

The Facts About Permanent Make-Up And What You Should Know...



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A Brief History of Make-Up

People, men and women alike, have been applying and wearing make-up to enhance their features for thousands of years. The world renowned sarcophagus of Tutankhamen, which bears the Egyptian pharaoh's likeness, shows a handsome young man wearing some serious eyeliner, the application of which is the envy of every Goth in existence. Recently, National Geographic commissioned the creation of a computer generated "photograph" of what he's believed to have looked like (before he became the world's most famous mummy). Based on that "photo," you have to acknowledge that his eyeliner was either applied by someone very talented or who had a great lot at stake... "One smudge, slave, and it's straight off to the embalming chamber for you!" Cleopatra (at least in the guise of Elizabeth Taylor), another famous extreme eyeliner devotee, probably couldn't have asked for that asp soon enough, as far as her personal make-up artist was concerned.



At Mum's Knee



There are likely a great many women who can recall watching their own mother, auntie or sister "fixing their face" by painting on eyebrows, applying eyeliner and lipstick, and who couldn't wait for the day when it would be their turn. Do you remember the glee you

felt when you found their cosmetic bag unattended, or your unfettered excitement as you sat in front of the vanity mirror and created a masterpiece? No doubt your family had a good laugh (at your expense) when you were finally discovered, only to be hastily rushed to the wash basin for a very vigorous scrubbing. You thought you looked beautiful, though, didn't you?

From the very first, you were entranced by the potential that make-up could provide... who knew that there was such a beauty under there? You were a diamond in the rough, just needing a little polishing. As a teenager, you probably woke up a little earlier every day just to apply your make-up (at home, if your parents approved of it, or in the school washroom, if they didn't).

To Be or Not To Be Natural, that is the Question

The answer to that question should be a resounding, “**Not if I can help it!**” All things considered, a woman will do whatever is necessary to always present herself in the best possible light. But it's a busy world, and time is a precious commodity. No matter that others may think you're a miracle worker, you can't stretch a day beyond 24 hours. If you recall the time you spend applying make-up daily, think again about how much time you spend just shopping for your cosmetics, running from store to store or waiting for your online purchase to be delivered. And while you're thinking on that, consider these questions, as well:



- Do you feel better, or more confident, when you wear make-up?
- Do your allergies have you rubbing your eyes constantly, leaving you looking like a panda?
- Are you a sentimental softy, weeping over every little thing and generally looking like Tim Curry's stand-in for his role in the Rocky Horror Picture Show?
- Have you ever looked longingly at your child's brown crayon, because you mislaid your eyebrow pencil?
- Do you hate the look of a lipstick kiss... on your tea cup?
- Do you awaken early to "put your face on" so that you don't frighten your husband or kids?
- Does it take more than one attempt to put your eyeliner on straight?
- Do you often unintentionally sport a cocked eyebrow, a la James Bond?
- Do you avoid swimming pools, saunas, and exercise in general, because the moisture from the water, steam and sweat melts your eyebrows off?

Whether or not you answered yes to any of those questions, the first consideration still has to be about your time – couldn't you put those lost hours to better use? If you did answer yes to any of these questions, and if time is an important factor to you, then you may want to consider an alternative to the daily hassle of painting on eyebrows where you have little or no brow definition, lining your eyes so that they appear larger and brighter, and lining and colouring your lips so they won't look so uneven, thin or drawn. That alternative is Permanent Cosmetic Make-up.

Permanent Solution: Permanent Make-Up



Permanent cosmetic make-up or *micro pigmentation* is the science of implanting colour into your skin, much like a very subtle tattoo. The application of permanent cosmetic make-up is an art, and the individuals who provide these services

are, for all intents and purposes, not only highly trained professionals, but true artists.

They use only their skill, knowledge, training, experience and intuition to guide them.

Cosmetic and Medically Necessitated Enhancement

Whilst the application of make-up for most people is a rite of passage, there are those individuals who use make-up for more than just cosmetic reasons; it is rather done of (medically induced) necessity. There are several ailments, diseases, and even psychological disorders that result in the loss of pigment or body hair. Alopecia sufferers lose their eyebrows and lashes; while individuals with vitiligo experience significant pigment loss. Trichotillomania is a psychological, obsessive-compulsive disorder, wherein the sufferer caresses, rubs off or pulls out their hair, often their eyebrows or eyelashes. These individuals generally have low self-esteem and extreme feelings of discomfort and unease, especially in unfamiliar surroundings. In an attempt to normalise their appearance, they regularly and diligently apply make-up, sometimes before even leaving their bedrooms, and several times throughout the day.

