



BOOKS and DVD's by Debbie McClellan on the Education of Permanent Makeup

DVD: *"How to Perfect Your Permanent Makeup Procedures for Beautiful Brows * Eyeliner * Lips"*

Close-up views of procedures being performed, steps to follow and diagrams. Coil and rotary versions available.

DVD: *"Mixing Colors & Drawing on Permanent Makeup Made Easy" plus "20 Tips on How to make Permanent Makeup a Rewarding Career"*

This three-in-one DVD can help you: #1—Learn the most popular colors that ladies request, increase your selection of colors by knowing how to mix additional popular colors with just a few colors and what colors every permanent makeup artist should carry. No specific companies' colors are mentioned on this DVD. #2—Diagrams and pictures on how to enhance brows, eyes and lips for permanent makeup. #3—Included FREE on this DVD, a \$39.95 value, *"20 Tips on How to make Permanent Makeup a Rewarding Career."*
A Must Have!!

BOOK: *"Is Permanent Makeup for You?"*

An inexpensive book for the technician to have available for potential clients on the safety and beauty of permanent makeup. This book answers over sixty questions about permanent makeup and includes testimonials from women around the world who have had permanent makeup done and how much they have enjoyed it.

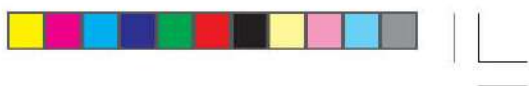
AUDIO: *"101 Questions and Answers on Permanent Makeup for the Technician"*

This book is also available in audio on CD

Pal version available for DVDs.

Also, books and DVDs soon to be available in Spanish and French.







101 QUESTIONS & ANSWERS ON
PERMANENT MAKEUP
FOR THE
TECHNICIAN



by Debbie McClellan



101 Questions & Answers on Permanent makeup

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DISCLAIMER

"101 Questions & Answers on Permanent makeup" shall be used for reference purposes only and is not intended for self-training or instructional use. Successful results depend on a skilled technician. Results will vary when working with the skin due to the fact of undertone and this must be taken into consideration.

The author, publisher and/or seller of this book assume no liability nor can they be held responsible for any unfavorable reactions or results by anyone doing permanent makeup.



*I hope this book gives you
some new ideas that can help make
a positive image for the
Permanent Makeup Industry.*





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Introduction

Permanent makeup is a great career for a person that is looking for a rewarding career with the potential for financial success while making clients beautiful. We can give our clients the right shape and color with permanent makeup that will stay with them for years, taking away that washed-out look women often complain about.

There are always many questions asked about skin undertones that can interfere with the colors used in our procedures. Then there are the many things we, as technicians, have to remember about color: what colors to use to correct other colors; colors that don't go with certain undertones; do's and don'ts with mixing colors, it goes on and on. Chapters 5 thru 8 are dedicated to color. This book has been put together in a simple format, I hope the questions and answers will help you in the future with your career in permanent makeup.

This, and other information, is what I want to share with permanent makeup technicians. I know what a struggle it can be when you are first starting out doing permanent makeup. You need the information that will give you the quickest and best results. I hope that the experience and knowledge incorporated in this book, drawn from my thirteen years of doing permanent makeup with over 10,000 procedures, will guide you through some of the hurdles that can occur in the field of permanent makeup.



Throughout this book I have stressed that to work in this field you must be a people person. Clients love to have a cheerful person work on them. Think back to the most enjoyable service you have experienced, and the person who did it. I'm sure it was the one with a smile who always tried to please you. Remember that repeat business (clients coming back for other procedures) and their referrals will be your number one source of income.

Having the right background in the field is also very important. Taking classes, reading, watching tapes, and learning from each procedure you do, will make you a better permanent makeup technician. If you have the attitude that you want to do your best at all times, success will come your way. Remember, there are no shortcuts. Work at being a specialist at permanent makeup. Be a makeup artist that can give women the right color and shape permanently so they will be happy and tell everyone.



Chapter One

General Questions and Answers on Permanent Makeup

❖ 1 ❖

Q. How can you increase your business?

A. There are many ways you can increase your business, such as:

- **Offer incentives to co-workers**

Co-workers will be delighted to receive a gift of permanent makeup every time they refer three clients to you or \$20.00 every time they refer one client to you. Believe me, it really works. When I first started using an incentive system, a co-worker referred 30 clients to me. She loved getting \$20.00 for every referral. Some of my co-workers opted for the permanent makeup which I loved because they were walking advertisements for me! This can be a win-win situation for everyone!

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- **Keep a portfolio of all your work**

Clients want to see examples of your work because it helps them visualize the results they can expect from you. Make sure that you have before and after pictures. Also, your after pictures must be at least two weeks older than the before pictures. Always offer to share your portfolio with potential clients and give them a few brochures about you and your work. (See Q&A #11 and #15) This way they can give them to their friends.

- **Offer discounts on future procedures**

Clients will be glad to know you will give them a discount on future procedures for each client they refer! Incentives are appreciated by everyone.

- **Show your clients how all of the procedures would look on them**

Another great way to have clients come back for another procedure is to draw it on them. For example, if you are doing brows, you could also draw on lip liner and eyelash enhancement/eyeliner as well. If your client is there for lips, you could draw brows and eyelash enhancement/eyeliner on them. I always do this for my clients. This way they can see how good they will look with having all of the procedures done. Many come back to have other procedures done after I've showed them how they would look.

- **Make sure your own permanent makeup is perfect**

Your client will definitely be inspecting your face to see if your permanent makeup looks as good as they expect to look after their procedure(s). For years my lips were very light. I thought I was too busy to



spend time to have the procedure done and have big, puffy lips. I finally found the time. Since then, my lip procedures have doubled! It's hard to sell something that you haven't had done perfectly on yourself! Also, it is very important that you find a permanent makeup technician that will do a good job on your permanent makeup because this is what will sell the procedures.

- **Have brochures out at other locations**

You can display your brochures at many locations, i.e., beauty salons, beauty supply stores, spas, gyms, doctors offices, etc.

❖ 2 ❖

Q. What are some more tips that can help build a permanent makeup clientele?

A. • **Establish your own business**

It is to your advantage to be independent so that many different businesses can refer you. Having your own office, renting space or working on a commission at a non-competitive location would be to your advantage. However, many hair salons, nail salons, spas, and cosmetic surgeons' offices do not have a permanent makeup artist on staff. Being able to travel (with the proper insurance) and or have a neutral office can be a good choice for your business, as other businesses will not send their customers to a competitor's salon or office.

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- **Special offers**

Also it is wise to offer special discounts to anyone that works in the beauty industry. It can be worth it to even offer them half off on any of their permanent makeup procedures; this can be your greatest source of unpaid advertising! A good part of your business will come from client referrals and an equal amount of business can come from referrals from people in the beauty field, too.

- **Building your own business**

When permanent makeup clients are happy with their permanent makeup they usually come for more procedures as well as tell their friends about their newfound love for permanent makeup. There are countless people that your clients can come in contact with to refer you from their friends, mothers, daughters, grandmothers, co-workers and many more. The clients' hairdressers are usually the first to notice how well their clients' new permanent makeup looks and often times will want to have it done themselves. Additionally, they would let other clients know about the nice permanent makeup they have seen. What a wonderful source of word-of-mouth advertising!



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Q. What is a good way to talk to a potential client for the first time on the phone and at the consultation?

- A. When you are talking to your client for the first time on the phone, remember that people are always impressed by the level of experience the professional has. You may want to mention how many years you have been in the business and how many procedures you have performed. This will be especially helpful to you if you have a lot of experience or once you gain a lot of experience. Ask them how they heard about you and answer all their questions to the best of your ability.

❧ **• Booking appointments on the phone** ❧

Now it is time to book an appointment for them.

If they ask for a consultation you can consider asking them if they would like to book enough time to do the procedure at the same time of the consultation, should they choose to do so. You can let them know there is no obligation if they decide to wait and have it done at another time. This will help make your potential client feel more comfortable to book both at the same time.

• Improve your consultations

Start off your consultation by allowing your potential client to browse through the photo album, brochures and any additional material you may have for them. Then draw on the procedure they are thinking of having done. Give your expert opinion regard-

❧ 15 ❧



ing what you think would enhance their looks. Put your client's best interest first. You are the makeup artist. Many people think they may want a certain look they are used to, but it may not enhance their facial features or something they may not like in the future. Make them feel comfortable by answering their questions honestly and to the best of your ability. Lastly, don't forget to try to "up sell" them by drawing on additional procedures you can do for them to give them an idea how you can enhance their looks and make life much easier by having more of their makeup permanently done.

Ask your client, if they are going to have a lip procedure done, if they have ever had cold sores. You can explain to your new client that once you have cold sores you carry the virus for the rest of your life. Working around the lips can bring them out. The answer to this problem is that they must check with their doctor first to see about getting a prescription that prevents cold sores. They will need to take the pills a few days prior to the day of the procedure and a few days after. This should help eliminate the chance of getting cold sores.

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Q. What is a good implanting technique you can use with almost any machine?

