

COSMETIC TATTOOING

Riana's Health Skin Care Clinic

A beautiful face is an advantage greater than any letter of recommendation".

-Aristotle-

'Permanent Makeup (Cosmetic Tattooing) is a relatively recent phenomenon, becoming more prevalent in the last fifteen years. It is not an extreme art but one of subtle harmony. Tattooing is an alternative to cosmetic pencils applied to the eyebrows, eyelids, lips, cheeks, and other parts of the face. Decorative tattoos aside, there are two reasons why people go in for permanent makeup: aesthetic and practical. The words "makeup" and "mask" are related. Both words refer to something that is applied to the face – a kind of "screen" between the made-up person and whoever is looking at that person. Permanent makeup is different in that the pigment becomes one with the body. This can make an enormous difference to a woman because once her makeup becomes a permanent part of her it becomes part of her inner self. Someone who has had permanent makeup will attract attention but the observer will not immediately be able to determine why.

Who benefits from Cosmetic Tattooing?

- Men and women of all ages
- Anyone interested in saving time
- Women who want 24 hour a day beauty and comfort
- Women who hate makeup that streaks or rubs off
- Sport enthusiasts of all kinds
- People with poor eyesight who wear contact lenses or glasses
- Women who are allergic to conventional makeup
- People wishing to correct certain facial asymmetries
- Accident and burn victims and people with disfiguring scars following surgery
- People suffering from loss of pigmentation
- People suffering from alopecia whether permanent or temporary, e.g. following chemotherapy
- Women with shaky hands or the physically handicapped
- Women who want to restore "unfortunate" derma-pigmentation.

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Cosmetic Tattooing procedures available at Riana's

- Top Eyeliner
- Bottom Eyeliner
- Eye line & lash line enhancement
- Additional (second) eyeliner above eye line enhancement with additional colour
- Eye Shadow enhancement
- Lip line enhancement
- Full lip colour
- Full lip blend
- Brow line enhancement with full colour
- Brow line enhancement with featherlike hair strokes
- Beauty Spot
- Nipple reconstruction with colour
- Areolar reconstruction with colour
- Scar tissue camouflage
- Bodged job camouflage
- Advance body and face tattoo removal

What can be done?

Eyebrows

- too light or fair
- broken by a scar
- partial alopecia
- badly positioned or asymmetrical
- eyebrows too low or drooping
- patchy or swirling eyebrows
- insufficient eyebrows – too short
- lack of eyebrows
- surgically damaged or scarred

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Eyeliners and kohl-line

- for a deeper more seductive look
- when eyelashes are too fair
- when eyelashes are scant or lacking
- for women whose eyes are inclined to water in the wind, cold, light, etc.
- for people with poor eyesight

Lips (outline and full lips)

- because lip pencil and lipstick rub off when eating, smoking and kissing
- lips too thin
- lips asymmetrical
- lips too thick
- badly or undefined outline
- lips too pale
- scars resulting from an accident
- cleft-lip disfigurement

Beauty spots and freckles

- just for fun
- to disguise minor imperfections or scars (e.g. chickenpox, acne)

Areolas of the breast

- to camouflage scars following surgery for reduction or enlargement
- to recreate areolas, to give the illusion of nipples
- to darken pale areolas
- to enlarge small areolas
- to redefine irregular outlines

Camouflaging scars or depigmentation

- when you are fed up with seeing them (and showing them.....)

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Alopecia (hair loss)

- to create the illusion of hairs or hair

To summarize

A growing number of women no longer want to spend time putting on makeup. They want to be as beautiful in the evening as they are in the morning, not to mention at night! In short, whatever your lifestyle, permanent makeup is for you. NO one will even notice you have not made yourself up as usual.

How is it done?

Permanent Makeup or Cosmetic Tattooing is the introduction of specialized pigments, specially produced for derma-pigmentation, into the dermis, or deeper layer of skin, by means of one or more needles.

Does it hurt?

Thanks to the wide availability of local anaesthetics, in theory the procedure is no more painful than having your eyebrows tweezed.

Who decides on shape and colour?

More often than not, the client is in control here. They usually know what they want and what best suits their face and personality. Most technicians try to respect the client's wishes as long as these are within the bounds of what is considered aesthetic. (Each client is, after all, a walking testimonial for some time to come.) Quite often, however, clients do ask for advice or put themselves entirely in the hands of their technician'.

What about drawing it on the skin first?

