



*I Love My
Permanent Makeup*





This book has been written to help the permanent makeup technician educate the public on the safety and beauty of permanent makeup.





I Love My Permanent Makeup



by
Debbie McClellan

(Originally titled "Is Permanent Makeup For You?")





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I Love My Permanent Makeup

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Disclaimer

This book is based on the experience of thousands of permanent makeup artists, well educated and experienced in the field, who have been performing safe procedures on very satisfied clients. The author and/or retailers are not responsible for any permanent makeup procedure done which does not meet any individual's expectations.





Acknowledgments

Many thanks to the women from around the world who took time to contribute their testimonials for the book. These testimonials acknowledge the benefits they have experienced and how much they have enjoyed their permanent makeup. Thank you to those who contributed their expertise: Ann and Fernard Sauvageau, Sherry Baggett, Lin McKinstry, Marsha Benson, Sara Collins, R.N., M.S.N., and Viki Mason and Cristi Koop, who prepared the book for printing.





Also by Debbie McClellan:

DVD: "Mixing Colors & Drawing on Permanent Makeup Made Easy"

This 3 in 1 DVD can help you #1 learn from A through Z about color; #2 shows diagrams and pictures on how to draw on and enhance brows, eyes and lips for permanent makeup; #3 "20 tips on how to make Permanent Makeup a rewarding career." Also included are three beautiful color charts.

*DVD: "How to Perfect Your Permanent Makeup Procedures for Beautiful Brows * Eyeliner * Lips"*

Close-up views of procedures being done and steps to follow, charts and diagrams.

Book: "101 Questions And Answers About Permanent Makeup For The Technician"

Includes questions and answers on the brows, eyeliners, full lip color, techniques, color theory, steps to follow, how to increase your business, helpful hints and much more!



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Introduction

Imagine never having to be dependent on makeup, eyebrow pencil, eyeliner, lip pencil and even lipstick. The concept is wonderful and it can be done. This book has been written to answer questions and dispel any fears or confusion for anyone considering having permanent makeup done.

It is important to be as knowledgeable as possible about any procedure you are considering-especially if the concept or procedures are new to you. This book has been designed in a question and answer format, simple and to the point. I hope it answers all questions you have ever entertained regarding permanent makeup. Many of the answers are based on the thousands of experienced, skillful permanent makeup technicians who are available to give you beautiful, permanent makeup in the right shape and color you have been looking for! The first chapter outlines questions which will enable you to find the right permanent makeup artist for you. Your permanent makeup artist can give you new ideas that will help enhance your brows, eyes and lips so you, too, can experience the freedom and benefits that women around the world are enjoying. Thousands of women every day are having permanent makeup procedures done. Permanent makeup maybe the exact solution you have been waiting





for. You will find much research has been done on the subject of permanent makeup in this book.

Good luck! I hope this book is instrumental in giving you a lifetime of freedom from the everyday dependence on makeup.



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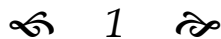




Chapter 1

Questions And Answers About Permanent Makeup

You can enjoy permanent makeup more than you ever imagined. There are many questions people have on permanent makeup. I hope you find this chapter informative and your questions answered, from finding the right permanent makeup artist, to the safety of permanent makeup and much, much more!



Q. *What permanent makeup procedures are there to choose from?*

A. There are seven basic procedures to choose from. They are permanent eyebrows, eyeliner/eyelash enhancement, lip liner, full lip color, beauty marks,



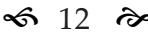


areola and camouflage. There is a chapter dedicated to each of these procedures-eyebrows, eyelash enhancement/eyeliner, and lip liner/full lip color and questions and answers on the other procedures. Each of these chapters cover details regarding color, healing time, procedures, etc.



Q. *Can the lips, brows and eyeliner procedures be done on the same day?*

A. Yes, you can have all three procedures done at one sitting. Most women know whether or not they are able to handle a lot of work done on them at one session. A client may prefer to start with one or two procedures at first. Some women with very busy schedules may want to deal with the healing process all at one time. For them, it would be advantageous to have all three procedures done on the same day. For healing processes for each procedure, see Question & Answer 58 for Lips, 41 for Brows, 50 for eyeliner. If a person needs a touch-up on their permanent makeup, its possible to have another procedure along with the touch-up on the same day-which would be about four weeks later.





Q. How do I find; the right permanent makeup artist to do my permanent makeup?

A. It's very important to have the right permanent makeup technician, one who is going to give you the right color and shape to enhance your looks so that you will enjoy all the benefits that are presented in this book. If there is a permanent makeup card inserted in the front of this book, you can contact them for a consultation. Any procedure you are going to have done on your face or body, you must feel comfortable with the person that is going to be doing the procedure.

Even if a permanent makeup artist was referred to you, it is always a good practice to look at pictures of their work so you can actually see what kind of work they do. The permanent makeup artist should also be able to provide you with references. What you want is a person that really knows permanent makeup so they can give you the right color and shape for your face. You have to select your permanent makeup technician/artist with care and make sure they have enough experience in the field of permanent makeup. As with any other profession, there are technicians that do good work and then





there are the ones that can fall short. When talking to a permanent makeup technician, here are some pertinent questions you may want to ask:

- How long have they been doing permanent makeup?
- How many procedures have they performed in the area of interest?
- Do they have pictures of their work?
- Will they provide references?
- Do they use a topical anesthetic?
- Will they go over the procedure with you and draw what they are going to do on you before they start?
- Do you have a choice of colors?



Q. *How safe is permanent makeup?*

A. According to the Center for Disease Control, permanent makeup is very safe. There have been no





incidents of HIV attributable to tattooing, nor has there been any increase of Hepatitis B in those having permanent makeup, in the last ten years, according to the National Center for Disease Control. When a tattoo or permanent makeup work is done under proper conditions, there are no opportunities for disease transmission. If the technician is using the proper sanitary environment, the chances of developing any type of communicable disease are remote, if not impossible.

The biggest concern is with the needle used to implant the color. Ask your technician to see the new needle that will be used for the procedure. There are two main procedures that technicians use to ensure the needles are new and sterile. Most needles used will usually come presterilized in a sealed package from the manufacturer.

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Q. *How permanent is permanent makeup? Will it fade over time and when should the color be freshened up?*

A. Yes, permanent makeup does fade over time. Most people will need to have their permanent makeup





freshened up at some point anywhere from one to five years. Every person is different when it comes to how well the color holds in their skin. Some things to take into consideration are:

- A light color may fade a little faster than a dark color.
- How well the technician implants the color will also make a difference.
- Some people just have skin that will hold color better than others.
- Sun exposure and exfoliating creams over time can shorten the life time of your permanent makeup color.

See Q &A 18 on aftercare. The colors made today for permanent makeup hold well in the skin. When the color on your lips, brows or eyeliner starts to fade considerably (which could take years), call your technician to freshen up your color. This way you will not have to start from scratch. He/she is usually able to go right over the color and keep the same shape and generally charge much less than a new procedure.