- A. Hold your machine as if you were holding a pen—very close to the tip. This can make you feel that you have



more control. Always use even and consistent pressure throughout the procedure. You can start off light and gradually begin using more pressure. Someone that's very sensitive may stop you from using the pressure you need to get the job done. This can make the job harder to complete because it takes a little longer. Use small strokes, about 1/8 to 1/3 inch. Filling in the lips you use more of an oval technique. (See Q&A #49 step 6.) Use your fingers to stretch the area you are working on. The color will implant better. Wipe the tip of the needle each time you dip into the color to keep free of excess buildup. Place your machine at an angle when implanting the pigment. It should be angled in the opposite direction from where you're working. When you need to taper off to a point, position your machine at more of an angle. The power of the machine, and/or if you have a heavy hand, will make the difference on how many times you go over an area for the pigment to take. It can take from two to ten times usually. Having a machine that you are comfortable with makes a world of difference.

❖ 5 ❖

Q. What size needles (prongs) do you use?

- A. Depending on the machine or manual tool you are using there are usually different sizes of needles you can use. You will find that what one person is comfortable with someone else may not be. Different teachers will teach different size needles to use for each procedure. I have even found that a three-prong needle on a ro-

❖ 17 ❖



tary machine and a five-prong needle on a coil machine works great for all the procedures. Also, there are a few different size needles that work well for the digital machine. Find what you are comfortable with and what you get the best results from.

❖ 6 ❖

Q. What are some helpful tips and hints for being a good permanent makeup artist?

- A. Take your time with each client. Before you start, make sure that each client understands exactly what type of procedure you will be performing. A positive attitude is also very important. Your goal is to have each procedure be the best you have ever done. Another thing that helps is to take some makeup classes. This can assist you in reaching your ultimate goal of becoming a successful permanent makeup artist. Always keep a portfolio of before and after pictures and have brochures available for your clients.

❖ 7 ❖

Q. What do you have your client lay on while doing a procedure?

- A. I use a shampoo chair and also provide a small headrest so the head is not too high. This is comfortable for the client's head and neck and they can also recline.

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My table is about as tall as a manicure table, and is positioned directly behind the chair with the headrest on it. When I need to check my work, clients can sit up very easily. I'm able to sit very close to the table with the table set up next to my client's head. This way I don't have to turn my body to get to the table set up which is much easier on my back.

❧ 8 ❧

Q. Is a consultation meeting before the procedure really necessary?

- A. When you meet a potential client or speak to them on the phone, they will usually let you know themselves if they are only interested in a consultation. It is recommended that you have a consultation with a new client prior to an appointment, but you can have the procedure following the consultation. There are usually a lot of questions to be answered and a new client needs to understand what permanent makeup procedures entail and you should always let a person see how you will do the procedure by drawing on them first.

❧ 9 ❧

Q. Is it easy to remove permanent makeup?

- A. It is not easy to remove permanent makeup. There are remover solutions you can purchase through permanent

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makeup suppliers. But be careful, if not used correctly it can scar the area you are working on. The removers are not guaranteed to work, especially on older tattoos, and can take many visits to make the area lighter. Also, there are some solutions that help remove tatoos that insurance companies may not cover. Always check with your insurance company first. A person does have the option of having laser removal of the permanent makeup, but they usually do a test to see if it would work.

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Q. Have you ever had a client that was allergic to the pigment (color)?

- A. Many colors are made from iron oxide. I haven't had any problems with allergies to this pigment. Each insurance company has its own guidelines on whether you need a patch test. When using organic colors, a patch test should be performed. These colors are usually found in the lip shades. Sometimes clients are allergic to the antibiotic creams so you should mention this to your clients if they use them for aftercare. If any of the area becomes irritated or red have the client use vaseline instead. If that doesn't work, they should see a doctor. You can add to your after-care sheet that the area should not be touched by unclean hands and they should sleep on clean pillowcases and also make sure to use a sterile swab to apply vaseline or antibiotic cream.

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❧ 11 ❧

Q. What is the best way to put together a portfolio of before and after pictures?

- A. This is a very important sales tactic. You should always have a portfolio of before and after pictures. Make sure the after pictures are taken at least two weeks after the procedure. Some clients have naturally uneven brows or one brow might be higher when they open their eyes. You can only try to improve the brows. These would not be good pictures for a portfolio. Put the more natural looking brows in your portfolio. Sometimes clients want very thick brows or brows that are too thin. You probably don't want to use that kind of brow picture because clients usually do not realize that you did what the client requested. Choose the pictures you use for your portfolio very carefully. When taking pictures have the client stand in front of a plain wall. The picture should only include the face and a small area of the shoulders. A camera with a zoom lens is essential because on a regular camera if you stand too close the flash will be too bright and won't come out. A camera with a zoom lens is not that expensive these days. In my photo book I show examples of pictures that include a variety of shapes and shades of colors on clients from all different ages.

❧ 21 ❧



❧ 12 ❧

Q. Are touch ups just a normal part of permanent makeup?

- A. Yes! It's just part of the job. In many cases you will have to see clients at least twice. Your client may come back if it's too light or if there were any areas that didn't take well. It's better to be too light than too dark because you can always make it darker. Sometimes it does take a few times working on a procedure to get the results you are looking for. The more procedures you perform the more you will learn how to implant the most color you can before the area you are working on becomes too puffy to add any more color. I usually like to do touch ups one to two months after the procedure. I do charge a small fee.

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Q. What is your table setup for a procedure?

- A. The table setup is very important! The table I work from is cleaned and completely sanitized before and after each client. The things that I do not throw away are covered with a plastic wrap, such as pigment holders, a pallet to mix colors and that I also use to put my baby wipes on that I wipe with. I also keep gloves, baby wipes and swabs at the work area. The ones that are not used can be thrown away. This makes clean-up fast and easy.

❧ 22 ❧



❧ 14 ❧

Q. Is there a topical anesthetic ointment (numbing solution) that will make implanting the color painless?

- A. No, not completely painless that I have found. Some clients have a low tolerance for pain and some have a higher tolerance. Unfortunately, there are more clients with a lower tolerance to pain. Your client may want to take pain medication before the procedure. If the client takes prescription pain medication, advise them that they must have a ride home. When you talk to a female client ahead of time, you might advise her not to come just prior to her menstrual cycle because women tend to be more sensitive to pain during this time.

There are some numbing solutions that are made to apply before you start a procedure and some that work better after you have gone over the area you're working a few times. I find a lot of them work very well. You just have to experiment with a few different numbing solutions until you find one that works best for you. Usually you can apply it as many times as you need and you have time for.

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Q. Does a brochure help business and what information would you include?

A. Yes! As I previously stated, you should put together a nice brochure for yourself. This tells a lot about you and shows that you are really taking your career in permanent makeup seriously. Include your picture on the front or inside. Clients like to see who will be working on them. Talk about your background in your field or any related field if you are a makeup artist, cosmetologist, facialist and/or nurse, etc. Let them know how you're going to help give them the look they've been wanting for a long time. For an example, some text from my brochure is shown on the following page. You can also follow a format like this book of questions and answers. I'm sure you can think of a lot of questions that potential clients would have, such as:

- What colors do you have?
- Does it hurt?
- How long does it last?
- Can someone be allergic to the color itself?
- How do you come up with the right shape and color for brows?
- How long does it take?

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Information for a Brochure

Who Are Permanent Cosmetic Clients

Those who

- wear contact lenses or glasses
- feel washed out without makeup
- are active in sports
- have eyes that tear frequently
- are not artistic or skilled in applying makeup
- have problem seeing objects at close range
- are very busy or don't want to take the time to put on eye makeup or pencil in brows
- allergies to ordinary cosmetics

— EYEBROWS —

Women can dispose of their brow pencils. Permanent brow color gives a very natural look. Create and shape brows to frame the face by blending colors to match hair tones.

— EYELINER —

Create thicker-looking lashes by applying color to the case of the lash-line or a thicker, lovelier liner can also be achieved, depending on the needs of your clients.

— LIPS —

Create a more defined lip line while enhancing and adding fullness to lips with permanent color. The liner can be applied lightly for a natural look or heavily for a more dramatic look. Say good-bye to lipstick that bleeds from the lips!

PORTFOLIO AVAILABLE

For an appointment please call...



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Q. Can anyone put their own promotional video together?

A. Yes! All you need is a camcorder and a tripod. I set up my camcorder and tripod in my office. I began by introducing myself and said a few things that I thought potential clients would like to know about. I also answered a few common questions about permanent makeup procedures. Then, for a three-week period, with permission from my clients, I taped talking to my permanent makeup clients. I also taped their responses on how well they liked their permanent makeup if they were there for a touchup. When I taped the clients, I would zoom in on their permanent makeup. After I finished taping, I took the tapes to a professional video editor who completed the finished product and added music. The video editor made a still frame close-up of each client showing their permanent makeup. Also, the editor typed words onto the video for each procedure and added each client's testimony. If you try to make a video always experience a view first. Here are a few dos and don'ts:

- When you take out the tape and put it back in the camcorder, fast forward the tape a little because it tends to rewind a little.
- When you push record on the camcorder, let it record for about thirty seconds before you begin and

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thirty seconds after you finish. This helps the video editor.

- Make sure the lighting is bright when taping. Light from windows is not adequate for taping. Experiment with different types of lighting.
- Keep the speed on the camcorder on "SP" (slow play). This way if you choose to have it edited, you can.
- Speak up if you don't have a microphone. Be sure to eliminate all external noise by turning off the phone and closing the windows.

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Q. What extra steps should you take to have a sanitized work area?

- A. First of all, never touch anything that you can't disinfect when you're done. Always use a clean disposable towel on the headrest for each client's head. Remove your gloves each time you leave your work area. After you're done, throw everything away at your work area unless it is covered with plastic or can be disinfected.

