</a>
Operating hours	Tuesday-Sunday 11:00 AM - 8:00 PM

Private Colors Beauty & Makeup Academy provides you a wide range of intensive professional makeup and hairstyling courses level up advanced professional makeup and hairstyling course, advanced professional makeup and hairstyling course and professional makeup and hairstyling course.

#### Key Differentiators:

- Courses available
- Professional
- Great various

#### Customer Testimonial:

“Good service, good lecture, good academy.”

GRACE CHIN





Malaysia's Top 10s | Top 10s

### Top 10 Beauty Academies in KL & Selangor

By TallyPress - January 26, 2018

Share on Facebook | Tweet on Twitter | G+ | Like 18 | Tweet



Image Credit: Online Makeup Courses

#### 1) Private Colors Beauty & Makeup Academy



Although Private Colors Beauty & Makeup Academy is relatively new in its establishment, the brainchild behind the academy tells another story altogether. Casey Gool, the founder and director of the academy is no stranger in the field, having established his reputation as a professional makeup artist for more than a decade. The Private Colors Beauty & Makeup Academy offers a diverse range of courses such as bridal makeup, body art and advanced hairstyling. The academy incorporates their own unique intensive teaching method known as the Circulative Training Mode, which ensures their students gain the knowledge and skill they need to be successful in the respective fields. Apart from courses, the academy also provides various makeup, hairdo and eyelash extension services.

[privatecolorsacademy.com](http://privatecolorsacademy.com) | FB: [privatecolorsacademy](https://www.facebook.com/privatecolorsacademy) | IG: [@privatecolorsacademy](https://www.instagram.com/privatecolorsacademy)



# ACHIEVEMENT

# 3

## Best Beauty Academies in KL & Selangor (By Carilocal.com)

URL: <https://www.carilocal.com/list/best-beauty-academies-in-kl-selangor>



### Private Colors Beauty & Makeup Academy

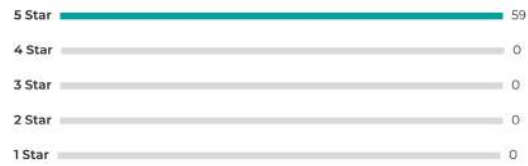
Subang Jaya

5.0 ★★★★★  
47 Reviews

Although Private Colors Beauty & Makeup Academy is relatively new in its establishment, the brainchild behind the academy tells another story altogether. Casey Gooi, the founder and director of the academy is no stranger in the field, having established his reputation as a professional makeup artist for more than a decade. The Private Colors Beauty & Makeup Academy offers a diverse range of courses such as bridal makeup, body art and advanced hairstyling. The academy incorporates their own unique inte...

[More info](#) ▾

### Ratings & Reviews (59 Ratings & 47 Reviews)



5.0 ★

- Bonnie Hoh**  
Excellent tutorial, Professional learning skills  
April 28, 2020
- Karen Ang**  
Experienced stylist with professional skills  
April 29, 2020
- Botoy Fook Yee**  
★★★★★  
April 29, 2020
- Jess Ang**  
I like their make up artists. Good services and very professional ! Highly recommended!  
April 28, 2020
- Katniiss Goh**  
最喜欢的化妆学院！ 师老板的化妆盘发技术非常专业 服务态度也好好！ 要结婚/参加event/有兴趣学习技术的朋友们 要选择他们！  
April 29, 2020
- HY Lim**  
Passionate founder in makeup and hard working person.  
April 29, 2020
- Goh Kar Seng**  
Passionate and professional stylists and mentors  
April 29, 2020
- Sefelina Thung Thung**  
Good service !!  
April 29, 2020
- Josephine Jos**  
Good service and environment and very enjoy learning makeup skill in there.  
April 29, 2020
- Jiahui Lim**  
★★★★★  
April 29, 2020
- Eng Han**  
great service  
April 29, 2020
- Jason Chong**  
Service Excellent  
April 29, 2020
- Lawrence Ling**  
professional  
April 29, 2020
- Fabienne Liew**  
April 29, 2020