Q. Are the procedures painful?

A. Everyone is different in their tolerance and sensitivity. Some people experience minor discomfort during the procedure. This is often described as a stinging sensation which subsides as soon as the procedure is over. Most technicians use a topical-numbing gel, liquid or cream-to help numb the area that will be worked on before they start the procedure. Reapplying the numbing topical is usually permitted during the procedure. Here are a few things you can do to help be more comfortable during the procedure:

- If you still have your menstrual cycle, you may experience more discomfort a week before and during this time as you may be more sensitive. You may want to schedule around this particular time of the month.
- You can take a nonprescription pain reliever before the procedure. This can help to take the edge off if you're sensitive.
- If a doctor does give you a prescription pain pill, have a driver with you, do not drive yourself.



- Eat before the procedure so that you will be more comfortable.
- Get a good night's sleep the night before.
- Don't drink coffee right before your appointment.

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Q. Can permanent makeup ever look smudged after a period of time?

A. Permanent makeup that looks smudged or spreads over a period of time is not normal at all. When done properly, it looks as fresh as if you just put your makeup on—all the time. One of the reasons permanent makeup is so popular is because it does keep its color and shape and can even last for years. That is why women who have had permanent makeup procedures always say they wouldn't trade their permanent makeup for anything.

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Q. Do people ever have an allergic reaction to permanent makeup and when should I have a patch test?

A.* According to Whitney Tope, M.D., in a medical issue published by the Society of Permanent Cosmetic Professionals, allergic reactions to permanent makeup and tattooing in general are rare. Tattoos have been performed for thousands of years and



there are only a small number of reports of reactions to tattoos in the medical literature. Having a patch test does not accurately predict whether or not a person will have a reaction to the permanent makeup color. For a patch test to be accurate and predictable, one would need to place the color in the skin, then wait months or years to see if there is a reaction. If you are allergic to fruits or vegetables, or have many allergies, you may want a patch test done. If your technician is using organic colors (usually used for the lips), they can be made from fruits or vegetable plants.

The chances of developing an allergic reaction to pigments are extremely remote. Less than 1% in over 100,000 permanent cosmetic procedures, performed nationwide over the last 10 years, resulted in an allergic reaction, according to "Micro pigmentation, State of the Art" by Charles S. Zwerling, M.D.

If you are concerned about an allergic reaction, you should discuss this with your permanent makeup technician. Follow his/her advice on having a patch test done.





Q. What tools are used for the procedures and how do they work?

A. There are a few devices that are used to implant the color for permanent makeup procedures. Each one is held like a pen when implanting the color. There are the rotary, digital and coil machines and the manual devices. Each permanent makeup technician will have their own preference on what he/she likes to use. All of these implanters have been used for many years in the field of permanent makeup and all have been very successful. All of them have small needles. When used, they are dipped in permanent makeup color and placed where the color is to be implanted. It is not necessary to go deep in the skin when implanting the color. A new needle is used with each new client.



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Q. *What is a good age to have permanent makeup procedures done?*

A. Depending upon local or state regulations, generally eighteen years old and up. It is never too late or too early to enjoy permanent makeup. Whatever your age, permanent makeup can eliminate that dreaded washed out look we all hate. I have seen mothers bringing their mothers to have permanent makeup and even bringing their daughters, after they have had permanent makeup procedures themselves. Permanent makeup is something that once you have had it done, you wouldn't trade it for anything. You will wonder how you were ever able to get along without it before.

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Q. *Will the permanent makeup still look good on me as I get older and my skin changes?*

A. As long as you look good with correctly applied makeup, you will look good with permanent makeup. I don't believe there is any age where you

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need to stop using makeup. If you're concerned the permanent makeup may look a little too dark on you in the future-don't worry. Remember, permanent makeup does get lighter with time, and there is always the more natural look that will look good on any age. The natural look means using softer colors and not getting too dramatic with the procedures you are planning on having done. Remember that no matter what age you are, adding color to the brows, lips and around the eyes brings out a more youthful look. There are women who are in their 80's who wear just as much makeup as they did when they were in their 40's. As for the skin changing, and maybe making a difference, this is not a problem since the elasticity of the skin really doesn't interfere with the color. You can decide what you like and what you want. Take into consideration what your technician advises and go from there.

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Q. Will I be able to see each procedure drawn on before the procedure is started?

A. Yes! This is a very important step and can be fun. You can request that your technician draw a nice

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shape enhancing the brows that already exist. They're actually giving you a make-over on the procedure you have chosen. Your technician will take the time and draw on the nicest brows, lips or eyeliner that will enhance your facial features. Picking the color can be just as important. There is nothing like having a makeup artist enhance your looks. That is actually what a permanent makeup technician is or should be-a makeup artist. They're going to take what you have and enhance it and sometimes can improve it to a look that you may never have thought could be accomplished. The nice thing is that it is going to stay with you, enhancing what you do have and it won't wash off like other temporary make-overs do.



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Q. *Do you have to go back for a touch-up after your first appointment?*

A. Yes, there are touch-ups, but not everyone needs one. Your technician will advise you of your next appointment-usually about four weeks later. Waiting is advisable, sometimes it can take time, even up to four weeks, to see all the color. Also, you won't be as sensitive when the technician goes over the

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area again if needed. The reason for a touch-up may be that part of the procedure or perhaps the whole procedure is a little too light. Most technicians have the attitude that it's better to be too light than too dark, since they can always go over the procedure again to touch up. Some skin will grab color a little more than others which is always taken into consideration when choosing the color. A touch-up doesn't take as long as the first visit, and the healing and aftercare is about the same. There can be more than two touch-ups required. Many women who only had one procedure done the first time, have a second and even third procedure done at the time of the touch-up. They realize what a difference it makes and how happy they are with their permanent makeup.

Q. Is a consultation necessary before the procedure?

A. This is something you, as the client, will have to decide. For some people it is more convenient to have the procedure done at the first appointment if they feel comfortable with their permanent makeup artist. Looking at a picture book and having the



procedure(s) drawn on exactly to where you are comfortable, can make you feel more at ease. See Q & A 3 on finding the right technician. If you booked an appointment without a consultation and after having a discussion with the technician, and seeing what she can do for you. If you do not feel comfortable for any reason, it is your prerogative to choose not to have the procedure at that time. Taking your time and picking the right technician is essential. Then your expectations are met and it will be a great and rewarding experience.

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Q. *Is it possible to change the color of scars to minimize or camouflage them?*



A. Yes! There are technicians that specialize in camouflage. This is a more advanced technique that a permanent makeup specialist has been especially trained for. They need to work with scars on a regular basis to be able to do a good job. A very experienced technician will take on camouflaging if there is a call for it where they work. It's not as easy as people would think-just pick out a light skin color and go over the scar. It would be nice if camouflaging scars was that easy. Skin is not the same as work-

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ing on a white canvas since there are skin undertones to take into consideration among other changes in the skin color. If you plan or need to have this kind of work done, you should spend extra time finding the right technician.

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Q. How do I know if permanent makeup is for me?