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❧ 18 ❧

Q. Where can you get updated information about the field of permanent makeup?

- A. There is a "Society of Permanent Cosmetic Professionals," a nonprofit organization, that has newsletters which have a lot of useful information in them. To join the Society of Permanent Cosmetics Professionals you can go to www.spcp.org for more information.

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Q. Should you always give your opinion as a makeup artist?

- A. Yes! Give your opinion as a makeup artist so their permanent makeup will look professionally done. This is very important, as each of your clients is a model for you. Sometimes you may get a client that will ask to have their permanent makeup applied in away that you may feel will not benefit the client. Explain to your client that you like to give your opinion as a makeup artist. Draw the procedure on and see if they are comfortable with the way you have enhanced their makeup. There will be ladies that would like their brows arched too high, eyeliner too thick and want you to make their lips look fuller than they should and still look natural. This is where you come in as a professional permanent makeup artist. Try to sell them on something a little more natural looking that you can be proud of so your

❧ 28 ❧



clients can show their permanent makeup off to all their friends and you can reap the benefits.

❖ 20 ❖

Q. What should the technician and client wear during a procedure?

- A. A nice lab coat with your name is always nice. A black lab coat with the letters in gold always looks nice. This can help you look professional as well as keep you clean. Also, you should always have gloves on. OSHA requires that you wear gloves when you are exposed to blood-borne pathogens.

Your client should be covered with something, such as a towel, sheet or disposable bib. Also, you can check for updates from OSHA and the health department in your area.

❖ 21 ❖

Q. How can you impress a potential client?

- A. Make sure that your permanent makeup is flawless. Show your portfolio and mention how many procedures you have performed. Educating your client as much as you can on permanent makeup can be in your best interest. I also wrote a book that answers a lot of the questions and answers people have on permanent

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makeup. The book is called *"Is Permanent Makeup For You?"* It is a nice-looking book that will answer over 60 questions asked by clients. They include testimonials that talk about why women had their permanent makeup done and how much they have enjoyed it.

Some questions answered in the book include:

- What can I expect during the healing process?
- Can I have lips, brows and eyes done at the same session?
- Will I be able to see each procedure drawn on before the procedure is started?
- Should I have collagen shots in my lips before or after I have permanent makeup done?

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Q. What is migration?

- A. Actually the word migration means that something has moved from one place to another. That is exactly what can happen with color if you work in one area too long or overwork an area when it is puffy. Also, there are a few areas that you should try to avoid. They are the corner of the outside of the eyes and the corners of each side of the lips. They are sensitive areas. I've seen a few women with this problem who wanted the migration corrected. This is not easy to correct. Another thing that can cause migration is where your pigment (color)

❖ 30 ❖



molecule is less than 6 microns. Chapters 2, 3, and 4 will talk about each procedure and how you can avoid migration.

Also, what can help prevent migration is to not work at too slow of a pace. It can give time for the color to run if you're hardly moving at all. (Working in one area too long.) For example, color can run up a wrinkle that extends from the lips.



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Chapter Two

Questions and Answers on the Brow Procedure

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Q. What are your procedures for the brows?

- A. I have nine steps to create beautiful, even brows. Before you start the procedure, you want to have your client fill out any necessary paper work you may have for them, go over the after-care sheet, take a before picture and clean their face. Then you're ready for step one.

Step 1: Place two small dots above each arch and one dot between the brows. When making guidelines above each brow at the arch, stand back and look at the client's face. See if there is a natural place where an arch would flow with their bone structure. Place your marking at each arch (see Q&A #24) to find the right place. Measure to make sure both brows are in the same place on each side by placing a dot in the middle of the two brows.

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This will help you measure to see if both brows start in the same place or one stops short. This will help you to know where to start and also where to arch your brow.

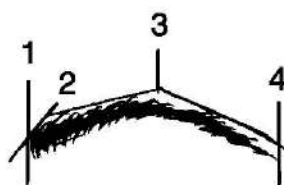
Step 2: Draw on the brows. Take your time. This is what you are being paid good money to do. Stand back and look at the client's entire face, especially her bone structure above the eyes. Draw on the brow (See Q&A #25.) and show how you can improve brows. Use a color brow pencil that is close to the color you plan to use. This way the client will get a better idea of how they will look after the procedure. It is nice to have a few different brow color pencils to choose from. Be sure to show the client what area she will need to tweeze to maintain the look. On some ladies, having the brow tweezed in the right place is half the job of making the brow look nice.

Step 3: Use your white index card, leveler and wall mirror to measure. After your client has used a hand-held mirror to give you her okay on what you've drawn, you can start some serious measuring. First, (I feel this is the most important step) have your client stand in front of a wall mirror about a foot away to get an overall picture. For some reason, when you look in a wall mirror, things look a little different. This tends to give a truer picture. If you don't have a wall mirror in your office, you should get one as soon as possible. It really helps. Second, use a white index card and place it under the brows to see if everything is even. Believe it or not, the white index card is a great tool. Third, use your leveler on the top of the brow. Place it horizontally to see if the



brows are even. At this time, your client should give her final okay what you have drawn on.

Step 4: Now it is time to draw your guidelines on the top only.



- | | |
|----------------------|----------------------------|
| 1 - start; | 3 - outline to work under; |
| 2 - corner out line; | 4 - where to end the brow |

When drawing on these guidelines, use a marker. You will feel relieved knowing that you have a guide to work with and that it's hard to make them uneven.

Step 5: Use a liquid numbing solution on both brows. With a swab, put the numbing solution on the brows. Do not touch the outline with the solution. Let it sit on the brow for the time required. Most numbing solutions have to stay on for a short time, so use this time to get your colors ready. This can be a good time to discuss what would be a good brow color to use. See Chapter 6 on brow color.

Step 6: Proceed to implant your brow color. Start to fill in the brow. Stretch the skin as you are working. Implant the color by using small strokes. You want to concentrate getting the color on the ends of the brows. After you wipe a few times the guideline will be gone, but you will have your own light guide-



line to work from. At this point you can use a numbing solution again if you need to. Remember, you want to taper off to a point at the ends of the brows by keeping your machine at even more of an angle. You do not want the brow to look like it abruptly stops at the ends. **Do not put a line around the brow then fill it in. This will give it an unnatural look.** Use even, consistent pressure with each stroke. Our goal is to have nice, natural looking brows.

Step 7: Remeasure at the halfway point. You may want to put a numbing solution on before you start to measure again. Have your client stand in front of the mirror. Use your measuring tools again! Sometimes, as you're working, it can change a little and you want to make sure both sides are still even. It will be easy to tell because the guideline from the marker will be gone from the wiping. You can now see clearly whether or not they still look even or if you need to add any more color to the top or bottom of the brow.

Step 8: Finish implanting the color. Proceed with filling in the brow. Continue using the same consistent even pressure throughout the brow. Use your numbing solution as needed.

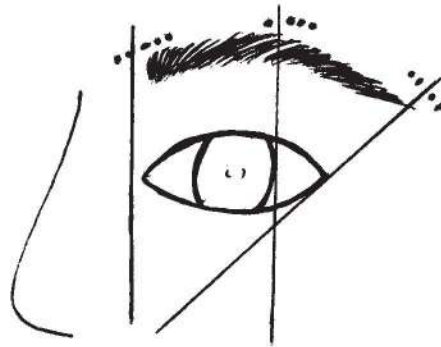
Step 9: Show your client their new beautiful brows. Do your final measuring in front of the mirror. Remember your client is going to be a walking advertisement of your work. Take your after picture and you're done.



❧ 24 ❧

Q. Is there a good way to measure a client's brows when you are drawing them on?

- A. The following diagram is seen in many makeup books. I have added a few dots. I believe you have a leeway on where to start, make your arch and finish your brow.



When drawing and measuring for brows, stand back and take your time. Look at the whole face including the bone structure. Most clients have a natural place where their brows will look good. If the client's brows start back two or three dots, you don't need to go past the brows unless your client asks you to. The brows look more natural if you stay inside the brow hair in the front. If a brow naturally sits too far back, you will have to bring it in some. Most clients have a natural arch. If not, you'll have to make one as best you can, taking into account what the client has to work with. If she does have brow hair that needs an arch, accent the arch by tweezing under the arch and drawing it a

❧ 37 ❧



little higher. Use your judgment on whether this enhances their brow. Some clients who like a softer look might like it shorter on the ends. Longer brows are more dramatic. Most of my clients just want their brows to look natural. Create nice brows for each client's individual bone structure.

❖ 25 ❖

Q. How can you improve a client's brows?

- A. The brows are the most important feature on the face. They give the entire face a lift. There are a variety of things we can improve on, such as brows that are too small, not enough hair, too big, half of brow, uneven, no arch, droopy on the ends or no brows at all. You can take any one of these situations and create beautiful brows that clients will be satisfied with. It can and will become easier and easier the more procedures you do. Keep a notebook on the outcome of every procedure. Learn from each client and procedure.

❖ 26 ❖

Q. Do you prefer filling in or hair simulation for the brows?

- A. Filling in the brow and using hair simulation can both look good. When filling in is done right, it can look like a soft brow with nice definition. This is the look that

❖ 38 ❖



most models have. I have performed 1,000's of brow procedures with the fill-in technique on clients who were 18 to 90 years old. This includes hundreds of hair stylists, facialists and salon owners. However, there are some very good permanent makeup technicians that only do brows using the hair simulation technique and can look good too, but you can lose definition if not done right!