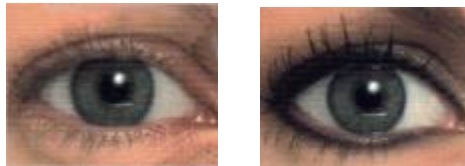
What We Can Do For You

Eyebrows



Individuals with misshapen, sparse or lightly coloured eyebrows will have their brows professionally shaped, shaded and customised, to your own desire, as well as to your bone structure. Your own eyebrow hair will remain, but will be enhanced by the permanent make-up. Several colours and tones are available, so that your new brows will look as natural as possible.

Eyes



Permanent eyeliner can be applied as subtlety or dramatically as you like. The choice of colours means that you can enhance either your own natural eye colour, or the colour of your contact lenses, resulting in eyes that sparkle and stand out. And permanent eyeliner accentuates not only the colour of your eyes, but their shape as well, and provides your eyes with definition and depth, and creates the illusion of fuller eye lashes.

Lips



As you age, your lips can appear to lose their shape as well as pigment. If your lips always looked pinched, colourless and drawn, and your lipstick bleeds despite the numerous reapplications of lip liner, then permanent lip lining and colouring can fix those problems. Permanent lip liner can reshape your lips, creating a symmetrical appearance, and give you the pretty pouty look you desire. You can choose to go natural or dramatic, with colouring as soft or as bright as you'd like.

How is it Done?

In applying permanent make-up, the technician will embed hypoallergenic coloured pigments beneath the skin, using specialised sterile instruments. The procedure typically takes about 90 minutes for a single treatment, or approximately 3 hours for a full facial treatment. Following the procedure, over a period of about 10 days to a fortnight, the colours will gradually fade, as your skin cells slough off naturally, leaving only the true colour in your skin. A month after the procedure, you can follow-up with your permanent make-up technician, who will balance or deepen the colour tones, if need be.

Does It Hurt?

It's important to comment about the pain factor: it really doesn't hurt that much, thanks in large part to the very effective topical anaesthetics now available, that almost entirely numbs the area to be treated, and which minimizes any possible discomfort. You'll be relieved to learn that most individuals who had undergone the permanent make-up procedure reported that it was significantly less painful than they had anticipated. In ascending order of discomfort reported by those same individuals, the eyebrow procedure is the least painful, the eyeliner procedure slightly more so, while the lip procedures are the most sensitive.

After the procedure, you may experience a little swelling of your eyebrows and significantly more on your lips. The application of permanent eyeliner will result in you looking as though you've been having a cry... just sniffle your way through it and attribute it to allergies, no need to spoil your little secret.

How Long Does It Last?

Permanent make-up is a misnomer, and that's the truth of it. The results of the procedure are long-lasting, and how long it lasts varies from individual to individual, but the colours may fade over time, especially if you don't take care and use sunscreen when out-of-doors. Darker colours, such as black and dark brown, will fade the least. Colours that are delicate and more natural tend to be more vulnerable to internal factors (in other words, your own body's breaking down of the pigments) as well as external factors, such

as sun exposure and swimming or bathing. Freshening up of the permanent make-up application can be done every year or so, if needed.

Who Do You Trust?



Who you choose to apply permanent make-up to your face is your most important choice. A poor one has unimaginable consequences – okay, maybe not unimaginable, but horrific – does the word “clown” mean anything to you? The person you choose must be a well-trained, artistic, intuitive perfectionist.

Here are some basic questions you should ask of your potential technician:

- How much experience do you have?
- How often do you perform this procedure?
- Where did you get your training, and how long did you train for?
- Do you take continuing education classes?
- Do you belong to any trade organisations?
- Do you have a portfolio of before-and-after pictures that I can look at?
- Do you understand colour analysis, and know how to custom blend colours?
- Can you explain the procedure to me in simple, layman’s terms?
- Does this procedure take place in a clinical, sterile environment?
- What safety precautions do you undertake?

- Is there a doctor on the premises?

The technicians at Dundrum Medical Cosmetic Clinic are recognised as being among the best qualified in the world, and are trained to the highest standards. They understand that you will be wearing the evidence of your decision for a long time to come, and they take pride in ensuring that it comes out right, the first time. With permanent make-up, there's no room for error.



You will be given a thorough consultation, at which time an allergy test will be performed. While allergic reactions to permanent make-up pigments are very rare, they do occasionally occur, and if the result of the allergy patch test is positive, you will not be permitted to proceed. Period.

The procedures for permanent make-up are undertaken in a clinical, sterile environment, using state-of-the-art equipment and sterile disposable needles. A doctor is on staff at all times.