Yes! It is essential to first sketch the "project" with a cosmetic pencil in order to appreciate what the final effect will be, and to experiment until the client really "feels" it is right. The drawings are all executed with the person standing or sitting, as features change when you lie down.

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How do you select the colour?

The goal in colour selection is to match the desired shade of pencil or makeup. In order to determine a match, liquid pigment is dabbed onto the skin, close to the area to be pigmented (on the forehead for the eyebrows, for example) so that the effect will be as life-like as possible.

Will I be presentable on the actual day I have permanent makeup?

For between four to six hours, the area treated will be slightly reddened and swollen. However, due to water retention, the eyelids can remain puffy for twenty-four to forty-eight hours in around fifty percent of cases. The effect is similar to how you might look if you had been crying. By the following day, application and removal of your everyday cosmetics is allowed. However, for around four to six days, the pigmentation will appear somewhat obvious, dark, and intense. By day seven, the epidermis (or top layer) flakes and peels, sloughing off the remaining pigment, to leave the colour softer.

Is permanent makeup really permanent?

How long it lasts will vary enormously depending on a variety of factors. These are:

- The colour selected (each colour has a different life expectancy)
- How much time the individual spends in the sun (the more time you spend in the sun or tanning bed, the faster the colour fades)
- The speed of cellular regeneration (the longer it takes cells to regenerate, the longer the colour lasts)
- The phagocytosis capacity, in other words, the "absorption" of the pigment by the organism
- Depth of implantation of pigment (approximately one to two millimetres depending on the area)

Permanent Makeup fades more rapidly on the face than on the body as it is permanently exposed to daylight. Ideally, the colour should be touched-up every two or three years depending on how well the pigment holds. With some people, makeup fades after a year while with others there is no change after eight, ten or fifteen years.

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The word “permanent” is used because the molecules that make up the pigment remain in the skin for life even when they have grown very faint. It should be noted that in Latin, permanere does not signify “lasting forever,” but rather “lasting for a long time”.

Is there any risk of infection or contamination?

No, as long as:

- The needles are sterile and used only once
- The facility is clean
- The technician is wearing gloves
- The skin is disinfected prior to treatment
- An antibiotic cream is used following the procedure

How much does it cost?

Prices vary considerably. How the quality relates to the price is far more important than the price itself. A factor to be taken into consideration is whether the cost of permanent makeup includes the price of touching up. At present, the average price for treatment ranges from \$400 – \$500 in salons and from \$500 – \$800 in physicians' offices. Prices are also subject to regional variations.

Will it look natural?

In theory, permanent makeup is designed for daytime wear. To add a touch of glamour for the evening, add a little pencil. How many of us would want to take our children to school dressed as though we were going to a nightclub? Moderation is recommended at all times. It's like seasoning your food: once it's there you can't take it out. But if, after a month, the permanent makeup is really too light, it can always be intensified. And it is widely held belief that permanent makeup – well applied looks more natural than pencil makeup

And after?

After care: On the first day, it is advisable to apply antibiotic cream or ointment until bedtime on the lips and brows. Nothing on the eyes. Home care instructions will be given to you.

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Cosmetics: On the second day, makeup may be applied and gently removed. Rubbing must be avoided.

Sun and tanning beds: No direct exposure for ten days. If this is not possible, protect the pigmented area (wear a hat and sunglasses) and apply a "total sun block" cream.

Water: Avoid prolonged contact with water (shower, bath, swimming pool and sauna) for four to six days. Regarding the lips, brush teeth and rinse after meals, in order to remove all traces of salt and acidity. Afterwards, apply lip balm if necessary.

Itchiness: This is a sign that the treatment is healing. On no account should the flakes of skin and tiny scabs that form be scratched or picked, as this will remove the colour. The flakes fall off around day six.

Colour: The pigmentation will appear very obvious, dark and intense for four to six days. The skin will then flake or peel and the colour will look lighter and softer. It will lighten still further before stabilizing after a month.

Derma-pigmentation is not so much a science as an art and the reaction of each and every one of us will be different!"

Pictures?

I have hundreds of photographs for you to look at. You are more than welcome to come to the clinic to view them.

Qualifications to look out for?

Your beauty therapist or paramedical dermal technician (or both) must belong to a professional organisation. Must hold certificates or diploma's that clearly state "permanent makeup or cosmetic tattooing". Look out for descriptions on these. Make sure that the procedure you want done is stated on the certificate or diploma. Ask for before and after pictures of her or his work. Ask proof of their experience in years.

If you need any further information, don't hesitate to contact me on 02-61662265