A. This is a very easy question to answer-permanent makeup is for just about everyone. Unless you don't wear makeup or totally look forward every day to putting your makeup on, enjoy it and have the time. There are probably many reasons why women love their permanent makeup and have it done. Listed below are just a few of the reasons why clients have these procedures done. I'm sure you will recognize yourself in one or more of these categories. Some permanent makeup clients include those who:

- wear contact lenses or glasses
- feel undressed without makeup
- are active in sports
- have eyes that tear frequently

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- are not artistic or skilled in applying makeup
- have a problem seeing objects at close range
- are too busy to worry about their makeup
- have allergies to ordinary cosmetics
- are tired of using eye, lip and brow pencils
- love to have color on their lips all the time

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Q. *What is involved in the aftercare and long-term care for permanent makeup procedures?*

A. The chapters on lips, brows and eyeliner will each go into detail on aftercare and the healing process for their respective procedures. Generally, the long-term care for any of the procedures is to use a good sunscreen daily. Even the lips require protection. If you use any exfoliating creams, Retin A or anything along this line, try to keep it away from your permanent makeup. If you are planning a chemical peel, MRI or other related medical procedures, inform your physician of your permanent makeup. If possible, if you go to donate blood, let them know you have permanent makeup. It is a general policy

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not to accept blood from donors who have had tattooing within a year, since they cannot track the sterilizing measures from each office, salon, etc.

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Q. What is the cost of permanent makeup and what does it entail?

A. The cost of permanent makeup varies with different technicians. It is not inexpensive. Permanent makeup artists are very creative and artistic at makeup and color. They take a big responsibility in giving the right shape and color that you will be happy with. They have also studied makeup and color extensively, and have to be able to work on people with different undertones, shapes and facial features. Each person will be given a look created for them to enhance their features and fit their characteristics. They try not to make you look like everyone else. To make permanent makeup look natural there can be at least two visits. Permanent makeup can be priceless once you have it and enjoy all the benefits.

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Q. *Can I come to my appointment with my makeup already drawn on?*

- A.** Yes, you can! This will give the technician an idea how you have been wearing your makeup. The technician can see if you like it better lighter or darker; if you wear it thick or on the thin side; if the brows you have been wearing have enough of an arch; and whether you like your lips fuller or not. With eyeliner, they will be able to tell whether you like it softer or more dramatic. Your technician can go by what you have drawn on, or give their professional opinion and subsequently show you by drawing on the procedures you have chosen. They may further enhance your looks by showing you what would look best with your facial features. You can decide if you prefer the way the technician has drawn on your makeup or the way that you usually apply it yourself.



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Q. Can I have a beauty mark put anywhere I want on my face?

A. Yes, but you do want to be careful. It should not be done permanently unless you have been drawing one on over a long period of time. We all know certain models look great with beauty marks. Some have beauty marks that are natural which looks much different than a beauty mark that is drawn on. If you decide to take the big step and have one put permanently on your face, it is advisable to start with a light color. Also, do not have your permanent makeup technician go over a mole or natural beauty mark before you have it checked by a doctor. It is best to leave these alone so you will be able to notice any changes which could signal a medical problem.

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Q. Is permanent makeup a form of tattooing and how long has it been around?

A. * Yes, permanent makeup is a form of tattooing. The earliest evidence of tattooing dates back to the ice



age. While some cosmetic tattooing was done thousands of years ago, it really came into its own as an industry in the late 1970s. At that time, various tattoo artists around the country began offering permanent makeup/cosmetic tattooing and reconstructive pigmentation. In the 1980s, aestheticians, electrologists, nurses and cosmetologists became interested in performing these procedures. Training programs were established throughout the country and the industry has grown rapidly since then.



Q. Do men have permanent makeup done?



A. Yes, men can have permanent makeup done, however his permanent makeup needs to look very natural and not like makeup. Brows are usually done with the color a little sparse and not too shapely. Men usually don't have too much of an arch. Eyelash enhancement lightly done on a man can enhance the eyes. This is done by putting a little color right where the eyelashes are on the top and/or bottom.





Q. Can I have an MRI after I have permanent makeup done?

*A. ** According to Dr. Frank Shellock of Tower Imaging in Los Angeles, California and UCLA School of Medicine—a top expert in MRI scanning safety, only a handful of people have reported minor problems around the eye area and no problems around the brow or lip area. In those rare instances when redness and edema in the eye area occurred, it did recede and DID NOT cause any permanent damage. Test studies have confirmed the iron particles in the color pigment are too microscopic in size to react as true metal pieces, but rather are more accurately compared with metal which already exists microscopically in the body.

Q. Can I have permanent makeup done if I have diabetes?

A. Yes! In most cases you can have permanent makeup done if you have diabetes. It would be wise to let



your doctor know that you are going to have permanent makeup done. Eating before your appointment to have the permanent makeup procedure done can make you a little more comfortable. Diabetics are known to sometimes have difficulties with healing. Proper aftercare is important and should be discussed with your technician.

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Q. *Can I have permanent makeup done even if I'm pregnant?*

A. There are women that have had permanent makeup done while they were pregnant. If you are pregnant, to be on the safe side, you should always check with your doctor before having permanent makeup or any other procedures done.

Permanent makeup can give you a lift that will make you look and feel better on those days when you may not feel your best. At least you will know you look better, and not as washed out. When you're in the hospital, it's great to have permanent makeup. After the baby comes, there isn't too much time for yourself. Permanent makeup will be priceless on those days that you are too busy to even look in the mirror, much less take time to put your makeup on.

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Q. Should permanent makeup be done before or after a face-lift and can a face-lift change or alter permanent makeup in any way?

A. Many women have expressed how much they enjoyed permanent makeup during their recovery from a face-lift. Since during that period they were unable to apply makeup, their permanent makeup saved the day: the brows gave them a lift; the eyeliner framed their eyes; and having lips with color during the recovery was priceless. There are many reasons not to wait to see if that lucky day comes and you can afford a face-lift. Women have said that their face-lifts look even better because of permanent makeup. You can start with permanent makeup to enhance your looks now at one-tenth the cost of a face-lift. I have never seen or heard of a face-lift that has changed a person's permanent makeup, it only enhances it. See Q & A 37 on a forehead lift.



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Q. *Can permanent makeup be removed if needed?*

A. Yes, you can have permanent makeup removed if you wish, but removing permanent makeup is a procedure that is very rarely requested and is not easy. If you wish, a laser can remove permanent makeup. Choosing the right technician initially, and taking the time to communicate with them, so you and the technician can decide what's right for you, will alleviate the necessity of having permanent makeup removed.

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Q. *What about my face cream and exfoliating creams, will they interfere with the life of my permanent makeup?*

A. Once the area has healed completely, face creams are not a problem, even over your permanent makeup. You must wait to use any exfoliating and facial cream until you're completely healed because it may cause some irritation and can decrease color

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absorption. Even after the area has healed, the exfoliating creams like Retin A, Glycolactic, etc., should be kept away from your permanent makeup as much as possible. The cream will not hurt the area, but long-time use over permanent makeup may cause premature fading.

