



PRIVATE COLORS
Beauty & Makeup Academy

HRD Corp Claimable Course

RETAIL MAKEUP ADVISOR TRAINING

Training Programme No. I 10001673109



Level 1

RETAIL MAKEUP ADVISOR TRAINING



Beauty
Makeup
Demonstration



Product
Recommendation
Logic



Face
Analysis



Makeup
Practical
Session

Total Hours	14 hours
Total Training Day	2 days
Proficiency Level	Beginner
Number Of Participants	10 pax (minimum) – 20 pax (maximum)

Workshop Fee

***Please contact us for quotation.**



We understand that companies in the *beauty and makeup retail industry* often face **challenges** such as:

- ✗ Inconsistent makeup knowledge among staff
- ✗ Weak product recommendation confidence
- ✗ Lack of structured consultation approach
- ✗ Not confident to deliver full beauty makeup look

Hence, this training is designed to
solve this gaps >

Course Objectives

Retail Makeup Advisor Training is designed to **equip retail makeup advisors with essential knowledge and practical skills** to enhance their consultation ability, product recommendation logic, and makeup application techniques in a retail environment.

After training, participants can:

- ✓ Perform accurate skin & face analysis
- ✓ Match foundation (tone, shade, texture)
- ✓ Recommend suitable products confidently
- ✓ Execute complete natural beauty makeup
- ✓ Deliver professional customer experience

Highlights ★



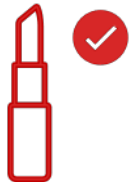
Beauty Makeup Demonstration

Provides participants with a complete understanding of standard beauty makeup through structured demonstration.



Face Analysis

Guide trainees to develop effective analyzation on customer skin condition and makeup request.



Product Recommendation Logic

Helps trainees building structured thinking in selecting suitable pre-makeup and makeup products.



Makeup Practical Session

Trainees practice and apply all learned skills in real scenario.

Who Need This Training? 🧑🧑🧑

- Retail beauty advisors
- Cosmetic sales consultants
- Makeup promoters
- Beauty retail staff



Training Modules

Time : 9:30am - 5:30pm

Duration : 7 hours training + 1 hour lunch break

**Time may adjust according to request.*



Day 1

Day 1 Fundamentals

- ✓ Module 1: **Skin Analysis & Pre-Makeup**
- ✓ Module 2: **Face Proportion Analysis**
- ✓ Module 3: **Foundation Matching**
- ✓ Module 4: **Product Recommendation Logic**
- ✓ Module 5: **Brow & Eye Techniques**
- ✓ Module 6: **Customer Consultation Practice**

Training Modules

Time : 9:30am - 5:30pm

Duration : 7 hours training + 1 hour lunch break

**Time may adjust according to request.*



Day 2

Day 2 Application & Assessment

- ✓ Module 7: **Full Makeup Demonstration**
- ✓ Module 8: **Final Transformation Assessment**

BEAUTY MAKEUP LOOK / Reference

**Shown makeup outcome are produced by students.*

**Pictures are for illustration and reference purpose.*

Focuses on enhancing features,
clean and fresh look.



ASSESSMENT & RESULT

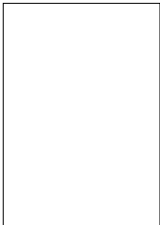
An **individual assessment report** will be provided after training, including evaluation and comments on:

- Before & After Transformation
- Practical Skill Evaluation
- Consultation Assessment

PRIVATE COLORS
Beauty & Makeup Academy

INTENSIVE INTERMEDIATE
MAKEUP WORKSHOP

/ Assessment Report



STUDENT INFORMATION

Full Name _____

Contact Number _____ Email Address _____

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Beauty & Makeup Academy

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Makeup Topic: **WESTERN STYLE MAKEUP**

Pairing with: _____

SCORE: **48** / 50 marks **Pass / Fail**

The makeup is almost perfectly executed, with only a few minor areas that could be slightly more precise and refined, but they do not affect the overall beauty of the look. The result is excellent, showing a strong foundation, with very stable color choices and application techniques.

