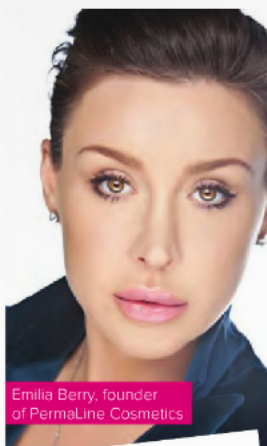




But after doing a quick search of before and afters, I was astounded to see some beautiful work out there. Among these talented artists was Emilia Berry, founder of PermaLine Cosmetics and one of the most highly regarded professionals in the field of permanent makeup in Europe and the United States. I linked up with her to get the real deal on tattooed makeup. Here's what she had to say:

WHO IS A GOOD CANDIDATE FOR PERMANENT MAKEUP?

"Permanent makeup is for everyone. Not only does it help clients with conditions such as alopecia, it provides the convenience of not having to constantly apply makeup. It's a huge timesaver for all women and makes life easier for people with glasses. It's also great for women who go to the gym or the beach. Additionally, paramedical permanent makeup techniques can camouflage scars, stimulate hair [growth] on the scalp, and recreate areolas."



Emilia Berry, founder of PermaLine Cosmetics

WHAT ARE THE RISKS?

"There are no risks if you go to a licensed, reputable company that follows health code and uses quality pigments and products. Make sure to choose a very experienced permanent makeup artist and always ask for before-and-after pictures. Do your homework and research, research, research!"

"While pricing is important, never decide to go with the cheapest. Your safety and final results should be your primary concern."

HOW LONG DOES IT TAKE TO HEAL?

"There is very little, to no, downtime. Most clients go back to work after their treatment. Depending on the area treated, the healing process takes 3-5 days. After the skin is healed, there will be fading that can take up to 14 days."

HOW DO I MAINTAIN MY NEW LOOK?

"There is no particular maintenance required, however, if you want to extend the life and vibrancy of your new permanent makeup, sunscreen is a must to prevent early fading. Also it's important to know that anti-aging products containing Retin-A, Vitamin C, and AHA will fade your permanent makeup earlier. We recommend a refresher approximately every 18-24 months (based on your metabolism and skin regiment) for sun lovers or those who don't want to skimp on all their beauty regiments."

WHERE SHOULD I START?

"The most common first permanent makeup treatment women choose is eyebrows because they're such a focal point of the face. Correctly shaped eyebrows can greatly improve an appearance and make you look younger."

BRAVE BEAUTY

PERMANENT MAKEUP DONE RIGHT

By Rachel Paul

As a makeup artist, I have worked with clients who have been victims of everything from botched facelifts to overdone brow plugs. There's not much that surprises me. That being said, I still scratch my head when I see tattooed makeup gone wrong. If I had a nickel for every green eyebrow I had to correct, I would be one wealthy woman!

