



THIS IS NOT YOUR MOTHER'S PERMANENT MAKEUP!

New Developments in **Scar Therapy** and **Cosmetic Enhancement**

BY STEVEN KATZ, MD AND EMILIA BERRY

Plastic surgeons are finding that by collaborating with permanent makeup artists, their surgical results can be even more outstanding

Until recently, "cosmetic tattooists" were found in tattoo parlors and their clients were middle aged or elderly women with inked-on eyebrows and shocking lip liner. Now, cosmetic tattooing is becoming a way of the past and practitioners are more likely to be accomplished in the art of permanent makeup, also know as micropigmentation, and their clients tend to be executives or post-surgical patients.

More and more, practitioners of permanent makeup are working with plastic surgeons to create areolas as the final stage of breast reconstruction or to camouflage surgical scars with very effective techniques. The cosmetic results that can be achieved in post-surgical plastic surgery patients are absolutely superb. Plastic surgeons are finding that by collaborating with permanent makeup artists, their surgical results can be even more outstanding. We are proud to share the new world of scar removal, needling, and areola reconstruction with you.

SCAR REMOVAL

The world of reconstructive surgery has evolved to a point where we can sculpt the body to create almost any desired effect. However, until now, these enhancements have often left undesired scarring. The presence of scars can detract from an otherwise terrific cosmetic result. As scars mature, they slowly flatten out and regain a patient's normal skin color for that area of the body.

Occasionally, after several months, the scar remains raised or hypo-pigmented in comparison to the surrounding skin. If that happens, there are two options for scar removal available in this product line that show remarkable results. At your consultation, you will be advised as to which method is best suited for your particular kind of scarring. Your scar may qualify for MCA (Multitrepennic Collagen Actuation), also known as needling or CIT (Collagen Induction Therapy). This technique was developed by plastic surgeons many years ago for skin rejuvenation, resurfacing of acne scars,

TOP TIER MEDICAL BREAST SPECIALIST, P.C.

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What Sets a Breast Program Apart?

In today's health care field, specialization is quickly becoming the standard to deliver the highest quality of care. A true understanding of each individual patient's needs ensures the most effective diagnosis and treatment, while optimizing positive outcomes.

Dr. Karen Barbosa and her staff are very excited to be practicing on Long Island at her new breast care program in Smithtown. By partnering with a team of dedicated physicians who participate in interdisciplinary care, she is able to provide patients with compassionate, comprehensive, state-of-the-art diagnosis and treatment.

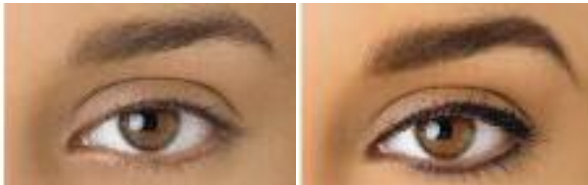
This is not your typical, sterile medical institution. From the moment a patient enters the office, we hope to provide a sense of reassurance and guidance. Each patient is viewed as part of our family that continually grows, supporting one another as we seek to create an environment that adapts to each individual's needs.



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Before

After

and stretch marks. It has since been perfected and utilized by micropigmentation artists. The results of this process are similar to those of IPL (Intense Pulsed Light) and Laser Resurfacing, a process that causes minor injury to the skin in a targeted manner to break up the scar tissue and stimulate collagen and pigment production.

However, unlike laser treatments, needling is considered to be much less invasive and can target an area, such as a wrinkle, literally to a needle point. This will result in a much softer appearance and even skin tone. Needling is a 100% natural way of scar removal that stimulates the body to do its own repair work. If the needling technique is not appropriate or not desired, scar camouflaging using micropigmentation is also possible, especially if the scar is mostly hypo-pigmented but not noticeably raised. This technique implants a perfectly matched pigment color to eliminate the visibility of scarring. No matter which option is chosen for you, you can be assured that your scars will disappear.