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Q. *Do permanent makeup artists have associations they belong to and are they insured like other professions in the beauty industry?*

A. Yes, there are associations available for all permanent makeup technicians. The name of one growing organization is the "Conventional and Cosmetic Tattoo Association" (CCTA) www.CCTattoo.org which was founded by John Hashey. The goal of the organization is to have both conventional and cosmetic tattoo artists come together and help to further the improvement of the tattoo industry. This industry that creates so much beauty whether it is tattooing of the makeup or body art.

"Conventional and Cosmetic Tattoo Association" is a nonprofit organization. There is no charge for

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membership, expo's, education and certification, all in the effort to advance the field of tattooing beauty to a level that is respected and unsurpassed in the world of beauty.

Just like any profession working with the public one-on-one, insurance is available for the profession. The field of permanent makeup is growing fast and the insurance companies are keeping abreast of its needs.



Q. How much time and money do you think a woman could save in a year with permanent make?



A. Relative to time, on average I would estimate a savings of about twenty minutes a day if you usually apply brows, eyeliner, lipstick and touch-ups. Twenty minutes a day times 365 equals approximately 120 hours a year. As for the money spent on makeup, the low estimate would be about \$100 every three months, or up to \$400 a year. In three years you could save an estimated \$1,200 and 380 hours. The savings in time and money is another appreciable benefit of having permanent makeup.





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Q. Why does permanent makeup look so natural?

A. Permanent makeup may look natural on anyone because of the skill and experience of the permanent makeup artist. The ability to custom blend colors when needed. Using a fine point to implant the color enables a technician to be creative. Using the right technique, the color can heal to a nicer, softer look, if desired. Because the color is “under” the outermost layer of skin, it can take on a more natural, softer appearance.

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Q. Can the areola of the breast be permanently colored?

A. Yes! There are different reasons why a lady may want to have color added or even one made. The areola is the center part of the breast that is round and usually brown in color. Breast cancer is one reason for doing the permanent coloring of the areola procedure. After having a mastectomy (breast removal

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surgery), a woman may decide to have reconstructive breast surgery done. Having the areola colored is the last step in breast reconstruction for making the new breast look real and natural. The coloring of the areola is done by technicians specially trained for this procedure. You may want to see pictures of work done by the technician you are considering. A doctor may be a good source of reference for this kind of work.





Chapter 2

Testimonials About Permanent Makeup

Many women want to know the benefits that others have realized having permanent makeup. The following are from women that had their permanent makeup done by technicians around the world. They would like to express to you, first hand, why they love permanent makeup and the joys, benefits and freedom that permanent makeup brings to them every day of the year.

"Let me tell you about my permanent makeup I had done four years ago. It has made me feel great about my makeup. I am a very busy lady, and the freedom I now have by not having to worry about applying makeup the old-fashioned way can not be measured. No longer do I ask myself, 'did I wipe off my brows, is my eyeliner smudged or did my lipstick come off?' These fears were always crossing my mind. Now they don't."

Ruth
Anaheim Hills, California





"I am a surgical nurse and cannot wear makeup in the operating room. Since I had my permanent makeup done, I feel so much better about my appearance. I am wearing makeup and no one can tell me to take it off. This is the best thing I ever did for myself!"

Gary Ann
Lano, Texas

"I am a very active single person and always on the go. My permanent makeup has really given me so much more time to do so many more things. Before I had the procedures done I avoided jacuzzies and swimming, I worried that my makeup would come off and I would look washed out, but not anymore. I would definitely recommend permanent makeup to anyone interested in enhancing their looks and life-style."

Shelly
Perty, Australia

"I would not trade my permanent makeup for anything. It makes my day every day. Just looking in the mirror and seeing my makeup look as fresh as if I just put it on ten minutes ago makes my day. You don't know what you're missing if you haven't had your permanent makeup done."

Sue
Evansville, Indiana



"I have referred about five of my friends, including my sister, to have their permanent makeup done. I want all of my friends to enjoy the freedom that I have experienced. My permanent makeup artist put my brows and eyeliner on better than I have ever done myself."

Miriam
Palm Springs, California

"Being someone that suffers from Alopecia, the loss of hair, I especially missed my eyebrows. I just can't explain how wonderful I feel to have "eyebrows" once again!"

Mary,
London, England

"I'm 68 years old and I absolutely love my permanent makeup. People have asked me what I have done to my self, that I look so nice. They don't know that it's just that I have my makeup done the right shape and color for my face. Having it permanent is a bonus."

Lois,
Medina, Ohio



"I'm a doctor and have long hours. One less thing to think about during the day is if my makeup is on correctly. I always hated my brows. One was completely different than the other. When I had my permanent makeup done, to my surprise, my permanent makeup artist was able to even out my brows. They now look better than they ever have. I used to want to hid my brows with my bangs, however, I no longer do that."

Dr. Dee,
Anaheim, California

"My daughter, niece and friends were all getting the permanent makeup done. I didn't know really what the big deal was until one morning, I saw how good my niece looked first thing in the morning when she got out of bed. I was sold! Now, I'm one of them; a makeup free lady."

Carol,
Cleveland, Ohio

"The first time I had my permanent makeup done was ten years ago. I'm now 40 years old, and if I live to be over 80, that will be 50 years that I don't have to put on eyeliner, eye brows or lipstick. If that isn't something to look forward to, I don't know what is. I will always keep it up."

Crystal,
Newport Beach, California



"I've had so many compliments since I had my permanent makeup done. Friends say I look so good and what did I have done to my face. I never put my own makeup on this well before. My brows now have a nice arch, before they had no shape at all. The eyeliner outlines my eyes so nicely. People tell me I have beautiful blue eyes, and they never said that before I had my permanent makeup done."

Carol,
San Diego, California

"After breast reduction, I was left with very irregularly shaped areolas (center of the breast), and on the left breast, the areola was only ½ the size of that on the right. Thanks to permanent makeup, I now have two perfect breasts and my new partner has no idea that I had it done!"

Suzanne,
Dorking, England

"At the salon where I get my hair done at, everyone was getting their own permanent makeup done. My hair dresser looked so nice with her permanent makeup, that I decided to have it done too. I wish I had this done when my kids were small. Well, I don't think there is ever a time that permanent makeup doesn't come in handy."

Carol,
Tustin, California



"I'm a singer and there is nothing worse than to have your makeup look smudged or smeared when you are singing for an audience. Since I've had my own permanent makeup done, I feel confident that I look my best when I am singing or at any other time of the day."

Laura,
Inglewood, Colorado

"I run my own facial clinic. I work on many women that have had the permanent makeup done. Several of the women have said the benefits they have experienced have outweighed the cost. The confidence they feel, as well as, not having to think about their makeup is wonderful and I feel the same way about mine."

Janis,
Horseshoe, Texas

"Permanent makeup is just the best thing that ever happened to me. A skin-graft following an accident left me with a white, untextured look on half of my face. My permanent makeup artist has given me lots of freckles to match the normal skin and now I not only look great, but people don't stare at me like they used to."

Vanessa,
Sheffield, England



"Being an actress in Hollywood is not easy. Working under the hot lights and always having to look your best is hard. Permanent makeup has been a lifesaver for me. I don't know why anyone would go without it."