❖ 27 ❖

Q. Can men look good with permanent makeup brows?

- A. Permanent makeup can look nice on men, but it usually doesn't look as natural as it does on a woman. It is completely different from doing a lady's brows permanently. If you have to do a man's brows, you should be sparse with your strokes and not fill it in. Most men don't have much shape to their brows. To make them look natural, stay inside the brow hair and don't make too much of an arch. Don't taper to a point.

❖ 28 ❖

Q. What are the extra supplies you will need for the brow procedure?

- A. I have a variety of eyebrow pencils for drawing the brows. If you use a brow pencil color closest to the

❖ 39 ❖



color you will be implanting, it will give the client a better picture of what the color will look like. Some nice color brow pencils to have on hand are light brown, dark brown, taupe and auburn. You also need measuring tools which are a leveler and white index card. See Step 3 for details.

❧ 29 ❧

Q. What are the most common complaints that are made about clients brows?

- A. Many women are not satisfied with the shape that a technician has done for them. Some are too big and some are too square in the front. When I ask a client that had gone to someone else before that is unhappy if this is what they asked for, they always tell me "no." The most important thing in the permanent makeup field is that you must be a **MAKEUP ARTIST!** If you're not, there are classes you can take to become a makeup artist. Another common complaint is that the brows are uneven. Sometimes it's hard to get brows 100 percent perfect, but when they look like the technician did not even take the time to measure and the brows are way off that is uncalled for and unprofessional. This kind of mistake is very hard to correct. There are also complaints that brows are too dark. When it comes to color, sometimes its best to go lighter because you can always make them darker with a touch-up.

❧ 40 ❧



❧ 30 ❧

Q. What do you do if a client wants brows that you're not comfortable doing?

- A. I feel that part of the permanent makeup technician's job is to educate clients when needed. After all, we are makeup artists. We want to give them brows that will accent their looks, not detract from them. Before I entered the beauty field, I didn't know much about makeup. For example, I didn't know how to make an arch on a person who didn't have one or that the brows are one of the most important features on the face. The brows frame the face. If the client wants brows that do not look good on her, try educating her. We all learn more as a makeup artist. That's what makes us professionals. You want to be proud of each procedure you do.

❧ 31 ❧

Q. Can migration occur around the brow area?

- A. I have never seen brows where the color has migrated to the skin around the brows. Brows usually do not get too puffy. The main cause of migration happens when you work in an area too long when the area is puffy, but it doesn't mean it can't happen. Keep your machine pointed in the direction you want the color to be implanted. Also, unlike the eye procedure, you can go back and add a little more to the brows when you're

❧ 41 ❧



done if you need to unless you see the area is becoming too puffy and swollen. (See Q&A #22, more on migration.)

❧ 32 ❧

Q. How do you start with someone with no natural brow hair?

- A. Creating a brow from scratch is a little more challenging. If you use stencils they should be used only for a guide. I like to look at each client individually and take into consideration their bone structure, also, where the arch should be and where it would look good naturally. See the diagram on page 26. After drawing the brows on, stand in front of a wall mirror and look at the brows together. This really helps you to see if they are even. It is much harder to draw brows on evenly with no brow hair.

❧ 33 ❧

Q. Should you tweeze the client's brows before you do the permanent makeup?

- A. Be careful tweezing. The reason is that by tweezing you could be opening pores where some color could be absorbed. Now, I've never seen this happen, but it is a good idea to consider all possibilities. You can tell

❧ 42 ❧



your client to do a good tweezing job at least two days before the appointment. Sometimes under the arch and under the outer part of the brow, you need to tweeze to give them a nice lift. Always get the okay from your client prior to tweezing. Show the client the area where they should tweeze because extra brow hair can change the new shape you're giving her. Let her know it's important to keep it up. The client can have electrolysis done, laser, waxing or maintaining the look themselves by tweezing.

❧ 34 ❧

Q. What are the most common mistakes made with brows?

- A. One of the most common mistakes made with brows is not taking into account both brows. You need to try and make both brows even. Many clients have one brow naturally higher than the other. When drawing them on, draw more on the top of the lower one and draw more on the bottom of the higher one. Tweeze on the lower brow under the arch and under the outer side to bring it up more. Another mistake that is common is not giving the client a little lift in the brows (with your client's permission, of course). There is a famous makeup artist in Hollywood that said the brows are the most important feature on the face. They can give the look of a mini face lift by lifting the outside of each brow and arch. This can be done by tweezing a row of brow hair out on the underside of

❧ 43 ❧



each brow, if needed, and with your client's permission. Another mistake is to make brows too big and too square in the front.

❖ 35 ❖

Q. What are some things you should remember so that you always end up with a happy customer?

- A. Clients feel a lot more comfortable when you listen to their suggestions and get their opinions when you're measuring. If you're giving a client a new look for her brows such as a different shape, new arch or color, always give her extra time to look in the mirror to see if she can live with the new look. This way you will have a satisfied client who will hopefully tell her friends, relatives and co-workers about the permanent makeup specialist who was so professional. Make her feel like she was part of the whole process.

❖ 36 ❖

Q. What is an adequate amount of time to spend on a brow procedure?

- A. I always put aside an hour and a half for the brows. Most permanent makeup technicians are getting paid more than any other field of beauty, so there's no excuse for hurrying—take your time. I don't care how

❖ 44 ❖



many years you have been doing permanent makeup procedures, clients want to feel they're getting your best job on their brows and that you're taking the time you need to do that. Remember, a client also has to like you too if they are going to refer their friends to you. Always make your clients feel that you really care and that their being your client is important to you.







Chapter Three

Questions and Answers for the Eyeliner Procedure

❖ 37 ❖

Q. What is the procedure for the eyeliner?

- A. There are seven steps that I use for this procedure. Before you start the procedure, you want to have your client fill out any necessary paper work you may have for them, go over the after-care sheet, take a before picture and clean their face. Then you're ready for step one.

Step 1: Apply the numbing solution to the area around the eyes. Leave the solution on the area according to the directions before starting the procedure.

Step 2: Draw the eyeliner on. The eyeliner is not as easy as it seems. You need to make sure that each line or enhancement matches the other side. Draw

❖ 47 ❖



the eyeliner on for your client so you both agree on where the color will be implanted.

Step 3: Proceed with implanting the eye liner on one side first. This next step involves implanting the color to one eye, top and bottom a few times. Use small strokes to implant the color. Do not work too long in one area, keep moving slowly. The top eyeliner is somewhat easier to implant because you are able to follow the contour of the eyelashes (above or inside the eyelash). The bottom eyeliner/enhancement is a bit more complicated and can take more time to implant. It must be precise. Remember, each side has to look identical. Begin on the outside of the bottom eye, and work your way inward. Stretch the skin as you're working. Make your first pass with less pressure. By doing this, you'll be able to see if the eyeliner/enhancement is in the correct place. Once you're satisfied, you can start to use the pressure needed to implant the color. Keep your machine at an angle, especially when you are working toward the inside tapering off the eyeliner. Also, you need to wipe a lot as you are working so you can see exactly where your color is being implanted.

Step 4: Apply numbing solution as needed. If your client is uncomfortable after you have gone over one eye top and bottom a few times. Reapply the numbing solution so it can be numbing as you are working on the other side.

Step 5: Proceed with implanting the color to the other eye. Continue stretching and using small strokes to implant the color. You should also check



for evenness during the procedure. Remember eyes can get puffy fast so you only have a short period of time to work. You don't want to overwork the area and cause migration.

Step 6: Recheck during and after you finish each side. Continuously check your progress and keep checking to see if it's even with the other side as you are doing the procedure. **This is a must: It is imperative that you "check and recheck" your progress.** You cannot add color after you're done because of migration (See Q&A #41). Remember, it can change as you are working. Precision, application and concentration are needed throughout the procedure.

Step 7: Show your client their beautiful eyeliner. If you've "checked and rechecked" your work during the procedure, it should be perfect. At this point you should not add any more color. You should wait for the procedure to heal. Remember, you cannot go back and add once the area becomes overly puffy because migration can occur. You need to have your client come back when the eyeliner procedure has healed, at least four weeks later, if you need to add any more color.



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Q. What are some helpful tips when it comes to eyeliner?

- A.
- Understand exactly what your client desires for eyeliner and draw it on first.
 - Make your eyeliner/eyelash enhancement look identical on both eyes.
 - Stay away from drawing eyeliner too thick and extending the corners out too far.
 - Always keep your client comfortable during the procedure. Apply the numbing solution on the area as often as needed to keep your client a little more comfortable. Trust me, your client will remember this and thank you for it!

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Q. What are the most common dislikes you see with permanent eyeliner?

- A. Some of the problems and mistakes are:
- The eyeliner was applied too thick.
 - Color is way darker than the client wanted.

❖ 50 ❖



- The client didn't like having the top outer eyeliner extended and it was extended without their knowledge or consent.
- The technician has used the incorrect color such as black which can turn to blue. (See Q&A #84)

❖ 40 ❖

Q. What is an adequate amount of time to spend on the eyeliner procedure?

- A. There really isn't a specific time for completing the procedure. Each technician works at their own pace. Also, there can be different pressures being used. Time will vary. You should remember that the area where you are implanting color will get puffy and swollen, so you'll only be able to work for a short time. You can reapply the numbing solution while you are working on the other eye, however you don't have the luxury to stop and numb the area due to migration. Technicians go over the area they are applying color to anywhere from two to ten times, usually depending on the pressure they are using to implant the color. Some clients are more sensitive than others, so it can take longer to do the procedure. I never try and get the job done faster by using too much pressure. Most clients are unable to handle that and I feel safer going over it a few more times with a little less pressure.

