

## *Will I really look like myself...only better?*

Absolutely! Permanent makeup helps give back what time has taken away and saves you precious time you normally spend "putting on your face". You can save countless hours in a single year that were formerly spent struggling to draw eyebrows evenly or eyeliner half-way straight... that's a lot of extra free time! Plus, imagine the money you'll save not buying expensive cosmetics that rub off, smear, smudge and disappear during the day.

Permanent makeup is not necessarily intended to replace cosmetics completely. Because the color is placed "in" your skin and not "on" your skin a more natural, softer look results. When you're ready to kick up your heels and go out for a night-on-the-town or want a different look, you can apply as much additional makeup as you wish.



## *What is permanent makeup?*

Permanent makeup is the art and science of implanting color into your skin. It is putting the right color in the right place so you can look better naturally. Specialized instruments allow your Permanent Cosmetic professional to place color into the layer of skin known as the dermis. Because the outermost layer of skin, the epidermis, is always shedding and renewing itself, you are looking at the color through a thin veil of skin. When a procedure is completed, the color will appear darker than the final result. This is because the color is in BOTH the epidermis and the dermis. The color in the top layer will flake off during the healing process lightening the overall effect. It is a cosmetic invasive procedure that requires skill and experience and cooperation with your permanent makeup professional. You are part of the team.

## *How long will it take to recover?*

You'll look like you've had a good cry for several hours following eyeliner. It is advised to apply cold packs (not ice) for 10 minutes at a time during these first few hours. Also, it is important to wear sunglasses as your eyes may be temporarily sensitive to light. Eyebrow procedures have the least swelling. Lipcolor often involves temporary swelling. You must let your Permanent Cosmetic professional know if you have a history of fever blisters so medication can be prescribed.

## *How long will my makeup last?*

Permanent cosmetics last a long time, but not forever. As you become accustomed to your new makeup it's not uncommon to want more. You will want to freshen up your new makeup every couple of years. The darker the color the longer it will stay unchanged in your skin. Natural, delicate colors are oftentimes more vulnerable to the effects of sun, swimming and breakdown by the body's natural response.

## *I'm afraid of pain...do the procedures hurt?*

Topical anesthetics have been developed especially for permanent makeup procedures. These creams and gels are applied to the desired area before and during the procedure to assure you of the most comfortable experience possible. Some people describe the sensation as a "tingling" feeling. However most people still experience some discomfort, especially for lip color procedures. How much pain? On a scale of 1-10, you will usually be somewhere between a 0 - 3. Rarely is anything stronger than a Tylenol necessary for the discomfort and you won't have to miss work or take time off to recover. ***Because this is a cosmetic invasive procedure, there are risks as well as benefits. These include infection, allergic reaction, misplaced color, scarring, undesired result or color. Please ask questions!***

## *See what a difference having eyebrows makes!*



***Age is not a problem!***  
*Permanent makeup lets you look better at any age.*



## *What if I have special needs?*

You may have special needs for permanent makeup such as scars, vitiligo, alopecia or health problems. Your Permanent Cosmetic professional will be happy to meet with you to evaluate your special needs. Permanent Cosmetic practitioners are true professionals, so don't ever be embarrassed to ask.

## *Is this a smart investment?*

Your investment in permanent makeup saves you time and money in the long run. Retouches are required every couple of years to keep your makeup looking fresh. Your investment in permanent makeup can completely eliminate the daily time consuming ritual of applying your makeup. And you'll save the embarrassment of smeared, smudged eyeliner and brows so common with mascara and brow pencils or powders. Work closely with your Permanent Cosmetic professional to get exactly what you want. Together you'll create an even more beautiful you.

## *What if I need an MRI?*

Go to [www.mrisafety.com](http://www.mrisafety.com) for lots of information. By all means get an MRI if you need one. Temporary tingling or burning sensations have been reported and women report they use a cool, wet cotton round placed over the eyes. New MRI equipment rarely causes any problem.

## *Where can I get more information?*

Go online and search the Internet. Go to [www.fda.gov/](http://www.fda.gov/) and search "permanent makeup". Go to [www.micropigmentation.org](http://www.micropigmentation.org). ***No pigments or inks are FDA approved***



***for permanent cosmetics.*** Let your technician know if you have any special skin sensitivities or are taking medication that affects your skin (Accutane®, Retin-A, or Glycolics. Key search words: permanent makeup, cosmetic tattoo, micropigmentation.

*Permanent makeup makes it possible to look better around the clock and to be less self-conscious.*

*When you look better, you'll feel better.*

*Plus you'll have more time and money to spend on the things you want — time with your family, leisure activities and that much deserved beauty sleep.*

## 10 Reasons for Permanent Makeup

1. Convenience. You just need more time.
2. Sensitive skin or allergies
3. You wear glasses or contact lenses or have had Lasik surgery
4. Arthritis or painful hands
5. Difficulty applying makeup or you don't like the way it smears and disappears
6. Aging changes in brows, lips, eyes
7. Active, outdoor lifestyles
8. If you like a natural "no makeup" look
9. Hair loss from alopecia, chemotherapy, accidents, burns or cosmetic surgery.
10. Color correction. Scar camouflage, breast areola loss, cleft lip and vitiligo\*.

*We all know true beauty comes from the inside. A pleasant personality and winning smile are the keys for a happy, pleasing countenance.*

*Vitiligo must not be active or on hands.*  
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# Wakeup with Makeup

Actual Cases Below (unretouched photos)



- BEAUTIFUL EYELINER
- LOVELY EYEBROWS
- FABULOUS LIPCOLOR
  - SPECIAL NEEDS
- FINEST PIGMENTS
- PAIN CONTROL

### Wakeup with Makeup

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Directions: Enchanted Lakes part of Kailua  
across from Chevron, Safeway and  
McDonalds. *Red mailbox. Green house  
with white trim.* Park on street.  
Since 1995



WITH PERMANENT  
MAKEUP YOU'LL

LOOK  
LIKE  
YOURSELF...  
ONLY  
BETTER!

HERE ARE ANSWERS TO  
YOUR MOST COMMONLY  
ASKED QUESTIONS

Yes! Now you can  
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