

# Permanent Cosmetics - Wake Up Looking Great Everyday!

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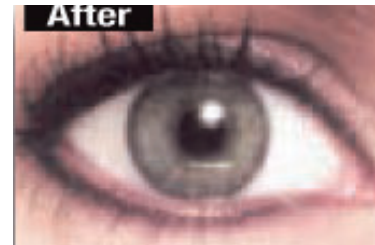
Today's woman plays many roles: mother, wife, partner, worker, caregiver and, on top of this, she has to look great all the time. Usually women spend from 20 to 60 minutes getting ready in the morning. This is just too much time for a busy woman, and spending one hour to get ready in the morning is a luxury we can't afford. Speaking for myself, I would rather sleep a little bit more or spend that time having breakfast with my family.

This is why permanent cosmetics are so appealing and why many women like me have elected permanent makeup. Another advantage of permanent cosmetics is to enhance certain features - for example, women who have lost their eyebrows due to chemotherapy or who never had thick eyebrows. Or women who do not have well-defined lips or those who want to enhance their beautiful eyes. It is for women who are physically or visually impaired, or just for anyone desiring to save time applying makeup.

Dermatologists and ophthalmologists recommend permanent cosmetics for those who have eczema, rosacea with dry eyes or for those who are allergic to conventional makeup or that wear contact lenses. For many years permanent makeup has been the secret of some of the most beautiful Hollywood stars, but today it is available for all of us. Permanent makeup allows you to wake up looking great and to look fabulous 24 hours a day.

Stephanie Asbury is a certified makeup artist with more than 10 years of experience. I have invited her to teach us about this innovative approach.

**What is Permanent Make-up?** Also called micropigmentation. It is the process that allows pigment to be placed in the dermis (middle layer of the skin) to resemble the look of traditional makeup. Depending on the desired look, one can enhance facial features or create a more dramatic look. The treatment is done by a trained and certified makeup artist under the supervision of a physician. It is important to have an initial consultation to evaluate the patient's expectations and needs and to make a plan for the treatment. The application of permanent makeup takes from



two to three hours and results are immediate. The treatments are done either under local anesthesia or local block done by the physician. Results last from three to five years, depending on the color applied and skin type. A complementary touch up is done one to two months after the first treatment.

**Micropigmentation for the Lips:** The lips are one of the most important facial features. Not all of us were born with pretty lips. Also, as the years pass the lips become thinner and they lose the natural shape with the central Cupid's bow. With permanent makeup, one can just define the lip border (lip-liner) or one can give color inside the lips for people with pale complexions who want some color and don't wish to wear lipstick. It can also be used to correct scars or asymmetry. It is important to choose a color that is appropriate for your skin tone and the natural color of the lips. Micropigmentation of the lips allows you to have perfect and sexy lips.

**Micropigmentation of the Eyebrows:** The eyebrows are the frame of your face. The shape, thickness and color transform facial expression. Eyebrows with good shape and definition give a youthful appearance. With permanent makeup your eyebrows can be made thicker, thinner, longer, shorter; we can also raise them. With micropigmentation we can mimic tiny hairs for a very natural look. If what you want is only a fuller look, that can also be done. This treatment is ideal for patients that have lost the eyebrows due to cancer treatment, alopecia or just for patients that never had pretty eyebrows. As we age, due to gravity, the eyebrows tend to look lower; with micropigmentation they can be raised and a more youthful aspect can be achieved.

**Micropigmentation of the Eyelids:** The eyes are the mirror of the soul, and the eyelids guard them. The purpose of permanent makeup on the eyelids is to get a more

beautiful facial expression, enhancing the eyes. It can be as little as what is called *eyelash enhancement*, where tiny drops of pigment are placed individually within your own eyelashes to make them look fuller, or a heavier liner applied to produce a more dramatic result. Eyeliner application with regular makeup takes lots of time and effort, and some people who are allergic to makeup can never wear eyeliner. This is one of the reasons this is one of the most requested procedures at Skin Diagnostics.

**Recommendations:** If you are considering permanent makeup, the first thing to do is to find a certified makeup artist whom you can trust and who has many years of experience. Although complications are very rare you need to put your face in the best hands. Request to see photographs of other patients and, if possible, to personally see other people who have had this done. Ask how many years of experience the makeup artist has. Choose colors that are closer to your natural pigments and, last but not least, don't overdo it. It is best and easiest to do a touch up to add more pigment than to try to remove excessive pigment. Remember you need to choose only the best since it's your face and you only have one.



*Skin Diagnostics Laser and Rejuvenation and Stephanie Asbury offer permanent makeup with many years of experience. Call us for an appointment at 513 631 0059 or visit our website at [www.cincinnatiaskinlaser.com](http://www.cincinnatiaskinlaser.com).*