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Q. How can you prevent migration from happening around the eyes when applying color?

- A. Do not overwork the area of eyeliner or eyelash enhancement and do not work too long on one spot. Migration can be caused by color spreading in an area that is swollen from the procedure. Because of this you don't have too much time to work on the area, especially the eyes, so you should avoid returning to areas when you are done. This is very important when a line isn't thick enough or you just need to add a little. Do not go over the line or add any more color at this time. Have your client return for a touch up. Migration can also happen when you connect the top line with the bottom line in the outer corners because it is a sensitive area. (See Q&A #22, more on migration.)

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Q. What is the table setup for the eyeliner procedure?

- A. The eyeliner procedure doesn't require many extras for the table setup, pencils to draw on the eyeliner and a marker to trace the eyeliner before you start the procedure. You'll need a marker to draw where you want the eyeliner to go when you're doing a procedure.

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Q. What is the most difficult part of the eyeliner procedure?

- A. The most difficult part of the procedure is implanting the bottom eyeliner/ eyelash enhancement evenly on both eyes. After you've finished the bottom eyeliner on the first eye and you have started the second bottom eyeliner always take extra time. **"Check and recheck"** your work so that both eyes come out identical.

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Q. What exactly is eyelash enhancement and does everyone need it?

- A. Eyelash enhancement is when color is implanted in the eyelash area only. If your client decides they want to have the bottom enhanced a little, you would just work less time than applying a darker line that would be called eyeliner. Some clients like a very soft look. You can use this procedure (eyelash enhancement) to just enhance their eyes. I prefer working along the bottom, maybe half the time, as this will add color and will have a softer look. As far as the top goes, a lot of clients love eyelash enhancement. You can impress new clients by drawing it on them. This really brings out a person's eyes. It may be another procedure they will look forward to coming back to have you do. Eyelash enhancement looks great on clients that have sparse eyelashes where

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the skin is visible between the lashes. If you were to do just the eyeliner on top and nothing in the eyelashes, it would not look as good because of the space in the eyelashes. Eyelash enhancement can also look great on clients that are not sparse in the eyelash area. When you do the eyelash enhancement on the top, you can work in the eyelash area almost as long as you'd work on the eyeliner. Everyone's eyes are black in the middle so using a dark color around the eyes can really bring out a sparkle in the eyes.

~ 45 ~

Q. Can you do eyeliner and eyelash enhancement on the top eyelid in the same sitting?

- A. No, I don't recommend doing both procedures at the same time. If you do the eyelash enhancement and then eyeliner at the same sitting it can cause migration because you are working in an area that is already swollen. For clients that are not that sparse in the top eyelash area and want both eyeliner and eyelash enhancement, you can start your eyeliner thicker in the corner and when you get just past the middle, taper off into the eyelashes. This will give it a much more natural look. Your client will have a little of both eyeliner and eyelash enhancement. This is a very popular way to do the top lids.

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Q. How thick can you do eyeliner and can you make it thick at one sitting?

- A. If a client wants thick eyeliner, you may have to do it in two sittings. Doing too much work on the eyelid increases the chance of migration. I try and stay away from doing eyeliner too thick anyhow. Again, you are the makeup artist, so you need to explain to the client how too thick of an eyeliner can take away from their eyes instead of enhancing them. There may be a client that you have to turn down due to this request. There are some clients that have bizarre and wild ideas and are not open to new ones. I think we all want to be proud of our work.

❧ 47 ❧

Q. If a client wants her eyeliner extended past the corner of the eye is this a safe and proper procedure?

- A. If a client really wants this done, yes, you can extend the eyeliner. I prefer to make the eyeliner look more natural. There is a way to extend the line a little and make it look nice. If you do extend the eyeliner, you need to angle your machine significantly to allow it to taper off to a point. Remember, you have to make both sides identical which can be difficult. You should use a

❧ 55 ❧



marker to draw on the extended eyeliner after you've applied the numbing solution on the area so you can trace it.

❖ 48 ❖

Q. If a client is considering eyelid surgery, should they have permanent makeup done before or after the surgery?

- A. Having eyelid surgery shouldn't distort the permanent makeup. The incision is usually right under the eyelashes. Most technicians apply the bottom eyeliner in the eyelash area. As far as the top eyelid surgery goes, the incision is way above where the top eyeliner is applied. The only problem you could have is if the eyeliner is thick and the skin is pulled on the top, it can stretch the eyeliner too, which would make the eyeliner seem thicker.

❖ 56 ❖



Chapter Four

Questions and Answers for the Lip Procedure

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Q. What is your procedure for the lips?

A. I have seven steps for the lips. Before you start the procedure, you want to have your client fill out any necessary paper work you may have for them, go over the after-care sheet, take a before picture and clean their face. Then you're ready for step one.

Step#1 Numb the lips with topical solution Use a numbing solution over the entire lips. During this time you can talk to your client about the color she would like and mix some colors on your pallet (pallet, I use plastic wrap over a small tray).

Step 2: Draw on the lip liner. Before you even start, ask your client if she has a preference for fuller lips

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or does she just want her natural lip line enhanced. Also, ask her if she wants her bow enhanced. If she does, then ask her whether she wants her bow round, pointy or in between. You should also find out what your client doesn't like about her lips. Asking these questions first, makes your job a lot easier and avoids having to redraw it on a few times. When drawing on the lip liner, I like the client to be in a reclining position. I have found that it's easier to work this way. Be sure to use a sharp lip pencil when you are drawing the lip liner. It is much easier to follow a thin line. Darker pencils are easier to see when measuring lips for evenness.

Step 3: Check for a nice even lip liner. Have the client look in a hand mirror to see what you've drawn. At this point, both you and the client should agree that it looks perfect. Do your final check by having the client stand in front of a wall mirror about a foot away. I cannot emphasize enough how important this step is for you as well as the client. Looking in the mirror gives a different perspective. Spending all this time measuring and checking will save you time because you won't have to try and correct anything when you are done.

Step 4: Use a marker to retrace the lip liner you have draw on. Be sure to use a dark marker. This will stay on the lips after you softly wiped the lips a few times while you are working. You don't want to lose the line you spent so much time making perfect for your client before you have color implanted. Do not



put numbing solution on again until you have enough color implanted.

Step 5: Proceed with implanting your lip line color.

When implanting the color around the lip line, use small strokes following your guideline. Begin and end at the same place using the same pressure. Keep the skin stretched. Do not stretch the bow area too much because you don't want to distort the line you are following. The bow area can be tricky and difficult to do. When your client is lying down, you can't get a true picture of how even it is. Be careful. You have to depend on your lines being perfect. After implanting the color, wipe around the lips lightly, you do not want to lose your guideline before you have the color implanted. After you go around the lips a few times implanting the color, have your client sit up and you both can check to make sure the lip line is perfect. Your client will really appreciate this because you are involving them and are making sure the lip liner is perfect. At this point you can reapply your numbing solution. Wipe the lips often as the lips tend to bleed a lot. If you don't, the color will not implant as well.

Step 6: Now start to implant filling in the lip color.

At this point you should be completely done with the lip liner. Now its time to fill in the lips with color. You want to use small oval circles connecting them together row after row until you have gone around the whole lip top and bottom using the same pressure. After you have finished the first pass around the lips you may want to use your numbing solution



again. You only have a short time to numb each time because the lips will be getting puffy. Continue filling in the lip until you can see the color is no longer grabbing. When you are done filling in the lips it can look like you have skipped some areas. This is normal.

Step 7: Show your client. You and your client should be able to look in the mirror, admire the work and smile. Reassure your client that the color will fade and look softer as it heals within a week. Take your after picture and then you are done.

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Q. What are some helpful hints and tips on the lip liner procedures?

A. Here are a few:

- Slow down while you are implanting the color because the color will implant better.
- Keep the same even strokes as you work.
- Do not begin and end at the tip of each bow so that you won't have a darker spot at the bow area.
- Check often during the procedure to be sure the lip line is still perfectly even. Surprisingly, the line can change while you are working.

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Q. What are the most common complaints from clients and mistakes made by technicians on lip liner procedures?

A. Some of the problems are:

- Enhancing lips too much so that they don't look natural.
- The bow area does not look natural or right. The technician made them too round, too pointy or uneven.
- The color did not take or faded too fast.
- It looks like the technique used was "stop-go," like they were connecting dots.

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Q. How long should the lip liner and full lip procedure take?

A. Each technician is different with how they work, the pressure they use with their machine and the needle size. When you see the outcome of each procedure you do, it will give you a better feel for your machine and how it performs as well as how much pressure to use to get the job done correctly. If you haven't performed that many lip procedures, take notes on each

❖ 61 ❖



procedure you do and how long it took along with the pressure used, the color outcome and the evenness of color, etc. This will help you know about how long it will take to do the procedure. The lip procedure will also become swollen as you work on the lips so your time is limited. The color implanted can look sparse in some areas when you are done. This is normal.

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Q. Do you see migration very often with the lips?

- A. Yes, I've seen this, but not very often. Migration with the lips sometimes happens when some color migrates into a wrinkle line that extends from the lips, and it usually happens because a technician works too slow or goes over the area too many times with too much pressure. Also, you don't want to work too much in the corners of the lips because this is a sensitive area and can cause migration. Always keep the tip of your machine pointed in the direction you want the color to go. Do not stay in one spot too long. If you are filling in the lips, finish the lip liner first and check to make sure it's even. This way there's no reason you'll need to go back and touch up after you're done filling in the lips. (See Q&A #22 for more on migration.)