Jeffie,
Los Angeles, California

"Believe it or not, my husband loves my permanent makeup as much as I do. He just loves it when we kiss and he's not tasting my lipstick anymore. I no longer have to tell him, 'I'll kiss you later honey, I have my lipstick on.'"

Debra,
Maple Ridge,
British Columbia, Canada

"My sister works at a doctor's office as an R.N. She and many of her friends in the medical field have had permanent makeup done. I knew that since they felt the procedures were safe it would be safe enough for me. I'm so happy she told me about permanent makeup. It's been a bigger blessing than I even imagined."

Peggy,
Lakewood, Colorado



"There is nothing better than waking up every morning and not starting a "blank canvas". Permanent makeup give me and my face a jump-start to a great day!"

Donna,
Sarasota, Florida

"I would give up my diamonds before I would give up my eyebrows—done by a permanent makeup artist. Life is so much easier now!"

Barbie
Olympia, Washington





Chapter 3

Questions And Answers About Permanent Eyebrow Procedures

Yes! Now you can have freedom from the brow pencil. It may sound too good to be true, but it's not. A permanent makeup artist can create and shape brows to frame the face and also blend colors enhancing each person's brows. One of the most popular makeup artists in Hollywood believes the brows can be the most important facial feature. They frame and enhance the face. Brows can even enhance the eyes and give your face a lift. This chapter will answer many of your questions on the procedure for brows.



Q. *What does the brow procedure consist of and how long does it take?*

A. Each technician can vary in the time it takes him/her to do a procedure. The average time for a brow procedure is approximately one to two hours. The technician will discuss with you exactly what you want and your color preference. If you're not sure, your technician will be more than happy to give you a professional opinion and draw new brows on for you. You will be able to take your time and have them redrawn if needed. Your technician will take the time to measure to make sure the brows are even. You will then be able to give your 100% approval before the procedure is started. If it will make you feel more at ease, you can ask your permanent makeup artist if you can check with a hand mirror a few times during the procedure.



Q. What are some tips that may help me when I am having the brow procedure?

A. First be certain you are comfortable with the brows you and the technician have agreed upon. The goal of the technician is to see that you are pleased with the outcome. Each satisfied client is an “advertisement” for future referrals. They want you to show them off and tell all your friends. They are more than happy to work with you, so you feel comfortable and really like the brows that have been drawn on—that they are exactly what you are looking for. If your technician shows you a new way to do your brows, you need to determine if this is the new look you want. Brows can really give you a nice lift and even open the eyes when they have been done properly. Use a hand mirror and also look in a wall mirror standing about a foot away. This way you can really see the whole picture while checking to see if your brows are even. A wall mirror can be even better than looking in a hand mirror. Things to look for:

- Are the arches in the same place on each side?
- Do the brows start at the same point on each side?



- Are the arches in the same place on each side?
- Do the brows start at the same point on each side?
- Are they the same length on both sides?
- Are they the same height?
- Do they look even to you?

Your technician will be checking all those things for you. You can always check yourself to make sure you are 100% satisfied before the technician starts.



Q. *Should I tweeze my brows before I have the procedure done?*

A. Yes, you can tweeze the day before you have the procedure done. The area where you can tweeze is around the brow. This will give you a nice finished look when the brow procedure is done. You may want to check with your technician first for any detail work regarding shaping/ tweezing of the brow. He/ she may want to enhance the brows by doing a little tweezing too. Normally if you need any detailed





tweezing, your technician will show you what is to be tweezed. Pay particular attention so you will know where to tweeze and keep it up in the future. Having the brows tweezed properly will help to enhance them. If you're going to have your brows waxed or electrolysis done, you should have it done at least a week ahead of time. Another positive about having permanent brows is you will have a guide for where to tweeze your brows. In most cases, you should avoid tweezing where the permanent brow color is.



Q. If I am considering a forehead lift (brow lift), should I have my eyebrows done before or after the surgery?



A. When a brow procedure is done, it is usually done in the brow hair itself or the brow is enhanced a little to make more of an arch. If you're having a forehead lift, the brows usually raise up a little. That is usually what you hope to achieve—to give your face a lift. The brows do not stay lower with the permanent makeup going up with the forehead lift. Everything raises together. The only way it could affect the outcome is if you have brows drawn mak-





ing the arch a lot higher than your natural brow and your brow looks a little high to begin with. There are people who naturally have a very high brow arch. With or without permanent makeup, surgery may make the brows look a little higher. Many women would like to have some kind of surgery done some day. You can start to enjoy your permanent makeup now instead of waiting. Nicely shaped brows can give you a lift. When you finally have the surgery done, you will have the luxury of having your brows done in the right shape and color permanently which will enhance the results of your surgery.



Q. *How can permanent makeup improve my eyebrows?*

A. Permanent makeup can improve almost anyone’s eyebrows. They are the most important feature of the face and can give the entire face a lift. There are a variety of things we can improve on. They include:

- | | |
|--------------|-----------|
| half of brow | droopy |
| nicer arch | uneven |
| no arch | too small |
| too thin | no brows |





very sparse
too short

starts too far back
outer part needs lifting

Anyone of these brow situations can be turned into beautiful brows with permanent makeup. You won't have to worry about drawing them on, making them look even, or finding the right color.

❧ 39 ❧

Q. *How can I choose a color for eyebrows that will look the best on me?*

A. Your technician will help you do this. He/she will ask you questions, such as, "do you change the color of your hair often." Brows look very nice on a person when they blend with their hair coloring. If you're going to be keeping your hair the same shade of color for a few years, that may be the one way to go. The brows will fade a little with time. You can then change the color if you wish. The technician will also ask you if you want your brows dark, medium or light. Here are some brow color ideas that will blend with the color of your hair:

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Hair Color

blond
ash blond
brown
dark brown
strawberry blond
chestnut brown
red
black
gray

Permanent Color for Brows

light/medium brown
taupe
light/medium brown
medium brown
auburn
chestnut brown
red brown/auburn
dark brown
taupe

Many of these colors can be mixed together to make beautiful shades too. The technician should be a professional at mixing and picking the right colors for their clients. When choosing the right color, your technician will take into consideration whether or not you have very strong yellow, blue, red or olive skin undertones. It is good to let your technician know if you think you have any of these strong undertones.

❧ 40 ❧

Q. *If I don't have any brow hair, will permanent makeup still look good on me?*

A. Yes! You still can have beautiful brows, even when you have no brow hair. One good thing about no

❧ 56 ❧

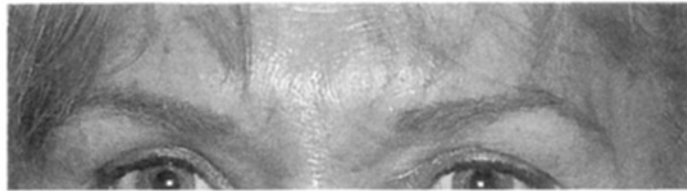


Eyebrows

Before



After



This is a before and after picture of permanent eyebrows. Being a black and white picture in this book may make the makeup look a little dark. The woman has a soft, golden brown color that fills in her brows just enough to give her a much nicer arch and beautifully frames her face. The washed-out look is taken away. She wanted more color added to her brows, and this has given her a more youthful look.

