



## Semi-permanent Make-up: Questions & Answers

### What is Semi-permanent Make-up?

It is an exciting new procedure, in which carefully applied permanent pigment is placed into the dermal layer of the skin. The pigment is made of natural iron oxide. It is hypo-allergenic and there are no fragrances, emollients or other ingredients added.

Your preferred colour is implanted into a lower layer of the skin, where it remains for up to 5 years. The pigments we use are non-reactive and virtually limitless in the choice of colour available. This make-up is perfectly safe and has been approved by doctors and written favourably about by many respected beauty writers.

### What Type of Procedures can you offer?

**Eyeliner & Eyelash Enhancement** - A fine, soft and natural line can be created to add depth and definition to your eyes. Your lashes will appear to be thicker. Colour and thickness can be individualized and make-up can be applied over the eyeliner for a more dramatic evening look.

**Eyebrows** – Eyebrows are the frame for your eyes and face, and when designed properly, can lift the eyes to give a more youthful appearance, make the cheekbones appear more prominent and influence how the nose is perceived. If your eyebrows are sparse from tweezing, shaving or alopecia, or if your brows are blonde or light in colour, you can now enjoy the luxury of natural looking semi-permanent eyebrows.

**Lipliner** – is perfect for reshaping uneven lips and for making the lips appear larger and fuller. It has the added benefit of preventing lipstick from bleeding. It covers scars and can give your lips a natural or more dramatic enhancement, with colour that lasts all day – every day!

### What sort of People have it done?

Professional or career women who have little time for applying make-up every day

Those with allergies to conventional cosmetics

Women or men with hair loss due to alopecia or who just have very sparse hair growth

Athletic women and those with oily skin who shed make-up easily

Entertainers, actresses and models

Women with vision problems & contact lens wearers

In fact any woman who wants to look her best at all times with very little effort on her part.

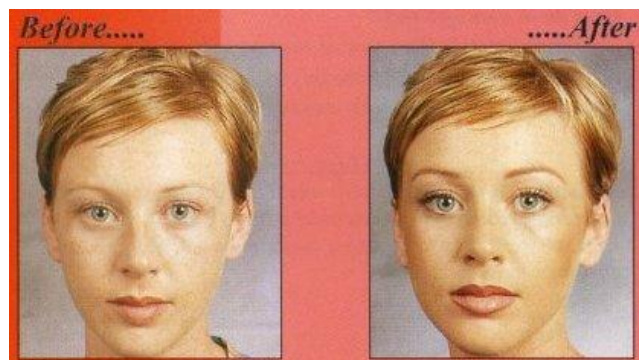
### How would I know which colour to choose?

Beginning with a variety of basic pigment shades, virtually any colour can be mixed to compliment your natural skin tones.

We work with you, discussing your preferences and making suggestions to help perfect your look, custom designing your semi-permanent make-up with colours that suit you best.

### What if styles change?

As semi-permanent make-up professionals, we never do anything that is too trendy. We use colours that are custom blended to compliment your skin tone, eye and hair colours, to give a soft natural appearance. However, the colours can be changed, at any time, by blending another colour over the original, if you wish.



### Is it expensive?

Not if you look at the long-term cost and effect. It costs more than a year's cosmetics bill, but is little compared to 2 – 5 years of daily make-up expenses. Also, it doesn't run or wash off and it's a great time saver. It's worth every penny to make the most of your natural beauty. It's what we've all been waiting for!

### Does it look natural?

Very natural – your features look more defined, your friends would never know what the difference in you was, unless you told them.

### How long will it last?

This varies with each individual person, though the expectation is between 2 and 5 years.

### Does it hurt?

There is usually minimal discomfort. We use topical anaesthetics to greatly reduce discomfort and promote relaxation. Some clients feel absolutely nothing except a prickly sensation.

### Is there a chance of infection?

Safety is our priority. At all times we adhere to the strictest sterilisation procedures. Only new, sterile, disposable needles, which are opened in front of each client, are used for your complete safety. We have been highly trained in this art to exacting standards.

### How long does it take to heal?

Between 4 and 7 days – depending on the procedure that you have had done.

### What is the healing period like?

On the second day after a procedure, a light crust will form – which is only dry to your touch, this will fall off in a few days. During this time the pigment area may look a little darker than what you decided on. Once the crust flakes off it is common for the colour to lighten by up to 30%.

### How soon can I go out?

Immediately! The colour may appear a little darker than usual for the first few days. The crusting is only slightly visible, but usually never really noticeable.

### One Final point

A lipliner may occasionally cause a Herpes (cold sore) outbreak, as the skin has been traumatized. (Usually only if you are a sufferer) To prevent this, a prescription can be taken for 5 days prior to the procedure.