# ABOUT THE TEAM



GOOI  
CASEY

SA TO  
HUI QING

Zed Goh

SOW  
SHE KIE

# Team of *Makeup Educator*

Private Colors Beauty & Makeup Academy

PRIVATE COLORS  
Beauty & Makeup Academy






# TRAINER PROFILE

*Makeup Director*

**CASEY GOOI**

 casey\_gooi\_makeup

- **Managing Director** of Private Colors Academy Beauty & Makeup Academy Sdn Bhd
- Possess more than **15 years** of vast **experience** in makeup and hairstyling field
- Obtained Sijil Kemahiran Malaysia (**SKM**) **Level 2, 3** and Vocation Training Officer (**VTO**) **Level 3** certification
- Certified professional **HRD Corp Trainer**

Certificate No. | 11511





# TRAINER PROFILE

*Translator*

**KEITH SONG**

- **Translator** of various workshops at Private Colors Academy Beauty & Makeup Academy Sdn Bhd. Well versed in English, Bahasa Melayu, Mandarin, and Cantonese language.
- Graduated from University of Malaya completed degree in **Chinese Studies & East Asia Studies (Faculty of Arts & Social Sciences)**
- **Moderator** for cultural talks and discussion
- **Photography and videography producer** for products and SME corporates



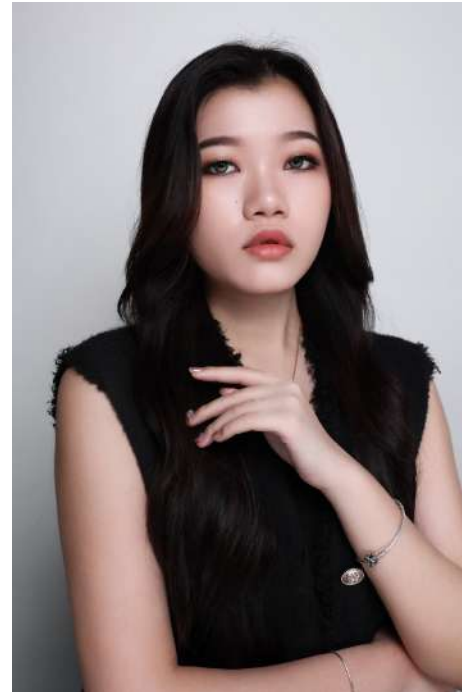
# TRAINER PROFILE



*Makeup Lecturer*

**SZE TO  
HUI QING**

📷 szeto.huiqing\_makeup



*Makeup Lecturer*

**SIEW  
SHEIKIE**

📷 sheikiemakeup



# TRAINER PROFILE

*General Manager*  
**ZED GOH**

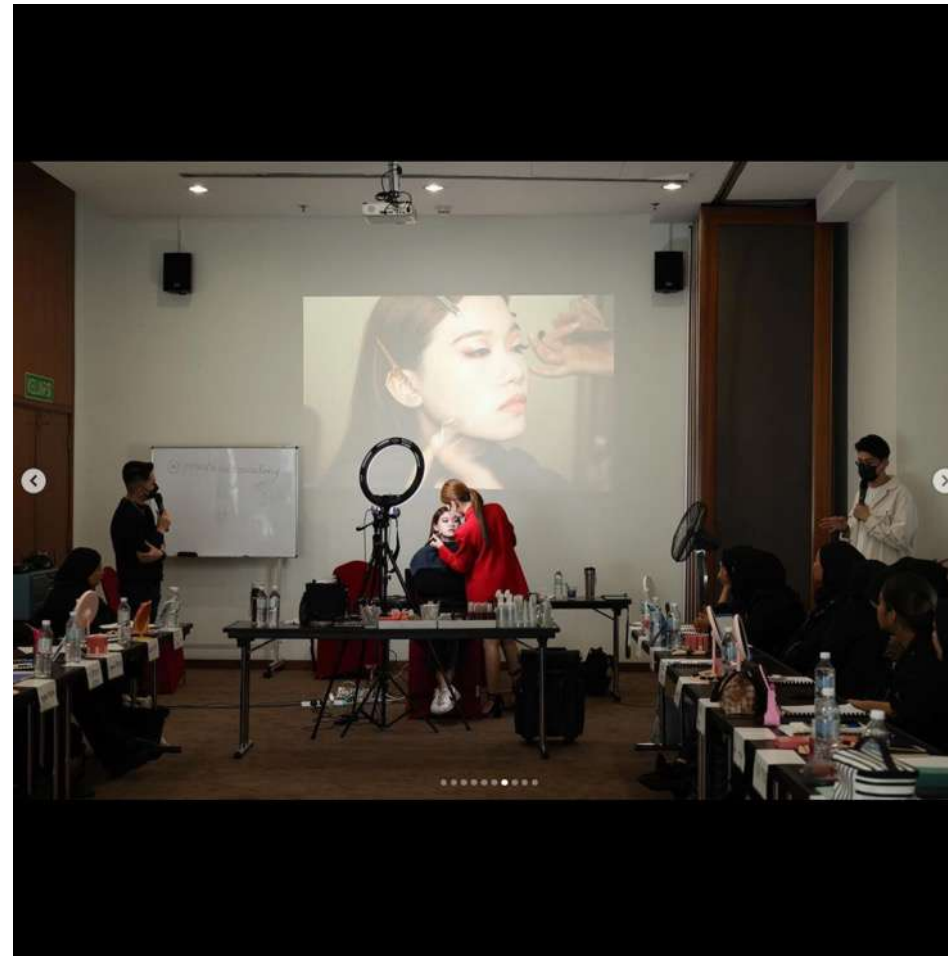
- **General Manager** of Private Colors Academy Beauty & Makeup Academy Sdn Bhd
- Graduated from Universiti Pendidikan Sultan Idris, awarded the degree of **Bachelor of Education (Teaching English As A Second Language)**
- Obtained Sijil Kemahiran Malaysia (**SKM**) **Level 2, 3** and Vocation Training Officer (**VTO**) **Level 3** certification
- Certified professional **HRD Corp Trainer**

