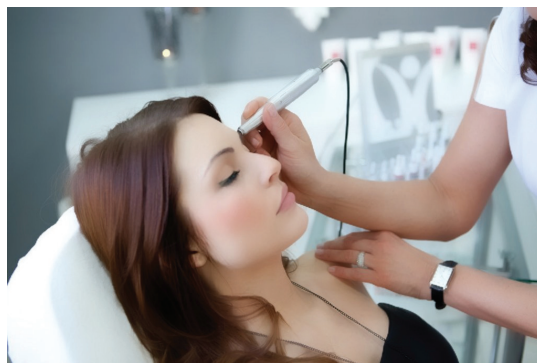


PERMANENT BEAUTY

BY JACOB PUCK



Beauty, elegance, and natural-looking perfection are compelling reasons for any woman (or man) to consider permanent makeup, also known as micro-pigmentation. These treatments have been popular in Europe for decades and are now a growing segment of the aesthetics industry in the United States. Aside from the cosmetic-enhancement benefits, micro-pigmentation also assures a time-saving solution for people on the go and a daily reprieve for those who don't like the inconvenience of applying makeup.

"Permanent cosmetics promise long-awaited liberation for allergy sufferers, contact lens wearers, women who exercise, or even for those who have hair loss," says Emilia Berry, the founder and president of PermaLine Cosmetics and developer of the highly regarded PermaLine procedures. Employing groundbreaking, yet safe, techniques that Berry developed when she lived in Germany, PermaLine is poised for a huge reception in the United States.

Berry's signature three-dimensional hair-stroke procedure produces absolutely natural-looking eyebrows and eyelash enhancements, which has gained her much notice in the industry. "Additionally, my lip treatments are designed to provide younger, fuller, and rejuvenated lips," she says, adding that she goes above and beyond the competition. "Mine are definitely not fake-outlined lips, which I sadly see far too often. My emphasis is on natural results that enhance a face, not dominate it."

Berry also works with patients for whom treatment has a deeper meaning. Micro-pigmentation has numerous other benefits, aside from makeup applications. "Through the use of permanent cosmetics, even post-mastectomy breasts can be made to look completely natural again by recreating the nipple-areola complex with a three-dimensional simulation." Helping mastec-

tomy patients is close to Berry's heart, which is why she donates her services to several charitable organizations.

Special techniques can also be used to simulate hair to cover receding hairlines and mask bald spots, a favorite among both men and women. Scar camouflaging is also an important service that is often sought after, especially to hide face-lift scarring," adds Berry. "Our work has been celebrated in Europe for many years and featured in numerous publications and on television, and we are now proud to introduce Americans to the same level of beauty that was previously unavailable in the United States," explains Berry.

Berry started PermaLine Cosmetics in 2001 in Munich, servicing a very high-end clientele that included European and Middle Eastern celebrities and royalty. Confidentiality prevents her from naming names, but she reports that her experiences led to some signature procedures.

Berry relocated to the Hamptons in 2008. "I love it here. The area has so much to offer. When I'm not working, I can usually be found with my two-year-old son and husband on the playground in Southampton Village or in St. Ambreous, our second home," she laughs. "I am also an artist and love to paint as a hobby." Berry's artistic flare is evident in her work.

To date, Berry has enjoyed an amazing word-of-mouth reception; her clients constantly tell her that friends compliment them on their looks, and assume that they have had surgery. "They want to know what they had done because they can't seem to pinpoint what changed to make them look younger," Berry says.

PermaLine Cosmetics currently has offices in Southampton and Huntington and, due to demand, will be opening in Manhattan this fall. PermaLineCosmetics.com



Emilia Berry