



Emilia Berry

PERMALINE COSMETICS: BEAUTY THAT DOESN'T FADE

BY THERESA FISHER

When Emilia Berry applies silky eyeliner or creates gorgeously hued lips, clients needn't worry that their new looks will fade. Emilia's handiwork can last more than a long time. When a client chooses micro-pigmentation, it can last a lifetime. While living in her native Germany, Emilia founded PermaLine Cosmetics, a line of permanent makeup services that's catching on faster than mascara can run.

Today, Emilia remedies aesthetic woes and enhances facial features — pigment restoration, scar camouflage, everlasting eyelash enhancement, and permanent eyeliner. But before PermaLine, Emilia navigated the design world, making the rounds in storied European fashion houses and on German film and TV sets. While lending makeup departments an extra hand during productions, Emilia realized that her passion lay outside costume creation. Particularly skilled with a makeup brush, Emilia became actresses' go-to makeup maven. Emilia's brows had the best arc and her lacquered lips stole the spotlight. When Emilia's unofficial clients began to ask about longer-lasting makeup, she embraced that challenge.

Emilia applied unflinching entrepreneurial focus to her art, as well as the medically based science of micro-pigmentation. After honing her abundant natural talent, Emilia launched her cross-continental career. After 10 years in the business, Emilia now runs PermaLine out of New York, but travels frequently to maintain her longstanding international clientele, which includes a few loyal royals.

PermaLine offers two types of services: cosmetic and medical,

both of which have gained an audience in the greater NYC area, particularly in the Hamptons.

According to Emilia, the demand for medical procedures generally equals that for cosmetic

sessions. Emilia believes that "we all have something we want to improve." And, clients can get surgery-level improvement without going under the knife. Eyebrow reshaping "takes years off a face and can resemble a surgical brow-lift."

Most clients initially book appointments for cosmetic procedures, but often undergo medical treatments too. Earlier this week, for example, a client — a male on the cusp of middle age — came in to repair his eyebrows, and subsequently decided to cover his hair-transplant scar. The same day, a female client booked a full facial makeover, and ended up getting a treatment to remove stretch marks from her hips.

Emilia's dedication to her niche profession has undoubtedly enhanced her career, but she knows "technique alone can't account for a truly natural appearance." Emilia adds art to her craft. In fact, Emilia is also a fine artist. She continues to paint in her spare time, even showcasing her art publicly. In her most recent art exhibition, *Les Femmes*, Emilia depicted a timeless female figure in seductive, sometimes stark, oil and acrylic paintings.

Elaborating on the connection between artistry and micro-pigmentation, Emilia said, "The perfect eyebrow, eyelash enhancement, or scar camouflage requires a careful, artistic eye and understanding of color and shading. Every client is a work of art."

www.permalinecosmetics.com