Certificate No. | 14987





GALLERY



**privatecolorsacademy**  
Private Colors Beauty & Makeup Academy

privatecolorsacademy Empowering beauty experts, one brushstroke at a time! 🌟 Had an amazing time conducting a 2-day workshop with Watsons, where we trained their talented beauty experts on the art of professional makeup. From mastering the perfect daytime glow to creating a bold nighttime look, we covered it all! 🌟

Our makeup training workshop is HRD Corp Claimable Course now, contact us for more information!

#BeautyExpert #MakeupArtistry #WatsonsWorkshop #makeupcourse #makeupacademy #corporatemakeupcourse #hrdcorpclaimablecourse #professionalmakeupartist #makeupclass

4 w

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[https://www.instagram.com/p/CrFikuOOIHN/?utm\\_source=ig\\_web\\_copy\\_link&igshid=MzRIODBiNWFIZA==](https://www.instagram.com/p/CrFikuOOIHN/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==)





## Watsons Intensive Hairstyling Workshop

<https://www.privatecolorsacademy.com/gallery/watsons-basic-hairstyling-workshop-1>





**SASA Intensive Makeup Workshop**

<https://www.privatecolorsacademy.com/gallery/sasa-makeup-workshop>





Makeup Courses and Workshops







Makeup Courses and Workshops



# REVIEWS & TESTIMONIAL

# Private Colors Beauty & Makeup Academy

3D, Nadayu Dagang, 28, Jalan PJS 11/7, Bandar Sunway, Subang Jaya, Selangor

[Write a review](#)

5.0 ★★★★★ 135 reviews ⓘ

People often mention

All professional 28 patient 25 skills 21 knowledge 14 +6

Sort by

Most relevant Newest Highest Lowest

**C** Crystal Chan  
1 review · 2 photos

★★★★★ 5 days ago **NEW**

Great Course for Beginner to Intermediate Makeup Enthusiasts!

I recently attended a 2-day personal makeup course and I must say, it was a ... [More](#)



[Read More Reviews](#) →

”

It's fun having three months time with Private Colors Academy... And my lecturer(Casey) thought me a lot of skills, situations and guide me along the way. Thank you so much and I'm so happy here

**Ching Jie Sheng**

June 28, 2023

”

Such an amazing makeup academy,i've learned so many useful skills from the lectures especially Casey,he's an amazing teacher and always answer my questions very well!!!! 10/10 would recommend this academy to my friends!!

**Katherine Liew**

June 28, 2023

”

Had an amazing 3 months+ learning here and the teachers here are super helpful with all of our questions and teaching us different tips and tricks as well! Would highly recommend everyone to join, no matter newbie or experienced!