AREOLA RECONSTRUCTION

Another area where permanent cosmetics are

invaluable is in breast operations, either for an augment, lift, or reconstruction. After most breast procedures there are white or hypo-pigmented scars – either below the breast in the inframammary fold area, on the breast itself, or around the nipple areolar complex.

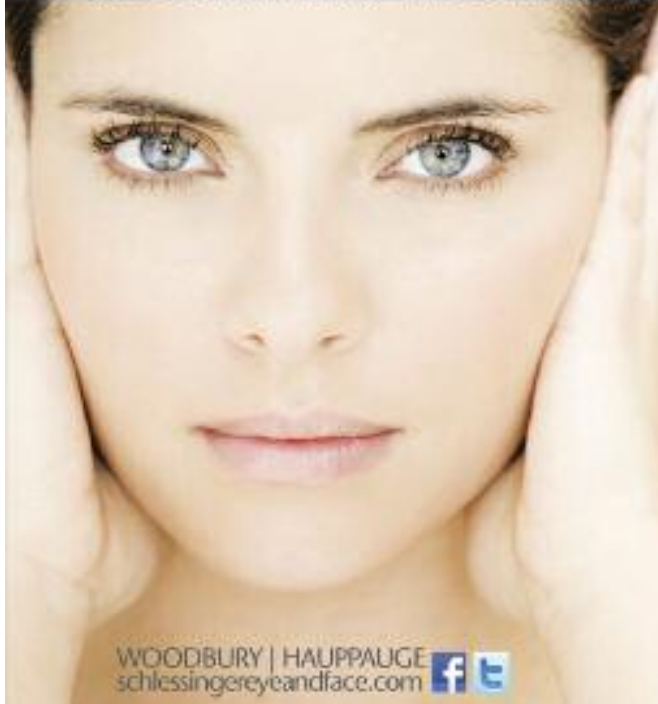
The areolar margin may also be deformed. Micropigmentation can correct these problems through the use of custom made pigments. Recreating the nipple and areola is usually the last stage in breast reconstruction. It gives the reconstructed

PRACTITIONERS OF PERMANENT MAKEUP ARE WORKING WITH PLASTIC SURGEONS TO CREATE AREOLAS AS THE FINAL STAGE OF BREAST RECONSTRUCTION OR TO CAMOUFLAGE SURGICAL SCARS WITH VERY EFFECTIVE TECHNIQUES

breast a natural appearance and can help hide the scars. In some cases, the nipple is reconstructed with local flaps of skin. The areola is then recreated by applying permanent cosmetics over a skin graft to give the areola both natural appearing color and texture. In the event that a skin graft cannot be per-

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formed, the nipple and areola can actually be recreated entirely through the use of permanent makeup. After the trauma of a mastectomy, breast reconstruction and nipple areola reconstruction can help you feel “back to normal” and give you your confidence back.

COSMETIC ENHANCEMENTS

Permanent makeup isn't just for plastic surgery patients. It is also sought after by women who want to achieve a youthful, incredibly natural look without the time constraints of applying cosmetics or having their appearance spoiled by runny mascara or lip gloss. Micropigmentation offers a full line of cosmetic enhancements.

Eyebrows that are too faint or nonexistent are easily enhanced with micropigmentation techniques. This process creates perfectly shaped, youthful eyebrows that can take years off the face.

Other techniques, such as permanent eyeliner placed in the lash line, can accentuate and enhance the eyes, giving them a fresh appearance. Irregular



Before After



Before



After

lip lines and fading can also be restored and reshaped, giving a rejuvenated and enhanced look.

However, a strong word of caution is required here. The popularity of these permanent makeup techniques has attracted not only highly skilled professional make-up artists, but also many imposters with no formal training in permanent cosmetic techniques. These “tattoo artists” use inexpensive machines and very inexpensive pigments that leave you with a cosmetic result that frequently looks very unnatural and is unsafe.

European permanent makeup artists have developed a completely new hair stroke technique perfected over many years in Germany that is now being introduced to Americans for the very first time. This technique insures natural results

and is slated to be the next big trend in beauty enhancement. For more information please visit www.PremierPermanentCosmetics.com. **IMAGE**