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Permanent makeup isn't just for celebrities

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[Permanent makeup](#) is perfect for the stage on screen but is it right for ordinary everyday people who may never step in front of a camera save to take a selfie? It's something to consider especially if you ever lust after the looks of celebrities who always look so perfect, so together. Well, the force be with us. Countless women (and even men) have turned to permanent makeup to help them achieve the #iwokeuplikethis look of their dreams. And thanks to Emilia Berry (and others like [dedra beauty](#)), the founder of NYC and Long Island's Hamptons-based [PermaLine](#) Cosmetics collection is available to everybody no matter what profession or star status. Emilia began her career in Germany as a first as a movie and television makeup artist followed by her entry into the field of permanent makeup, otherwise known as micropigmentation. Her work can be seen on many of Europe's biggest stars and royals. While the words permanent makeup might sound scary to some people (conjuring up images of tattooed on eyebrows and permanently pink lips) Emilia's world of micropigmentation is a far cry from that. Micropigmentation, as it is widely practiced in European countries, is an effective method of enabling people with over-plucked eyebrows, lackluster lips, sensitivities to cosmetics, alopecia, unsightly scars, and many other complaints to subtly and tastefully ensure they can go makeup free with confidence.

Well it isn't actually permanent and it does fade over time, which Emilia says is a good thing. "Our faces change as we age and so should the makeup we wear. Brows that complement our appearance at 35 won't be a good fit at age 50." "Our main priority is to impart a naturally beautiful look to our clients that empower them to feel their best by looking their best. Many of the most well-known and beautiful celebrities even here in the US already rely on micropigmentation, and there is no reason why it should remain their secret," continues Emilia. "Additionally, the applications for micropigmentation go well beyond the cosmetic. It is also used in conjunction with reconstructive surgery to enhance the results. Through the use of permanent cosmetics, post-mastectomy breasts can look completely natural with areola reconstruction, which is a very compelling and important use." "The perfect eyebrow, eyelash enhancement, or scar camouflage is possible with micropigmentation," states Emilia. "It requires a careful, artistic eye and understanding of color and shading. Since every client is different, each case is different and truly a work of art." Emilia's passion for the field of micropigmentation combined with her uncompromising commitment to customer service has enabled countless clients to get the results they needed. She starts with the best technology and materials and then works with each client to fully understand his or her unique needs and expectations.

The most popular services available at PermaLine Cosmetics include:

- Lash Enhancement : The placement of permanent cosmetic pigment between each lash creates a natural looking luxurious lash base and can even simulate the appearance of natural lashes.
- Eyeliner: the most frustrating makeup to apply which for many of us means a magnifying mirror and of course steady hands. But when it's for good you never have to worry about applying lines again.
- Lip Service: Full, lush lips are on every woman's list of must haves and micropigmentation is a great option for enhancing a pout.
- Brow beaters—PermaLine can beautify brows by using a unique hair stimulation technique and a combination of custom blended permanent cosmetic colors, a totally natural brow can be created lending both depth and dimension to the face. You can also join celebrities such as Cara Delevingne, Lily Collins, and Sarah Hyland, who flaunt their naturally bold brows and pick up dedra beauty's [On-the-Go Eyebrow Corrector](#): a revolutionary product that fills, brushes, and defines your eyebrows all in one easy-to-use pen. The twist-and-click design dispenses the color right onto the comb, making it a breeze to apply anywhere without any mess or hassle.

Colors come in taupe for lighter colored hair, or medium for dark hair, the On-the-Go Eyebrow Corrector is a water-resistant, paraben-free formula that dries with a matte finish and stays on all day.

I don't know about you but I'm sold.

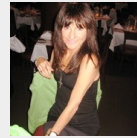
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