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❧ 54 ❧

Q. What is the table setup for the lip liner procedure?

- A. There really are not a lot of extra things you'll need for this procedure. It is always good to keep a few color lip pencils. I like to use a darker pencil to draw on the lip liner. This way the client can see exactly where the lip liner is going. Also, have a marker to go over the pencil after you are done drawing it on.

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Q. What is the hardest part of doing the lip liner and filling it in?

- A. The hardest part of doing the lip liner is keeping the bow just perfect the way it was drawn on the lips. When you are stretching the skin, be careful not to distort it. Do not stretch the lip as much in the bow area. When the client is lying back, you see things at a different angle, so have your client sit up a few times during the procedure and "recheck" your work.

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❧ 56 ❧

Q. Can you implant color on the outside of the natural lip line?

A. Yes, you can implant lip liner outside the lips. This is really where being a makeup artist comes in. You have to be able to accent the lips while keeping a natural look that enhances your clients lips. Going too much on the outside of the lips will not look natural.

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Q. Should you try to make the lips look fuller and give them a nice bow if they don't have one?

A. This really depends on what your client wants and needs. I've had clients ask me to make their lips look bigger and fuller when they didn't need it. This is another good time to educate your client on what looks best on their lips. You want to try not to have a client showing off their lips when it doesn't look like your best work. You can't give someone big lips when they have "small" lips. You can only enhance lips so they look a little fuller. One of my favorite procedures is to give someone who has small lips, a nice fuller shape to their lips as well as a bow where one didn't exist or show before. There are also clients who want their lips to look smaller. In this case, you would work under the natural lip line.

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There is a fine line before going overboard on the lips and making them look unnatural. If you need to practice drawing lips, do it on friends and relatives who have different shaped lips.

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Q. Should you do a woman's lip liner before or after she has a procedure to make them fuller?

- A. I like to do the lip liner procedure before they make their lips larger if I can, because the lips can get smaller after time and can go back to their natural shape. This way, if the client has her lips enhanced, her lips will look natural when they go back to their original size. To me, there is nothing worse than having a lip liner too high for someone's lips. I can spot this right off while talking to a woman. It doesn't look natural. If you have to do lip liner on a client who has had her lips enhanced, make sure you're not enhancing the lips too much because this can be a problem when they go back to their normal size.

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Q. What are the steps if you have a doctor numb the lip area?

- A. There are a few steps to take in order to end up with nice, beautiful even lip liner if you have a person who is licensed to numb the lips.

Step 1: Have your client see you before they get their lips marked. Talk about the color you will be using.

Step 2: Draw on lip liner.

Step 3: Use a marker to go over lip liner so that the line will stay on until you are ready to start the procedure.

Step 4: Your client is ready to have her lips numbed.

Step 5: You are ready to start even if the lips are puffy because you still have the line to follow.

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Q. What are some of the areas I can show a client how I can improve their lips?

- A. I tell women that I can make lips look beautiful by enhancing them even if they are there for something else. When I draw on the lip liner it shows my clients what

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can be done to enhance their lips. For example, the areas you can improve the lips include:

- Make lips look fuller by placing the lip line outside her lips.
- Make lips look smaller by placing the lip liner under the natural lip line.
- Make the bow any shape she might want.
- Make a bow where there isn't one.
- Balance the top lip with the bottom lip.
- Correct uneven lips.
- Can use a natural color to enhance the lips or almost any color she desires.







Chapter Five

Questions and Answers on Color

❖ 61 ❖

Q. Which of the colors do you find you use more often?

- A. Believe it or not this is an easy question to answer. People in general are not all over the spectrum with color. I find it fairly easy to help someone pick out their colors. Eyeliner is generally black with a few drops of brown added. (see Q&A #84.) I would say most clients go with a darker color for the eyeliner and a very small percent of clients who have more autumn coloring tend to like the brown color only. For the brows I normally use light, medium or dark brown mixed together about eighty percent of the time, taupe fifteen percent and a very small percent of any other colors. Then you have the lips, and the most popular colors are mostly the cool colors that you need to always add a little orange

❖ 69 ❖



(see Q&A #93.) These colors are mauve, red rose, pink, and wine. Any of these colors mix very well together and make different popular colors. Mauve and wine mixed together is a very popular color, also pink and mauve mixed together make a beautiful color. Very few clients I find request brown added to the color, but the few that do usually want a medium brown mixed with a mauve or a coral color. So basically there are only a small percent of ladies I have found that want colors out of the norm.

❖ 62 ❖

Q. Can you mix any colors together?

- A. You'd probably be surprised at how many colors you can mix and they look good together. If you haven't already spent some time mixing colors, you should take a couple of hours to have some fun mixing. You will find out that you can mix almost any color a client wants if you don't have the exact color. It is best not to mix different companies' brand colors together.

❖ 70 ❖



❧ 63 ❧

Q. Why do some colors heal differently from what's expected and what can you do to help prevent this?

- A. There are a few different undertones. You're not starting with a white surface, some of these undertones are red, yellow, blue and olive. The good thing is most of the time this is not a problem, but you do need to know what colors are best for considering the undertones and what colors have less of a chance of changing with certain undertones. You also need to know how to change a color that has healed differently from what your client wanted. In chapter six through eight I discuss some important information regarding color on each procedure that you can always refer to.

❧ 64 ❧

Q. Is the color you see in the bottle the actual color?

- A. Not always. I've seen some brown shades look like taupe and some browns look a little like a muddy color in the bottle. When the procedures heal, the colors usually are beautiful. The color you implant in the skin may not be the same color when it heals. You will not be able to see how the true color will look until it heals. Give it up to two weeks at least to judge the color after you do a procedure.

❧ 71 ❧



❧ 65 ❧

Q. What can you do if the colors are coming out too dark on some of your clients?

- A. If anything, technicians are usually light-handed when they start doing permanent makeup and need to use more pressure, which is sometimes scary for them. There are some things that you can check to find out what you are doing wrong if this happens to you. A few things to watch for are using too much pressure when implanting the color, going over the area too many times with the machine, and starting off with the wrong color to begin with. Take notes on each procedure and also the results. Soon you will have your own system and procedures will come out great every time with maybe a small touch up.

❧ 66 ❧

Q. What can you do if your colors are coming out too light?

- A. This can happen to any technician. You just have to do a little target shooting and find out what the problem is. Some people get puffy quicker than others and the color will not grab as easily. It can also be the pressure, which just isn't enough to get the color into the skin. This could be because the client is extra sensitive so you are letting up on the pressure. Take the time to use a

❧ 72 ❧



numbing solution on your client throughout the procedure. It could be that you did not spend enough time implanting the color. Often it can look like there is plenty of color implanted, but actually there isn't. Slowing down can help, too. Also, you must always make sure the color used was actually the right color. Adding just a few extra drops of a darker color may help at touch-up time. Your machine might not be working correctly so you need to know how to detect this. Depending on what machine you have, you might need to have it serviced or get a new one. You must take all this into consideration when the color comes out too light. The good part is that it gets easier and you can learn from each procedure. The chapters on eyeliner, lips and brow color will discuss more on procedures coming out too light.

❖ 67 ❖

Q. Is it okay to camouflage a mistake with a lighter color?

- A. Camouflaging a mistake with a skin tone color is something you want to avoid. Most of the time this will be detectable when the area heals and you will always see a flaw. The secret is to not let this happen so you won't need to cover up any mistakes. You should be charging enough so that you feel comfortable spending all the time you need to on measuring and the client should have given the okay that what you drew on was one hundred percent acceptable. If you are a makeup art-

❖ 73 ❖



ist, which you should be, then there will be less of a chance of having to camouflage anything. If there is a mistake with the color used, there are tips throughout the color chapter that may help.

❖ 68 ❖

Q. Can you tell skin undertones by just looking at the person?

- A. Figuring out a person's skin undertones sometimes is not easy. Luckily, not too many people have strong undertones that interfere with colors, needless to say, you still need to pay attention. You want as few clients as possible coming back to have their color changed. Red undertones are tricky to detect. A lot of women look like they have red in their skin, but they really don't have strong red undertones where you would need to use an ash color. Blue and yellow undertones are also sometimes hard to detect by just looking at a person. On the other hand, olive skin is easy to see on a person and usually a person knows if they have olive skin. There are colors to add and safer colors to use if you cannot tell a woman's skin undertones, which will help avoid a color change. That will be discussed throughout the color chapters.

❖ 74 ❖



❖ 69 ❖

Q. What is the hardest part of working with color?

- A. Colors don't heal the same on everyone, but it doesn't have to be overly complicated. For lips, add your orange to all cool colors and most colors people ask for are on the cool side. With eyeliner never use black alone, add brown, and the brow chapter explains how people are cool or warm and can have red, yellow or blue undertones and what to use. So, as you see, there are some basic things you need to know and you will be able to do your job as a permanent makeup artist successfully. So, the best you can do is to learn as much as you can and the more procedures you do the more you understand the complexity of rare times that undertones can interfere with the color you are implanting.

❖ 70 ❖

Q. Should you use only one company's colors?

- A. One company alone sometimes does not carry all the colors you may need, and you may have to purchase your colors from a few different companies. When you find the particular colors that are giving you the best results then I would recommend to consistently use them on your clients. The more familiar you become with your colors the more you will feel confident with your permanent makeup procedures. There are several colors you can mix to create the perfect color com-

❖ 75 ❖



bination for a successful result. You will not need as many colors as you may think. It is amazing how easy it is to make beautiful colors, especially for the lips.