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brows is that they can be created and beautifully designed. When enhancing a person's brows, who already has brow hair, you and the technician must consider what you have to work with. For example, if you don't have much of an arch and you want a big arch, you are somewhat limited. There is a way to make brows that have little or no brow hair look natural and soft. This is accomplished by first drawing the brows on so they flow with the facial features and have a natural shape for the face. Picking the right color and making sure it is not too dark, along with choosing a technician with the experience and knowhow to be able to make the brows look a little softer, are all important to achieving beautiful brows. Wouldn't it be great to look like you put your eyebrow pencil on perfectly every day and always used the right color.

Q. What can I expect and what should I know about the healing process and after-care for the eyebrows?

A. On average, the healing process for permanent eyebrows generally takes about seven days. During this period the brows look darker. Usually they do not



get too puffy after the procedure is done. Putting a little ointment on three times a day is recommended most of the time and will keep the area moist. Use it sparingly and apply with a clean swab. Your technician will give you their recommendation. Some people are allergic to some ointments. If you are one of these and the area appears red and puffy, petroleum jelly may be what your technician will recommend. Toward the end of the healing process the darkness will begin to flake off, and you will see a softer looking brow. If you haven't kept the area a little moist, the dryness may contribute to the color not staying as well. After the area has flaked off you can stop using the ointment. During the healing process you can wash your hair and face as needed, just handle the brow area carefully by not getting them wet. Do not pick, peel or scratch this area, otherwise the color may not heal evenly. Keep dirty fingers away from the area so there is no chance of getting an infection. Also, don't wear makeup close to the area. Makeup can grow bacteria that can cause infections. It is further recommended that you stay away from tanning booths, hot tubs, saunas, pools and creams that are not recommended during the healing process. Always follow your technicians aftercare directions.





Q. *How should I describe the desired effects I want to achieve to my technician when having an eyebrow procedure?*

A. There are a few ways to achieve the brows that will look beautiful on you and that you'll be completely happy with. One way to show your technician what you want is by wearing your brows the way you usually do. Then he/she can give their expert opinion on whether or not your brows can be improved to enhance your looks. Another way is to let the technician draw your brows on for you. They will probably ask you how much of an arch you would like, whether you want thin or thick brows and the length you'd like. You can leave it up to your technician to draw on beautiful brows. The exciting part is coming up with the right shape and size for the brows that will enhance your looks. The procedure will not be started until you are 100% satisfied with the way the brows have been drawn on. The permanent brow procedure will be done right over the brow that has been drawn in pencil.



Q. Can skin undertones interfere with the brow colors?

A. Skin undertones are one of the things that the technician takes into consideration when choosing the proper color. Usually undertones don't interfere with the color, but there are some cases where people have extra strong undertones. If there are very strong red undertones, using an ash color that doesn't have red in it works well. With blue, yellow and olive undertones a warmer color can be used. If a color heals to a color that is not quite what you desire, your technician will be happy to go over and improve the color for you at the touch-up visit and you will always know the perfect color for your undertones.

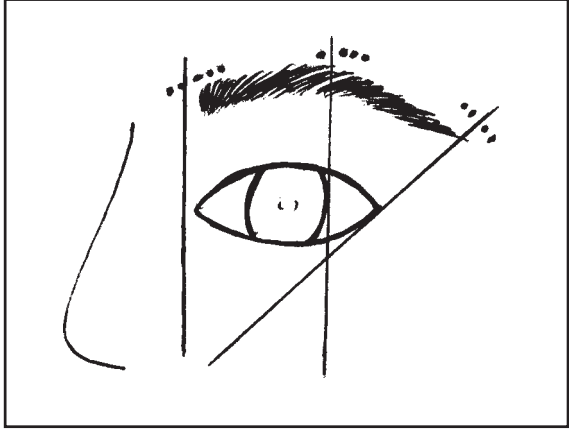
Q. Will I lose any of my brow hair when I have the eyebrow procedure?

A. With permanent makeup machines, or manual devices, the color is not inserted deep enough to af-



fect the follicle of the hair. Hair loss occurs when you interfere with the growth of the hair. Be assured that you can enhance your brow with permanent color and not lose any brow hair that you don't want to tweeze.

Q. *How are brows measured to see if they are proportioned correctly?*



A. I'm sure you have seen a brow diagram or something similar in makeup books before. There are a few extra dots on this diagram to show you that there is a leeway on exactly where your brow can start, arch and finish. If your brow sits back a little, before the first line in the diagram. It is okay, your





brow will look more natural, if the color starts inside the brow hair itself. However, if the brows starts too far back, you may just want to add a little more color. You must take into consideration what looks good and natural on you. As for the arch point shown on the diagram, some brows have their own natural arch. The high point may not match exactly where the high point is on the diagram. It is an individual preference how each person would like their brows to end, whether it be a little shorter, longer, or just as the diagram shows. Everyone can have brows that flow with their own facial features.







Chapter 4

Questions And Answers About Permanent Eyeliner And Eyelash Enhancement Procedures



You no longer have to tolerate a washed-out look without eyeliner, or smudged eyeliner. Color around the eyes frames the eyes and enhances their color. Most women find it difficult to apply their eyeliner the way they would like it, and to have it stay on and look nice. Having an eyeliner and/or eyelash enhancement procedure can save a great deal of time and aggravation. You will wish you had it done many years ago. I hope this chapter will answer any questions you might have on the eyeliner and eyelash enhancement procedure.





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Q. What does the procedure for permanent eyeliner makeup entail and how long does this procedure take?

A. The technician will go over exactly what you want to accomplish with the procedure, how you want the eyeliner to look, what will look best on you and what color you would most prefer. Everything is discussed in detail. Most procedures take one to two hours. Usually a topical anesthetic is placed on the area to be worked on prior to the start of the procedure. Your technician will be able to start the procedure when you both have agreed that you are 100% satisfied and everything you wanted to talk about was discussed. The technician usually works on one area at a time.

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Q. How can I benefit from permanent eyeliner/eyelash enhancement?

A. There are so many ways eyeliner /eyelash enhancement will benefit you and you'll enjoy it. Some of

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the ways it will enhance your eyes and accentuate their natural beauty are to:

- enhancement your eyelashes and make them appear darker and thicker
- eliminate that washed out look
- eliminate the smudged look you can get from makeup
- enhance the color of your eyes by framing them
- save you time and money



There are additional ways you will enjoy permanent eyeliner /eyelash enhancement; you will continuously discover them.



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Q. How do I choose the right color for my eyeliner?