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Makeup Topic: **HAIRSTYLE**

Pairing with: _____

SCORE: **15** / 20 marks **Pass / Fail**

The basic use of curling tools is well-handled. Next time, try curling from different angles to create a more natural flow and explore a wider variety of textures and styles.

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PRIVATE COLORS
PRIVATE COLORS BEAUTY & MAKEUP ACADEMY SDN BHD
10, JALAN KEMAS, 43000 KEMAS, SELATAN KUALA LUMPUR, MALAYSIA
TEL: 03-8921 1234 | EMAIL: INFO@PRIVATECOLORS.COM
WWW.PRIVATECOLORS.COM

STUDENT ASSESSMENT REPORT

Review Candidate: **SARITHAPRI KRISHNAN**
Date: **18.10.2025**
Reviewer: **Casey Gao**

ASSESSMENT SUBJECT

Western Style Makeup		HAIRSTYLE	
Makeup	48/50	Hairstyle	15/20
Total Portfolio Marks		Attendance Marks	
NA		NA	
Total Practical Marks			
TOTAL SCORE			
48+15/70 X 100			
90/100 (Excellent)			

Grading Criteria: A score of 80% or above is required to pass. Students with scores of 70% or above are considered Excellent performers.

Reviewer: 
Name: _____
Date: _____

*Sample of Assessment Report



TRAINER PROFILE

Makeup Director

CASEY GOOI

📷 casey_gooi_makeup

- **Managing Director/Principal** of Private Colors 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 Vocational Training Officer (VTO) **Level 3** certification
- Certified professional **HRD Corp Trainer**
TTT Certificate No.: 11511
Certificate of Accreditation No.: 43930



Certificate No. | **11511**

TEAM PROFILE



Makeup Lecturer
THONG EE

📷 thongeemakeup913_



General Manager
ZED GOH

📷 thongeemakeup913_



Moderator
KEITH SONG

📷 thongeemakeup913_



We have conducted makeup workshops for clients such as **WATSONS**, **SEPHORA**, **SASA**, as well as various corporate organizations.
Please refer to the later pages for more gallery highlights.

REVIEWS & TESTIMONIAL

Private Colors Beauty & Makeup Academy

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

5.0 ★★★★★ 135 reviews ⓘ

People often mention

All professional 28 patient 25 skills 21 knowledge 14 +6

Sort by

Most relevant Newest Highest Lowest



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](#)



[Write a review](#)

”

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 comestics, 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nicess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

Read More Reviews →

<https://www.privatecolorsacademy.com/reviews-and-testimonial>

All reviews are authentic and sourced from Google and Facebook.

Reviews from Corporate →

<https://www.privatecolorsacademy.com/reviews-and-testimonial>

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

“

We tapped on Private Colors Academy's expertise to partner in elevating the artistry skills of our Beauty Specialists. From the start of the collaboration, they understood what we needed our Specialists to learn; they were flexible enough to create a custom-made artistry course targeted to our end goal. The training they provided was all-encompassing, covering essential artistry knowledge, professional etiquette, and technical hands-on skills.

The instructors are experienced professionals invested in each of our Specialists' progress. Their personalised feedback helped them improve throughout the program. In just a span of the 2-week course, we saw much improvement in the skills of our Beauty Specialists, and they are continuously improving beyond the classroom, applying what they have learnt back on the job. We cannot recommend Private Colors Academy highly enough for makeup training and certification.

De Guzman Colleen

Training Manager, Sephora Singapore Pte Ltd

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 has shown dedication & passion in delivering best learning outcomes from the trainings. They made sure to customise language to suit attendees, performs demonstration for practical skills & conducts assessment 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 →

<https://www.privatecolorsacademy.com/reviews-and-testimonial>

Reviews from Corporate

“

I am pleased to share that following the intensive training program conducted by Private Colors Beauty & Make-Up Academy, my trainers are now certified make-up artists. This achievement has significantly boosted their confidence and enhanced their ability to conduct grooming sessions for our newly recruited cabin crew.

A heartfelt thank you to Casey for the thorough and thoughtful evaluations, and to Zed for his exceptional support and flexibility in coordinating the training from start to finish. Your dedication ensured a smooth and impactful learning experience.