Chapter Six

Questions and Answers on Brow Color

~ 71 ~

Q. What color do you use the most for brows and how do you judge the undertones?

- A. About 80% of the time I use brown. I mix a light brown and a dark brown together depending on how dark or light the color needs to be. (Companies have different names for their brown colors.) I don't like to guess by just looking at my clients' skin tones if this would be a good color for them. So I ask them if they think they have strong red, yellow, blue or olive undertones. If they don't think they have those undertones, I find with most of my clients I can use a brown with a warm base (has a little red in the color but you can't tell by looking at it). This works out the best for about 95% of my clients. Yes in rare cases someone can come back and the color healed more on the red side if they had very strong red under tones or even on the gray

~ 77 ~



side with very strong yellow or olive skin tones. I let all my clients know this right up front, and it is also on my after-care sheet, that if the color needs to be adjusted at touch up time there will be no problem correcting the color and we will know what your undertone does with color.

~ 72 ~

Q. What brow color would you choose for someone with blonde hair?

A. Since there are different shades of blonde, it would depend on their client's coloring.

- **Strawberry blonde** - You can pick a color with a little red like an auburn color for someone with strawberry blond hair. Also, you can mix the brow color by using dark brown, light brown and a few drops of an auburn color. Be careful with red undertones.
- **Ash blonde** - A taupe color for the brows looks great on someone with ash blonde hair color. This color is a pretty safe color that usually doesn't change with undertones unless you have a strong blue-yellow undertone that can cause the color when healed to be on the gray side.
- **Blonde** - A person with blond hair looks great with a brown color for the brows. Depending on if your client wants light, medium or dark brown, you can mix a light brown with a dark brown as needed.

~ 78 ~



❧ 73 ❧

Q. What color brows would you choose for a woman with dark or black hair?

- A. Dark brown looks great on the brows for a woman with dark or even black hair. It is a much softer color for the face than black on the brows. Sometimes women want black because the actual eyebrow hair is black. A good way to explain it is to let the client know that black may be too harsh a color for brows and that you want to pick out a color that blends well with the brow hair. You do not want to match it because even blondes sometimes have black in their brow hair and of course black would not look good.

❧ 74 ❧

Q. What color would you use with a woman who has red hair?

- A. There are different shades of red hair, so of course you need to choose or mix the right shade of red for your client's brows. One popular color that many redheads like is auburn. You can even mix this color with a red brown for a more dramatic look on dark redheads. Sometimes a red-brown color can be a little too dark, which is another reason to add a lighter color, like auburn. Also, you must be careful with redheads because some natural redheads have strong undertones that would pull too much red if you use a red/brown. (See

❧ 79 ❧



Q&A #76) Some women don't want to go with red in their brows when they have red hair. They might like a brown that has no visible red. Another opinion is to add to a brown two to three drops of auburn or a red brown, which warms it up just a little and looks great on redheads.

~: 75 ~:

Q. When would you use a taupe color for brows?

- A. People have many different ideas on exactly what color taupe is. To me taupe is between brown and gray. Some people may think it is more brown and others may think it is on the gray side. This color looks good on clients with more of a cool color. Their hair color is usually ash, some dark browns or gray. A taupe is a great color for the right person.

~: 76 ~:

Q. What other colors do you come across for brows?

- A. Chestnut brown is a very pretty color for a woman with a little chestnut in her hair. Depending on a person's coloring, you might need to go a little lighter by adding light brown to the color or auburn is a good color for that. Also gray is a color that you probably won't use often, but it is available for someone with gray hair that doesn't want a taupe color. You can also add gray to taupe.

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❧ 77 ❧

Q. What color would you use on someone with red undertones for the brows?

- A. Clients that have strong red undertones can pull red from a warm brown color. Most browns are warm colors. Not often, but even someone with winter (cool) coloring can pull red undertones in the brow area when using a warm brown color. I find that most people do not have strong red undertones. Many times a client with natural red hair has red undertones. If you detect red undertones, then you would want to use an ash brown color. Some ash browns are dark, so if you need to, mix this with a lighter color like brown with a yellow base or a cool base. Remember when implanting an ash brown color for brows where the skin does not have red undertones, the color may heal to a muddy color between taupe and gray. If your client has red undertones and wants red in her brows, use ash brown at the first sitting and at the touch up you can add red brown over the ash brown lightly and see how that works. **If you're not sure about the undertones**, you may want to stay with a warm brown that you cannot detect any red by looking at it. It is easier to correct brow color that has red versus brows that healed to a gray color.

❧ 81 ❧



~ 78 ~

Q. What color would you use on a client with blue or yellow undertones when doing the brows?

- A. Detecting blue or yellow undertones is not always easy. Colors that usually heal to a nice brown on yellow or blue undertones would be the warm browns with a little red in the color like auburn. I sometimes like to mix a few drops of an auburn color to a brown. Some warm browns have a little red in the color, but not enough that you could tell by looking at them, so you need to warm them even more, so you do not have a problem with it healing to a gray color.

~ 79 ~

Q. What color would you use on someone with olive skin for the brows?

- A. You need to use a warm color with olive skin to make a nice brown that will look good. Olive skin is actually an easier skin tone to detect because you can sometimes tell just by looking at the person and they usually know if they have olive skin. You would not want to use any ash brown or taupe colors on this particular skin type. Because of the olive in the skin it would cause those colors to turn almost a gray color. This is also a hard color to turn back to a nice brown. So use the basic brown that I talked about in Q&A #70 and add about one-third of an auburn color to it. You can always ask the

~ 82 ~



company you get your colors from what colors are warm and what colors are cool if it doesn't say on the label.

~: 80 ~

Q. If a client's brows have healed to a red color and you want them to be more brown, what color should you use to correct this?

- A. If your client has let you know that her brows have too much red in them at the time of the touch up, you should go over the brow with an ash brown color which will help cover the red. If you are working on a client that doesn't need dark brows, you may want to use a lighter ash (cool color) with it.

~: 81 ~

Q. If a client's brows have healed a blue/gray or gray, what color would you use to correct this?

- A. First of all there are a few reasons why a persons brows turn gray and that is the technician may have used straight black adding no brown which you don't ever want to do or because of the strong blue, yellow or olive under tones a person may have had. So to cover this you would need to use a very warm brown like an auburn color. Correcting these colors is not easy, especially if it is dark or the color has been a tattoo for a long period of time. One problem you can have going

~: 83 ~



over blue-gray, eventually when the new color fades the old blue-gray color is still usually there. The client may have to come back to have it freshened up more often than usual. Maybe even every year.

❖ 82 ❖

Q. What are the steps to take when your brow procedure is coming out too light?

- A. If your brow procedure has come out too light, you need to troubleshoot the possible problems. (Also see Q&A #65.) If you decide to add a few drops of a darker color to the mix that you previously used when you worked on your client's brows you may or may not want to stay in the same shade of colors. If a brown color came out too light on your client, you can add one or two drops of a darker brown. If the brows that have a red-brown color are coming out too light you have two options. You can choose to add a darker red brown or a darker brown that you can't detect the red in it by looking at the color depending on how red your client wants her brows. If you used a very dark brown and it came out too light, you may want to try adding a drop of black or a drop or two of a darker brown when you mix your color.

❖ 84 ❖



❧ 83 ❧

Q. I occasionally see too dark of brows on women. Why are technicians using a color that dark?

- A. This is a very good question. I do not know why technicians are using dark colors on the brows that look unbecoming on some women. This is one of the biggest problems I've seen, when it comes to the brow procedure. The brows are just too dark on a lot of women. I also think this prevents other women from having this procedure done when they see this. I hardly ever use a black color even mixed with brown on brows. Remember it's better to go too light than too dark. You can always make them darker when the client sees you for a touch up. I do use a dark brown for clients with dark hair and dark skin. Most women do not want their brows too dark. This is where your pictures come in handy. You can show your client your favorite pictures. Also, it is a good idea to have a number of brow pencils on hand to demonstrate the light medium and dark colors. That way, when you draw the brows on, you can find out what the client desires

❧ 85 ❧



❖ 84 ❖

Q. What are the most common mistakes that you see with brow color that women come to you to have corrected?

A. I've discussed this question throughout this chapter. Clients usually come to me not liking their brows so dark or having too much red in them. Sometimes I even see them because their brows are too light. The good part of seeing, reading, hearing and even experiencing these problems is that you learn what not to do so therefore you have less of a chance of this happening to you. With any job there is always the period of learning something new every day and not always being sure of everything. Hang in there because being a permanent makeup artist is a wonderful career and it is very gratifying to give beautiful shape and color to a client's brows permanently. Even after years and years of experience doing permanent makeup, you still have room to learn more and you can always learn from your clients, too.

❖ 86 ❖



Chapter Seven

Questions and Answers on Eyeliner Color

~ 85 ~

Q. Why should a black color never be used alone for eyeliner?

- A. The reason you never want to use black alone is that it can turn blue on a person. Black is not a primary color. One of the colors that make black is blue. Black eyeliner can turn blue months later on a person with strong blue undertones. Blue, yellow or even olive skin can be hard to detect and can cause black to turn blue. **BE SAFE, DO NOT USE BLACK ALONE.** When you use black, you need to add a few drops of dark brown. It is always better to be safe than sorry. Some companies have an eyeliner black that is already mixed with brown. It will come out looking black and can be used for black eyeliner. Dark brown mixed with black cuts out the blue on most people.