Permanent make-up is an invasive procedure, albeit a minor one, but it's important that you be 100% comfortable with everything – the setting, the procedure, the clinic, the technician, the cost. Ask as many questions as you can, verify the certifications, and

don't make the decision on the spur-of-the-moment. You and your face have to live with this decision for years to come.

Permanent Investment of Time and Money for Temporary Results



Here's food for thought: If it takes you 15 minutes a day to do your eyebrows, eyeliner or lip liner, after a single year, you'll have spent almost 90 hours beautifying yourself. That's more than 5 days lost over the course of a year. How often did you have to reapply your cosmetics, after eating, swimming, sweating... you know, after just *being*? That lost time really adds up, doesn't it? And whether or not you buy your cosmetics at the local chemist shop or at a department store cosmetics counter, over the course of a lifetime, it adds up to quite a lot of money.

What does Permanent Make-Up cost?



Your initial assessment to see if you are suitable for this procedure, and if so to conduct an allergy patch test should be free of charge.

Average pricing of Eyebrows is €695, Eyeliner is €695, Lip Colour (incl. lipliner) €795.

There should be no charge for your 4 week follow-up treatment.

Paramedical Tattooing



Paramedical Tattooing is a more advanced form of micropigmentation for post-mastectomy areola and nipple restoration, hair imitation and cleft palate scar camouflage.

Restoration of the Areola

Breast cancer is the most common cancer among women, with thousands of women in Ireland diagnosed each year. The good news, however, is that the survival rate for early diagnosis is as high as 90%. Women are often devastated by their diagnosis and subsequent treatment or surgery, and with this in mind our technicians are very sensitive to their patient's needs, and they go that extra mile to give the best results possible, helping hundreds of women every year to restore their hope, confidence and self-esteem.

After a mastectomy, when a surgeon undertakes the construction of a grafted areola and nipple, the result can often be too pale. To correct this we use authentic areola colours to give a more natural finish. If you have post-surgical scarring around the circumference of the areola, it is possible to soften the appearance of the scars by feather blending pigment through the areola into the scar tissue.

For men and women who have areolas that are too small, asymmetrical, too pale or without definition you can achieve a balanced shape, even colouring and definition.

Lip Correction

Corrective surgery for Cleft Palate carried out in infancy to reconstruct the mouth palate and in some cases the nostrils, can often distort the shape of the mouth.

It is possible to considerably improve the appearance of a cleft palate by improving uniformity of the lip colour, and also the shape of the mouth. This can be achieved by creating or recreating the cupid's bow, giving a more regular shape and the illusion of a symmetrical lip-line.

Alopecia and Chemotherapy - Eyebrow Simulation



If you have no eyebrow hair due to a scar, alopecia or chemotherapy, you can have fine 'hair by hair' simulation to create the illusion of realistic looking eyebrows. This eliminates the 'naked' look associated with the lack of eyebrow hair and avoids the solid colour fill appearance of eyebrow

pencil.

Eyelash Simulation

If you have no eyelashes, permanent eye enhancement is a natural, subtle effect and will give you perfectly defined eyes and remove the need for constant make-up re-application.

10 Good Reasons for Semi-Permanent Make-up

1. Convenience. You just need more time.
2. Allergies to ordinary makeup. Sensitive skin.
3. Wear glasses or contact lenses or had corrective laser eye surgery
4. Arthritis or painful hands
5. Difficulty applying makeup or you don't like the way it smears and disappears
6. Ageing changes in brows, lips, eyes
7. Active, outdoor lifestyles
8. If you like a natural "no makeup" look
9. You've lost hair due to alopecia, chemotherapy, accident, burns or surgery.
10. Post mastectomy areola / nipple restoration.

Dear Friend,

The decision to have Permanent Makeup is a personal one. No one can decide for you. Many people worry about what others will think or say after your procedure is done. Or whether or not you should tell anyone. Keep in mind your procedure or consultation will always be completely confidential, so your decision to tell anyone is up to you.

Permanent Makeup can make you feel more confident about yourself and how you look.

Does all of this make sense to you? I hope so.

Here's what to do now....

Before you put down this report, give me a call in Dundrum Cosmetic Clinic on 01 299 3997. Let reception know you would like to schedule a complimentary consultation with me. We've helped a lot of people, just like you to subtly and naturally look better, so they feel better. And I hope we can do the same for you.

I look forward to seeing you soon.

Warmest regards,

Anida Korabinska

Chief Permanent Makeup Technician
Dundrum Medical Cosmetic Clinic