We are truly grateful to Private Colors Beauty & Make-Up Academy for your expertise and commitment to excellence. Thank you once again.

Mimi Rozilla

Manager, Hospitality and Professional Development,
MAB Academy Sdn. Bhd



Reviews from Corporate

“

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

Eddy Chan

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

AVEDA
making life beautiful

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

ABOUT THE ACADEMY

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**





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

PRIVΔTE COLORS

Beauty & Makeup Academy



Facebook

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

Instagram

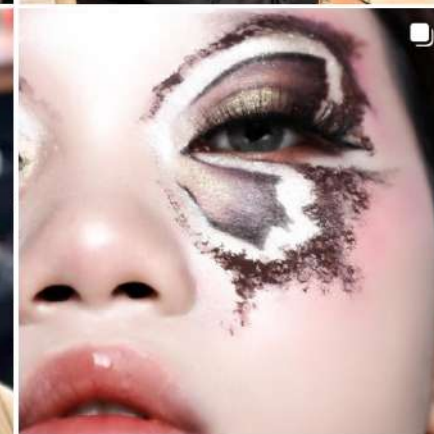
<https://www.instagram.com/privatecolorsacademy/>

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	https://www.facebook.com/privatecolorsacademy
Address	3D, Nadayu Dagang 28, Jln PJS 11/7 47620 Subang Jaya, Selangor, Malaysia
Phone	+60 12-344 7738
Email	privatecolorsacademy@gmail.com
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



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 | 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

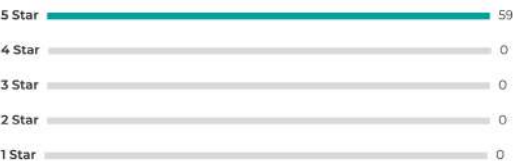
Subang Jaya

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 29, 2020
	Katniss 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

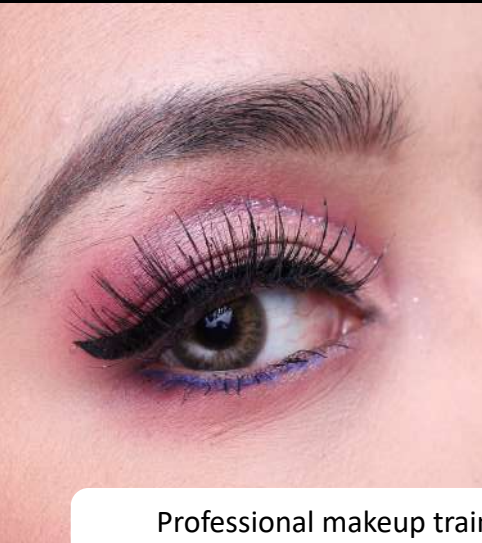
	Karen Ang Experienced stylist with professional skills	April 29, 2020
	Botoy Fook Yee ★★★★★	April 29, 2020
	Jess Ang I like their make up artists. Good services and very professional ! Highly recommended!	April 29, 2020
	Katniss Goh 最喜欢的化妆学院！ 师老板的化妆盘发技术非常专业 服务态度也好好！ 要结婚/参加event/有兴趣学习技术的朋友们 要选择他们！ 🥰	April 29, 2020
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	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

GALLERY



https://www.instagram.com/reel/CslpRz1NRZ0/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