A. Brown-black or black done softly (less strokes) can be a very natural color to use for permanent eyeliner. Everybodys' pupils are black, so by fram-

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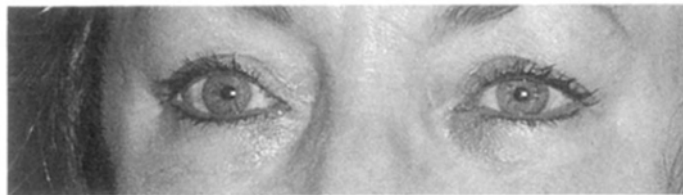


Eyeliner and Eyelash Enhancement

Before



After



This is a before and after picture of permanent eyeliner and eyelash enhancement. A brown-black color was used. The eyeliner was done on the bottom. On the top, eyelash enhancement was done by placing color right on the eyelash bed itself. As you can see it really frames this person's eyes and brings out the color making her eyes look brighter. She has said that the freedom of not putting on eyeliner has been priceless

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More Dramatic Eyeliner

After



This is a picture of more dramatic looking eyeliner, a little heavier line. As you can see it does bring out this lady's eyes tremendously. Three years later and her eyeliner still looks fantastic.

ing the eyes with a darker color is usually the perfect color. Applying the color around the eyes fewer times will usually make the color softer. There are some women who like and prefer other colors for eyeliner which you can discuss with your technician. For women who like different colors around the eyes, you can add colored eyeliner pencil any time you wish right over your permanent eyeliner.





Q. Would eyelash enhancement be for me if I don't wear much makeup?

A. Yes! For those who don't wear much eyeliner, a nice way to enhance the eyes is to put color right in the eyelash area. This is called eyelash enhancement. Enhancing your eyelash area on the top looks fantastic. Some people have sparse eyelashes where the skin is visible between the lashes-this can make a person look washed-out. By making the eyelash bed look just a little darker it can give the illusion of thicker, darker eyelashes. Putting color right in the eyelash area really enhances the eyes. Blue eyes will look bluer-green eyes, greener-any color eyes will stand out more. Even women who like a line on the top for eyeliner can benefit from eyelash enhancement, if their eyelashes are sparse. If you were to do just the eyeliner on the top and nothing in the eyelashes, it would not look as good because of the space in the eyelashes, unless a person has a lot of eyelashes and the base of the eyelashes is dark enough. If that is the case, only the eyeliner procedure need be done. For women who don't like the look of makeup or a strong line, a soft line can be placed on the bottom to just enhance the eyes. Having just the top or bottom liner looks great, too.



Q. What can I expect during the healing process and aftercare for eyelash enhancement and eyeliner procedures?

- A. Eyeliner healing time is approximately five days. During this time, the treated area will look darker. The average time that the eye area is usually puffy is the day of the procedure and the next day. Ice packs protected with a clean cloth may be used to reduce swelling if needed. You need a healing ointment on three times a day, which is recommended to keep the area moist. Your technician will give you their recommendation. Always use a clean swab to apply the ointment and use it sparingly. Some people have allergic reactions to healing ointments. If the area appears red and puffy, try something like petroleum jelly and check with your technician. Toward the end of the healing process, the darkness will begin to flake off, and you will see a softer looking eyeliner. If you haven't kept the area moist, the dryness may contribute to color loss. After the area has flaked off, you may stop using the ointment. During the healing process you can wash your face and hair as needed, staying away from the area treated. Do not pick, peel or scratch the area so your color will heal evenly. Keep dirty fingers away from



the area to avoid the possibility of infection. Don't wear makeup on the treated area. Also, it is recommended that you avoid direct sun, tanning beds, hot tubs, saunas, pools and creams that are not recommended. Always follow your technicians after-care directions.

Q. *If I am considering eyelid surgery should I have permanent makeup applied before or after the surgery?*

A. Permanent eyeliner should not change after surgery. The incision is usually done right under the eyelashes and permanent eyeliner/ eyelash enhancement is done in the eyelash area most of the time. With top eyelid surgery, the incision does not interfere with the top eyeliner. The way surgery can alter the appearance is if the eyeliner is thicker and the skin becomes pulled on the top. Then it can stretch the eyeliner as well, which would make the eyeliner appear a little thicker. Having your permanent makeup done before the surgery can be a good idea, because during recovery it will make you feel better, knowing your eyes will be enhanced with makeup and your outcome will look even better.





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Q. *Can skin undertones interfere with the color chosen for my eyeliner?*

A. To help ensure you don't have eyeliner color change, the most common mixture created for eyeliner is adding brown to black. One of the colors that makes black is blue and some people have strong blue undertones. Blue in the color and in the skin can alter the results. To be safe, a dark eyeliner color, like black, will be pre-mixed with brown, or brown is mixed with black at the time of the procedure. Brown will help to cancel the blue in black. For women who want black eyeliner, the mixture of brown and black can still be a very dark color when healed and look black.

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Q. *How should I express to my technician what I am looking for with an eyeliner/eyelash enhancement procedure to achieve the desired results?*

A. It is very important to be able to express what you are looking for and have good communication with

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your technician. Topics for discussion with your technician are:

- The color and intensity you prefer
- How thick or thin the eyeliner on the top should be
- How thick or thin the eyeliner on the bottom should be
- Do you wish to enhance your top lashes
- The shaping and artistic style of your top and bottom eyeliner

A discussion of your preferences with the technician and listening to the technician's advice should give you exactly what you desire and make you a very satisfied client.



Chapter 5

Questions And Answers About Permanent Lip Liner And Full Lip Color Procedures



Imagine not having to reapply your lipstick after a meal or even a romantic kiss. Having permanent lip color means getting up in the morning and having color to your lips. Recall how a baby or a child's lips always have color. Think how nice it would be to always have color to your lips. Color on the lips gives a beautiful glow to the face and a youthful look. Once you have the lip procedure done you will feel that it is priceless—those washed-out lips are gone. Your technician can create a more defined lip liner while enhancing and adding fullness to your lips with permanent color. The liner/full lips can be applied to look natural or more dramatic. Say good-bye to lip color that bleeds. Hopefully, this chapter will answer your questions about lipliner or the full lip procedure.





Q. *How will adding lip liner or filling in the lips change or enhance my lips?*

A. There are many ways permanent makeup can enhance the lips. Some of the them include:

- making lips look fuller by placing the lip liner outside the natural lip line
- making lips look smaller by placing the lip liner under (inside) the natural lip line
- enhancing the shape of the bow (middle of the top lip)
- making a bow where there hasn't been one
- balancing the top and bottom lip
- correcting uneven lips
- permanent color enhances the lips; it can be a natural color or almost any color you would like, depending on the colors your technician carries.





Full Lip Color

Before



After



This is a before and after picture of permanent full lip color. You can see how the color gives the lips more definition. This woman has chosen the color wine for her lip color. It may look a little darker because the picture is black and white in this book. A clear lip gloss will make the color stand out even more as if the lipstick was just applied. Without the lip gloss she just looks like she has a deeper color to her lips which is not too light or too dark. A soft wine color gave this woman exactly what she was looking for with permanent makeup.

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Q. What does the lip procedure entail and how long does it take?