**Mabel Khoh**

June 28, 2023

”

My teacher is Sheikie. I have had the best experience ever spending two days class with her. I learnt day makeup, work makeup and dinner makeup. Not only have I learnt about basic skills in makeup, Sheikie is very generous in sharing her knowledge in cosmetics, the do and don't and also very patient. I strongly recommend her to be your teacher. Thank you to Private Colors Academy.

**Jasmine Chhoa**

December 8, 2023

”

Thanks to makeup lecturer, Ms Qing for clear guidance and patiently teaching step by step techniques for day and night makeup. Learnt many good techniques from her in a systematic way which is easy to remember and to apply practically.

The lessons were fun, interactive with time for q&a and educational. Useful for enhancing makeup skills even for a beginner like myself who mainly intends to do makeup on myself (for own use for office and dinner events).

Thanks to Zed for prompt replies to my queries and schedule confirmation much in advance of the actual lessons to ensure smooth process.

**Ming Li Yeap**

March 2, 2024

”

这里的学生和老师都超nice的0基础的我在这里学到很多以前没接触过的妆容和发型。老师都很仔细的教每一个小细节❤️这里的环境也很舒服

**Lee KhengSuen**

November 16, 2022

All reviews are authentic and sourced from Google and Facebook.

# Reviews from Corporate →

## Reviews from Corporate

“

The workshop that we had was amazing and participants learn a lot. The whole event was very organized and the team handled everything professionally from answering questions to hands-on practical works.

**Eddy Chan**

Senior Education Specialist of AVEDA, Luxasia (M)  
Sdn. Bhd.

**AVEDA**<sup>™</sup>

## Reviews from Corporate

“

We would like to extend our gratitude to Private Colors Academy for training our beauty advisors to become professional makeup artists. We collaborated with them to enhance the artistry skills of our beauty advisors in the year 2023. In a span of 4 months, they have built up Sephora's Artistry Team to excel in what they do best which is to allow customers to be comfortable in their own skin and is able to bring out the best in our customers. Thank you to Private Colors Academy for customizing to our needs and creating a module that fits to our every needs.

With this, I would highly recommend those who are interested in training up their employees to enhance their artistry skills to explore with Private Colors Academy.

**Isabelle Goh**

Training Manager, Beauty in Motion Sdn. Bhd.

**SEPHORA**

## Reviews from Corporate

“

Private Colors has been appointed as our training provider since 2019 to equip Beauty Experts with basic & intermediate makeup skills. Throughout the training sessions we had with them, the trainers have shown dedication & passion in delivering the best learning outcomes from the trainings. They made sure to customise language to suit attendees, perform demonstrations for practical skills & conduct assessments to ensure attendees' understanding of subject matter. Furthermore, they are consistently well-prepared, from the training venue, material & equipment setup to create a conducive learning environment.

**Elisha Teh**

Health & Beauty, Senior Manager, Watson's Personal Care Stores  
Sdn. Bhd.

**watsons**

## Reviews from Corporate

“

We would like to extend a heartfelt thank you to Casey, the makeup director. His patience, skill, and willingness to share helpful tips and techniques during the 2-day workshop were truly remarkable. Our team learned a lot, and we have seen significant improvement in our skills. Also thank Keith, the Bahasa translator, for ensuring that our beauty consultants understood everything. His efforts in bridging the language gap were truly invaluable, and they helped us stay on the same page throughout the workshop. Lastly, I want to express our gratitude to you, Zed, for your prompt responses and excellent organization.

The Private Colors Makeup Academy workshops were tailored to our needs and delivered a hands-on learning experience. The individual attention we received was fantastic, and it boosted our team's confidence and skills.

Once again, thank you. We are grateful for the knowledge and skills we acquired, and we look forward to working with Private Colors Makeup Academy in the future.

**Raine Wong**

Senior Trainer, Hong Kong Sa Sa (M) Sdn. Bhd.


**Sasa**  
making life beautiful



# CONTACT US

Contact with us if you have any inquiry.

  privatecolorsacademy

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 privatecolorsacademy@gmail.com

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Subang Jaya, Selangor, Malaysia.

 [www.privatecolorsacademy.com](http://www.privatecolorsacademy.com)