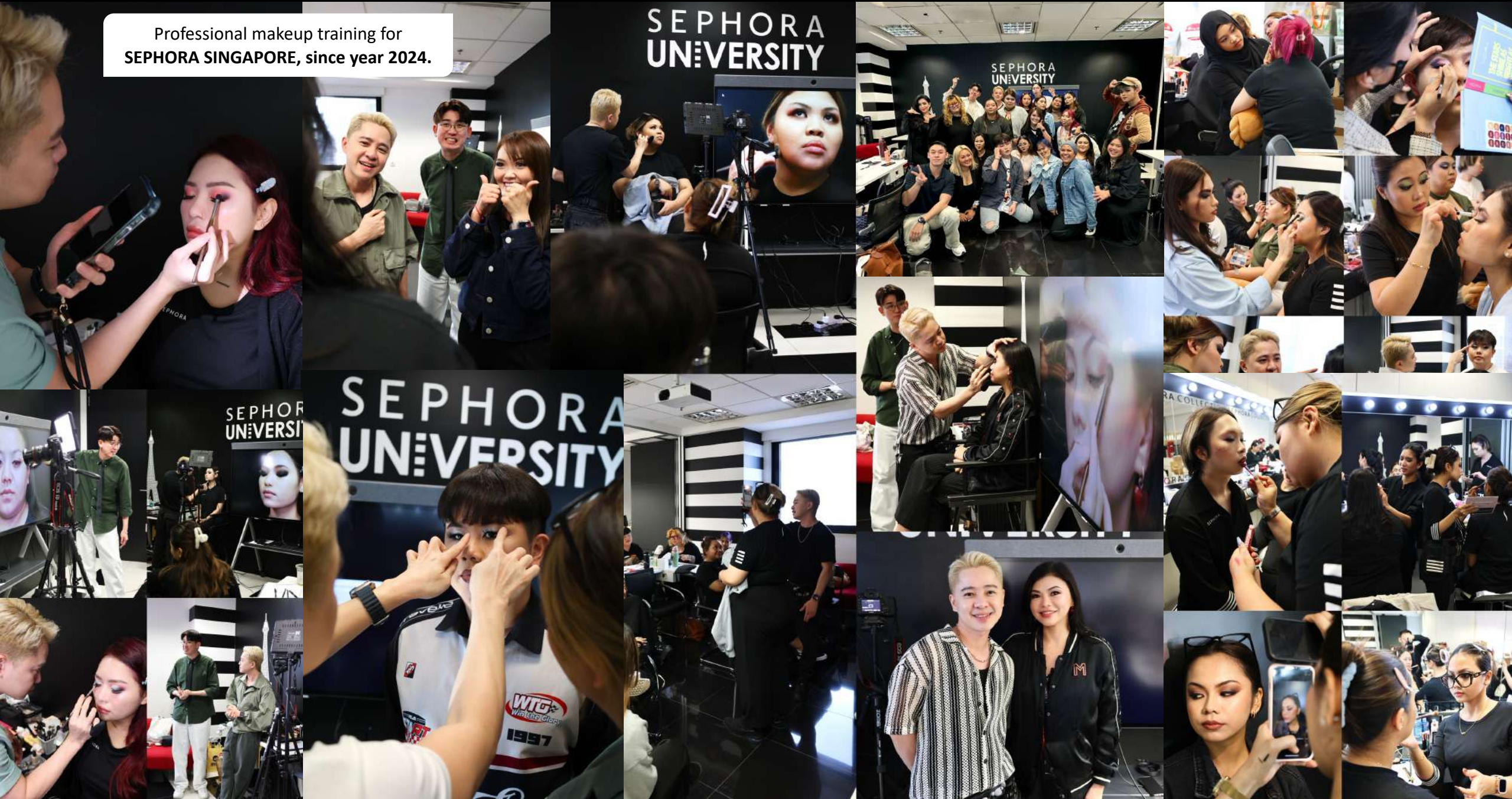
https://www.instagram.com/p/CrFikuOOIHN/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