- A. The first step is to discuss how you would like to have your lips enhanced, what color you will be happy with, and what looks best on you. A topical numbing solution may be applied during this time. Your technician may show you the color by placing a little on your lip to see if the color looks good and is what you want. When the color has been selected and the numbing solution has been applied to your lips for the required time, the technician will draw on the lip liner. Its fun to see how your lips can be transformed into a new shape if desired. Take your time selecting the shape and color, and be 100% happy with the lip liner that has been drawn on. Only then do you want to give the technician the okay to begin the procedure. Now the color you have chosen is ready to be implanted. This is done by implanting the color directly over the lip line drawn on. If you think it will make you feel more comfortable to check a few times during the procedure, as you ask your technician for a hand mirror so you can see what is being done. Individual technicians may vary the steps.



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Q. If I am contemplating having collagen put into my lips to make my lips fuller, should I have the permanent makeup done before or after I have the collagen procedure?

A. You can have permanent lip liner applied before or after having your lips filled with a permanent solution. If you have your lips enlarged by a procedure where the lips will eventually go back to their natural shape, then you do not want to apply the permanent makeup higher than your natural lip line. This way it can still look natural when your lips go back to their normal shape.

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Q. How do I choose the right color for my lips and can I have just a natural color added?

A. If you're not sure what color you want for your permanent lip color, you may want to visit a makeup counter (usually at department stores) and try on some different colors to see what looks best for you. You could even have a color analysis done. If you

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do find a color you're happy with, you might want to purchase the lipstick and wear it for awhile to see if you like it. If you are not sure you can go with just a natural lip color so that when you are not wearing lipstick, you will have a nice color to your lips and won't have that washed-out look. Women have different ideas on what natural lip color is depending on individual taste in color and the colors your technician carries. Even when only lip liner is done, it enhances and adds definition and color to the lips. Permanent lip color can look soft and beautiful on the lips.

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Q. What can I expect during the healing process for the lip liner or full lips procedures and what aftercare will be required?

A. For lip liner or full lip color procedures, during the healing process most women will find that their lips can appear about 40% to 60% darker for three to four days on the average. After this, the darkness will flake off. At this point lip liner/full lip color can appear lighter than the desired color. It can take up to four weeks to see all the color implanted in the lips. As the epidermis (top layer of the skin) begins

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to heal it is opaque. Later it takes on a more transparent quality and the color appears more vibrant. You can see this transformation more vividly with the lip procedure than with any other procedure. After the four weeks you can decide or have your technician decide if the color is adequate at a touch-up visit. Usually a touch-up with the lips is if you need the color a little darker, or a little more color is needed in a particular area. As for the lips being puffy after the procedure, the lips can be slightly puffy to very puffy depending on the individual. Full lip procedures will make the lips puffier. The puffiness usually goes away within two to three days. Ice packs protected with a clean cloth may be used to reduce swelling.

Aftercare for the lip procedure requires:

- keeping the area moist with the healing ointment recommended by your technician, applied with a clean swab. The area should be kept moist for about a week. Even after the lips heal, it feels good to keep them moist for awhile. If the area that you are applying the ointment to gets red and puffy, stop using the ointment and check with your technician. You may want to try petroleum jelly. Some people are allergic to ointments. The area needs to be kept moist because if it becomes too dry, the color will not hold as well when it comes time for the darkness to flake off.





- Don't wash the lips and be careful not to get them wet when taking a shower.
- Don't pick, peel or scratch at the treated area.
- Don't wear lipstick during the healing process.
- Stay out of direct sun, tanning beds, hot tubs, saunas, pools and using/applying creams that are not recommended on the area that was treated.
- Always follow you technicians aftercare instructions.



Q. If I only have the lip liner done, will it look good by itself?

A. This is an individual preference for each person. Having your lip liner done does give the lips definition and more color which looks beautiful. If you are apprehensive about using a darker color, you do have the choice of having your lips outlined with a natural color that doesn't stand out as much. It still gives the lips a nice shape and bow that you





may not have had before. Depending on the person, darker colors look great too! The good thing is, if you decide later that you want your lips filled in or darker, your technician will be happy to do this during another procedure.

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Q. If I'm having the fill lip procedure, should I have it done in the same color as the lip line?

A. The choice of a permanent lip color is up to the individual. You can have two colors that go well together or one that looks nice. If you want the lip liner to stand out a little more, you can use the same color for the fill-in as the liner. When the technician goes over the lip liner a few extra times, the color will be darker than the inside of the lips and will match perfectly. Doing the lip liner and filling it in with the same color will look beautiful. Here again, it is the personal preference of the individual.

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Q. *Can I wear different lipstick colors over my permanent lip color?*

A. It is not a problem if you like to change your lip color often or even just occasionally. You can take almost any lipstick color you choose and apply it over your permanent lip color. Your lips will look beautiful and your permanent lip color shouldn't interfere with your lipstick. When your lipstick wears off, you will find that you still have color to our lips. This is beneficial when eating, kissing, participating in sports or just being too busy to notice that your lipstick has come off.

62

Q. *How can I express to my technician what I am looking for and want to achieve with the lip liner or full lip procedure?*

A. This is a step that is very important to consider and discuss with the technician. You need to communicate to your technician whether you want your lips to look fuller or just to follow their natural lip line.

84



Also, let the technician know if you want to correct anything and how you would like the bow (middle top lip line) to be enhanced, such as more pointed, round or in-between. Another thing you might want to express is whether you want the color of your lip liner to stand out more if you are having the lips filled in. Each technician will ask questions to make sure you receive the beautiful lips you have always wanted. You can also take into consideration your technician's suggestions to determine what looks best on you and what is best for the shape of your lips.

63

Q. If I have ever had cold sores on my lips, should I take medicine to prevent them from coming out again?

A. Once you have had cold sores on your lips, you carry the virus for the rest of your life. Even if you were to have laser done on your face, a doctor would recommend medicine for cold sores to prevent them from coming out. Working around the lips, the lip procedure can irritate them enough to bring out cold sores. If you have ever had a cold sore, check with your doctor about a prescription for an appro-

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appropriate medication. Follow the directions as prescribed. This usually eliminates the chance of cold sores.

❧ 64 ❧

Q. *Can skin undertones interfere with the colors selected for the lips?*

A. The technician is most concerned with blue in the lips. Many people have blue undertones in the lips, but may not know it. Blue in the lips and blue in the color usually requires that an extra step be taken so the color doesn't come out too dark or a plum color. Colors like wine and mauves, and even some pinks and reds, can have blue in the color. An experienced technician will know the necessary steps to help achieve a beautiful permanent color that you will enjoy.

❧ 65 ❧

Q. *Will it enhance my lips to have the lip liner placed outside my natural lip line to make them look larger?*

❧ 86 ❧





- A. Yes! This will make the lips appear larger on most women. Drawing the new lip line right above the natural lip line will enhance the lips and make it appear you were born with nice fuller lips. There is, however, a fine line on what will look good and what will be too much. Your permanent makeup technician should be able to tell you what looks fuller, while still maintaining a natural look. If you already have full lips, drawing the lip liner on the outside of the lips may not work as well. You may just want to stay with your natural lip line.







*I hope that permanent makeup
brings you the joy and benefits
that it has brought to millions of
people around the world.*





Notes



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Notes





Notes

