

FLAWLESS BEAUTY REVEALED

BY JOE ALEXANDER



According to Coco Chanel, “Nature gives you the face you have at twenty; it is up to you to merit the face you have at fifty.” PermaLine Cosmetics founder, Emilia Berry, couldn’t agree more. This quest for lasting beauty has led semi-permanent makeup to become a celebrity favorite, with A-listers such as Madonna, Angelina Jolie, Gwen Stefani, and Michelle Obama known to be fans. It has been wildly popular in Europe for many years and is picking up momentum in the United States as this celebrity beauty secret is getting around.

Demand for these treatments has grown exponentially over the past few years, thanks to the trend for bold, statement eyebrows — like those of the model-of-the-moment Cara Delevingne and Kate Middleton, the Duchess of Cambridge. As such, companies like PermaLine Cosmetics have seen the number of clients more than triple.

Not long ago, semi-permanent makeup, also known as micro-pigmentation, was derided for its obvious, unsightly results. However, the techniques used today are highly advanced and give beautiful, natural results. Tiny hair-strokes are even used to replicate the look of real eyebrow hair. Despite this evolution, the procedure is still often confused here in the United States with tattooing, even though they are very different. The primary differences between semi-permanent makeup and an ordinary tattoo are the pigments used and depth of implementation. Semi-permanent makeup uses pharmaceutical grade oxide-based minerals, which are hypoallergenic and are placed shallowly below the skin. Tattoo ink is unsuitable for use on the sensitive skin of the face and is implanted several layers deep into the dermis. Unlike tattoos, semi-permanent makeup typically lasts up to three years before fading. This allows the results to be changed over time as both our face and trends evolve.

Emilia, New York’s top provider of semi-permanent makeup, says that she often hears from clients how her work has changed their lives. “I had a client in today that told me she now feels like a new woman and for the first time in years likes looking in the mirror again because I took years off her face.” When asked about the growth of semi-permanent makeup in the United States, Emilia said



that she knew it was only a matter of time before American women realized that there is an easier way to achieve flawless beauty. After several years of perfecting her skills in Europe, she decided to launch her company in New York and has been growing her brand ever since.

Recently, there has been a growing social media movement, #Iwokeuplikethis, with celebrities such as Kim Kardashian and Beyoncé pioneering the movement. In many cases, as with Kim Kardashian, semi-permanent makeup seems to be an important part of her “flawless” beauty. Knowing this, we asked Emilia to evaluate the following celebrity images and let us know if they have the benefit of semi-permanent makeup. After all, the proof is in the pictures.

“Based on this picture, Kim appears to have her lips freshened up with a very natural flesh lip color, her eyebrows are filled in with a natural eyebrow color applying the hair-stroke and shadowing technique. She also has an upper semi-permanent eyeliner and most likely a semi-permanent eyelash enhancement.”

“After looking at her picture, it appears that Madonna has semi-permanent eyebrows and an eyelash enhancement.”

“Michelle Obama is a bit of a shocker to me, but after looking at her picture, she appears to have her eyebrows done.”

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