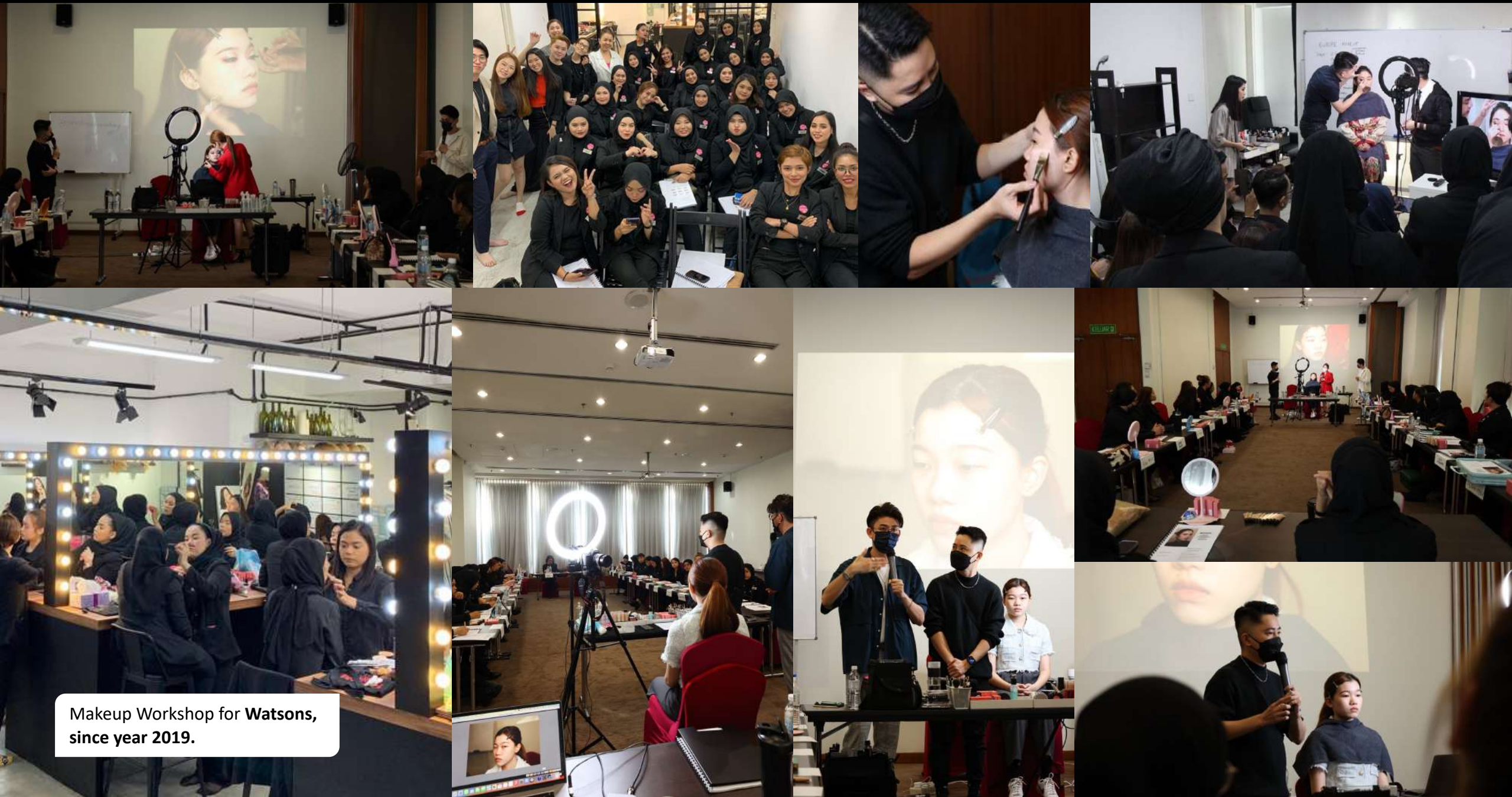


Professional makeup training for
SEPHORA MALAYSIA, since year 2023.



**SEPHORA
UNIVERSITY**





Makeup Workshop for Watsons,
since year 2019.



Makeup Workshop for **Watsons**,
since year 2019.



Makeup Workshop for **SASA**,
since year 2019.