~ 87 ~



~ 86 ~

Q. Do you like to use different colors for eyeliner like blue or green?

- A. You have to be very careful when using different colors like blue or green for eyeliner. First of all, we must go back to the undertones before choosing colors for eyeliner. If a client has strong undertones like yellow, and in rare cases if the skin grabs the blue, and the client wants blue eyeliner, you have a problem. Guess what, blue and yellow make green. Your client now has teal green eyeliner. I like the more natural colors like black (with a few drops of brown) or half brown-half black for eyeliner. You can remind your clients that like different colors around the eyes, that they can add a color pencil to the permanent eyeliner anytime and it will look great.

~ 87 ~

Q. When should you use a lighter color like brown for eyeliner on a client?

- A. Your client will most likely tell you if they want the eyeliner lighter or darker. You must communicate with the client on making the right decision on the color of eyeliner they will be happy with. When clients say they want eyeliner lighter, they usually mean that they do not want a big black line for eyeliner. This is where

~ 88 ~



pictures come in handy. There is a way to implant eyeliner color by using more brown than black in your mix so it comes out lighter. The less time you spend implanting the color the softer it will be, but the color may not last as long. Some browns can be too light when using them alone for eyeliner. Some ladies like to wear their eyeliner lighter and thicker. Usually thinner and darker will bring out a persons eyes more.

❖ 88 ❖

Q. Would a darker color look good on the top lid with a lighter color on the bottom?

- A. Yes. If your client would like a softer look, you can use brown or with just a few drops of black on the bottom, or half brown and half black, and a darker color on top. It looks very nice this way too, especially when you are doing eyelash enhancement on the top lid. A darker color in the top eyelashes can still look soft and bring out the color in your client's eyes. She will love it. Draw it on first to show your client how it will look. Markers are great for drawing on eyeliner or eyelash enhancement.

❖ 89 ❖



~ 89 ~

Q. What can you do if your eyeliner keeps coming out too light?

- A. Well you can't make the color darker if you're already using black with a few drops of brown. I think a permanent makeup technician needs to feel comfortable with the procedure around the eyes before they are going to press hard enough to really get the color into the skin to stay. Remember brown can be a hard color to show up sometimes anyhow. If a client wants a very dark brown, adding some black to it can help darken the color. (See Q&A #65 for other things to check.) You want to implant the color at a very slow pace (but not too slow) to get the color in better and use very small strokes to get the color in deeper.

~ 90 ~

Q. When would you use the color charcoal (gray) for eyeliner on a client?

- A. Using charcoal on a client for eyeliner is a color that you probably won't use too much. You might have a few gray-haired clients who will ask for charcoal eyeliner along with a few other clients who may like that color. This is usually because they have never used any other color before. It is a good idea to give them some options by drawing a little darker color on the

~ 90 ~



client that may look good on them, like a brown black. You can also add a few drops of brown or a drop of black to charcoal. Remind your client that everyone's eyes are black in the middle. So by going with a darker color around the eyes it can bring out the color even more.

❖ 91 ❖

Q. What color eyeliner do you like to use most on your clients?

- A. The color eyeliner I use most is 1/4 dark brown and 3/4 black. It is a nice color that doesn't look too harsh even on blondes and you have less of a chance of the color turning blue using that mix. Also, if clients wish for a softer, subtle look on their eyeliner, I just work a little less time and that achieves the desired result. If a client wishes for more dramatic dark eyeliner, you may have to add more color at the time of touch up.

❖ 92 ❖

Q. Should eyelash enhancement be the same color as the eyeliner?

- A. Yes! You can work inside the eyelash area with the same color as you are using for the eyeliner. If you are just doing eyelash enhancement, even fair skinned women

❖ 91 ❖



look great with dark colors in the eyelash area. On the top lid, it's important to bring out a person's eye color. They love this! You can always draw it on first to show the client how a darker color will enhance their eyes.

❖ 93 ❖

Q. What are some mistakes that you see with eyeliner color that clients come to you to have corrected?

- A. There are a lot of mistakes that women are not happy with concerning eyeliner. Usually it is something they did not ask for during the original eyeliner procedure. Sometimes it is too thick of a line or they don't like the line that extends past the outside of the eye. I think some technicians have their own idea about what eyeliner should look like on women. They need to understand that everyone is different and has their own idea about what looks good which is what makes the world go round. You will be one step ahead if you understand this. Listen to your client and this will enable you to give her what she really wants, but your opinion she will appreciate.

❖ 92 ❖



Chapter Eight

Questions and Answers on Lip Color

❖ 94 ❖

Q. I have seen women that have permanent lip color, which looks too purple. Why does this happen and how do you correct it?

- A. The reason lips can come out purple after a permanent lip color procedure has healed is because the client's undertones were blue which means they have blue in their lips. The technician did not add or add enough orange to their mix of color which is usually one to two drops. It is very important to remember that you must cancel the blue with orange when the client has blue undertones and you are using any color with blue in it like wine, mauves, some pinks, etc. Always **add orange to be safe**. This does not change the color much, so you are safe adding a few drops. If the color looks too orange after you mix it, add more of the other

❖ 93 ❖



color(s). Blue undertones are hard to detect, so don't take chances. This is not easy to correct. If you do need to correct lip color that has turned purple, you can try going over the area with an orange or use half orange with another brighter color, for example red.

~ 95 ~

Q. What are some popular colors for lips?

- A. I have a lot of favorite colors that I mix and also use by themselves. Some of the more popular colors are wine, mauve, pink and pink rose. Wine is a darker color, pink and mauve are usually lighter colors. These shades also make beautiful colors when mixed together. Some of the colors I like to mix together are wine and pink, pink and mauve, wine and mauve, and pink rose and mauve. (Remember, use a **few drops of orange to cancel the blue in all cool colors.**) Some of the browns can be mixed with the lip colors too. When using a brown for the lips, a light auburn is nice.

~ 96 ~

Q. Are there more ways you can study color?

- A. Mixing colors yourself is the best way to learn what colors you can mix. There are many colors you can mix with a few popular colors to make more beautiful colors. Also, just to be on the safe side, I make it a

~ 94 ~



practice not to add white to my colors. White is difficult to be lasered off because it can turn black.

❖ 97 ❖

Q. What is a natural color you can use on the lips?

- A. Women have different ideas on what a natural color is for the lips. Usually it is a mauve color. Some clients like you to add some brown to it. An auburn color works great for a brown. Also, pink or light pink are common colors to add to mauve and it can still look like a nice natural color. Remember, add a few small drops of orange to cancel the blue in the color. For a client that wants a very light mauve, you can lighten it by adding an extra light color to it. Again, communication is important. Mix the color and put a little on your client's lips to show her the shade and let her know that it can heal to be a lighter color.

❖ 98 ❖

Q. How do you help pick out a lip color for a client?

- A. For the most part, I let the client choose what they would like for permanent lip color. Sometimes what I like and think looks good on them may be a color they may not like. When it comes to doing brows, I think I know exactly what color looks the best on a person.

❖ 95 ❖



Lips are a completely different story. The client that you are applying permanent lip color on has to live with the color you use for a very long time. She had better love it. Surprisingly, most women already know what color looks the best on them. Women that have more autumn coloring to them usually ask for a warmer color, like coral, mixed with a red brown color or some of the rusty brown shades. Women that have winter coloring usually like the wines, mauves and pinks alone or mixed together. You should always take the color your client has chosen and put some on a swab and wipe a little color on her lips to make sure that it is the color she wants.

~ 99 ~

Q. If your lip procedures are coming out light too often, what steps can you take to correct this?

- A. If your lip procedures are coming out too light there are a few things to check besides the ones on Q&A #65. While working on implanting the color on the lips, wipe the area constantly because lips tend to bleed easily. After implanting the color and before you pick up more color, wipe the tip on a tissue. You want to do this often. This will help get rid of the excess that may build up inside your tip area. Remember you usually have to go a few shades darker than what your client wants. Colors do heal lighter. At the time of the first touch up, if you see that the color is too light, you may want to add a few drops of a darker color, a wine color can be good for darkening depending on the color you want

~ 96 ~



to achieve. Also, women will often pick out a color that is lighter than they want because they do not know what to expect. Once they see that permanent lip color doesn't look harsh when it is healed they are usually ready to go darker at the time of the touchup.

❖ 100 ❖

Q. What are some mistakes that you see with lip color that women come to you to have corrected?

- A. The big error I see with lip color is purple lips. The technician did not add orange to cancel the blue in the color they used. Another common complaint is that the lip color is not staying very well. I think the biggest mistake I've seen is uneven lips, and also it looks like uneven pressure was used for lip liner and the filling in of the lips.

❖ 101 ❖

Q. I've noticed lips heal lighter, but it seems they get a little darker in a few weeks. Why is this?

- A. When the lips heal, for three to four days after the procedures they can look very light. It can take up to four weeks to see all the color in the lips. As epidermis begins to heal it is opaque. Later it takes on a more transparent quality. It is very important to let your client know this may happen. Include this information on

❖ 97 ❖



their aftercare sheet. This way they will give their lips more time before judging the color. I really see this more with the lip procedure than the brow or eyeliner procedures. This is also true of tattoos on the body.





*I hope this book can help guide you
to become a
successful permanent makeup artist.*





Notes



~100~