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

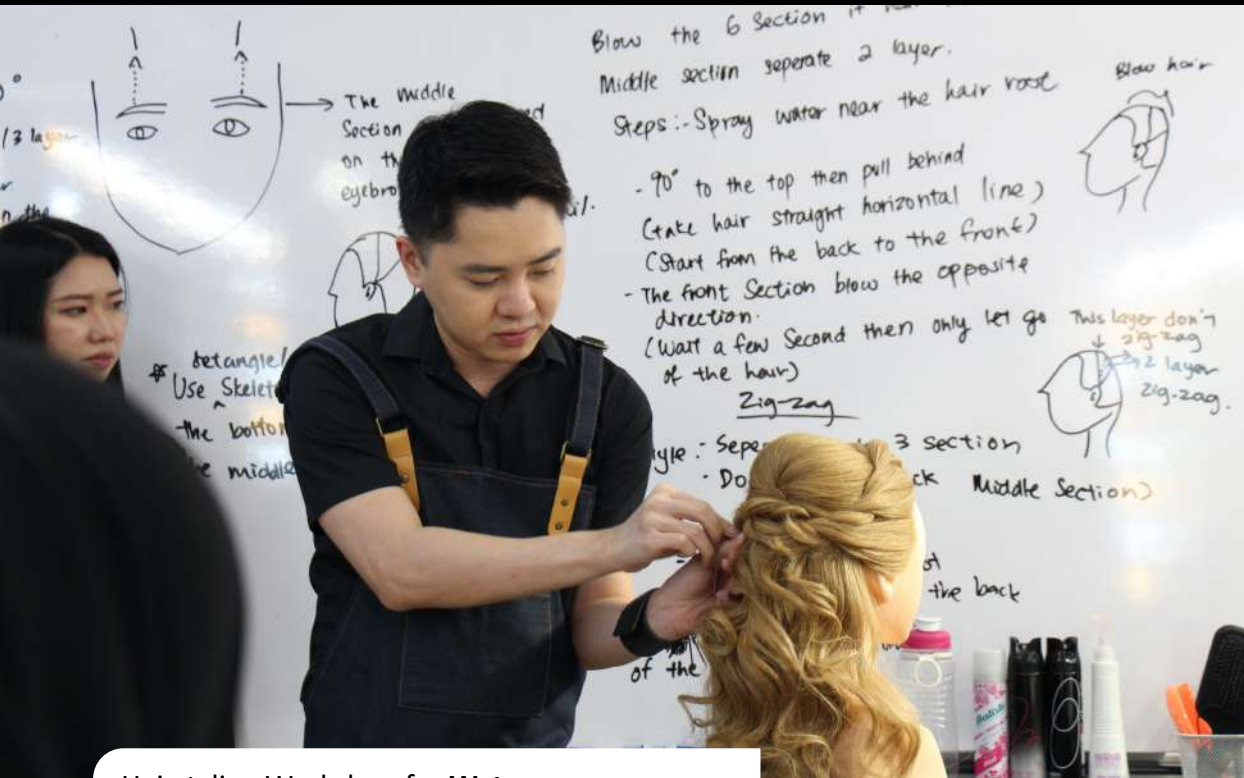




Makeup Workshop for **SASA**,
since year 2019.



Hairstyling Workshop for **Make Up For Ever**.



Hairstyling Workshop for **Watsons**.

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





Makeup Courses and Workshops

OTHER AVAILABLE
HRD CORP CLAIMABLE COURSES

Other Available HRD Corp Claimable Courses

To learn about *personal makeup*:

1. Corporate Personal Makeup For Frontline Staffs | 1 Day, 7 hours

Training Programme No. | 10001689116

*Favourite
Choice*

2. Workplace Makeup & Grooming Team Building Workshop | 1 Day, 8 hours

Training Programme No. | 10001671988

3. Personal Makeup Workshop | 1 Day, 4 hours

Training Programme No. | 10001310314

We can customize *workshops to professional* courses upon request!

NOTE Please feel free to contact us if you require any customized courses or more information.

Other Available HRD Corp Claimable Courses

To learn makeup as a *professional makeup artist*:

4. Retail Makeup Advisor Training | 2 Days, 14 hours

Training Programme No. | 10001673109

*Favourite
Choice*

5. Professional Makeup Advisor Service Training | 2 Days, 14 hours

Training Programme No. | 10001695169

*Favourite
Choice*

6. Essential Makeup & Hairstyling Artistry | 8 Days, 56 hours

Training Programme No. | 10001389505

7. Bridal Makeup & Hairstyling Artistry | 6 Days, 42 hours

Training Programme No. | 10001389517

8. Fashion Makeup Artistry | 8 Days, 56 hours

Training Programme No. | 10001390034

We can customize *workshops to professional* courses upon request!

NOTE Please feel free to contact us if you require any customized courses or more information.

CONTACT US

Contact us if you have any inquiry.

