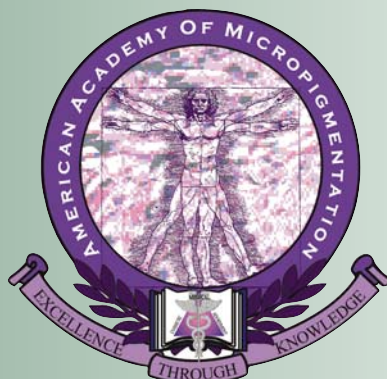


*Thank you for asking about
Permanent Cosmetics.*

**THE AMERICAN ACADEMY OF MICROPIGMENTATION
HANDY GUIDE TO PERMANENT MAKEUP**



- **10 REASONS PEOPLE ENJOY
PERMANENT MAKEUP**
- **WHAT IS PERMANENT MAKEUP?**
- **PAIN CONTROL**
- **PREPARATION AND RECOVERY**
- **HOW LONG DOES IT LAST**
- **BENEFITS AND RISKS**
- **SPECIAL NEEDS**
- **A WISE INVESTMENT**
- **FDA STATEMENT**



10 GOOD REASONS FOR PERMANENT MAKEUP

1. Convenience. You just need more time.
2. Allergies to ordinary makeup. Sensitive skin.
3. Wear glasses or contact lenses or had Lasik surgery
4. Arthritis or painful hands
5. Difficulty applying makeup or you don't like the way it smears and disappears

10 Good Reasons

6. Aging changes in brows, lips, eyes
7. Active, outdoor lifestyles
8. If you like a natural "no makeup" look
9. You've lost hair from alopecia, chemotherapy, accidents, burns or cosmetic surgery.
10. If you want to replace color. Breasts (areola), cleft lips and vitiligo patches are examples where cosmetic tattooing can help.



**All photos unretouched originals*

WHAT EXACTLY IS PERMANENT MAKEUP?

PM Permanent cosmetic makeup is the art and science of implanting color into your skin. It is putting the right color in the right place so you can look better naturally. Specialized instruments allow your practitioner to place color into the layer of skin known as the dermis. Because the outermost layer of skin, the epidermis, is always shedding and renewing itself, you are looking at the color through a thin veil of skin. When your procedure is completed, the color will appear darker than the final result. This is because the color is in BOTH the epidermis and the dermis. The color in the top layer will flake off during the healing process.

WILL I REALLY LOOK LIKE MYSELF...ONLY BETTER?

PM Permanent cosmetic makeup helps replenish what time has taken away and gives back precious time you normally spend "putting on your face". You can save up to 100 hours in a single year that were formerly spent struggling to draw eyebrows evenly or eyeliner half-way straight. That's two and one-half weeks of free time plus the money you'll save buying new and expensive cosmetics that rub off, smear, smudge and disappear during the day.

Permanent makeup is not intended to replace cosmetics completely. Because the color is placed "in" your skin and not "on" your skin a more natural, softer look results. When you're ready to kick up your heels and go out for a night-on-the-town, you can apply as much additional makeup as you wish.

I'M AFRAID OF PAIN... DOES PERMANENT MAKEUP HAVE TO HURT A LOT?

A few topical anesthetics have been developed especially for permanent makeup for eyeliner, eyebrows and lipcolor procedures. These creams and gels are applied to the desired area before and during the procedure to assure you of the most comfortable experience possible. Some people describe the sensation as a "tingling" feeling. Most people experience some discomfort, especially for lip color procedures. It is common to hear that there was not as much pain as was expected. As the anesthetic wears off after the procedure, cool packs are very soothing to the area.

HOW LONG WILL IT TAKE TO RECOVER?

*Y*ou'll look like you've had a good cry for several hours following eyeliner. It is advised to apply ice for 10 minutes at a time during these first few hours. Also, it is important to wear sunglasses as your eyes may be temporarily sensitive to light. Eyebrow procedures have the least swelling. Lipcolor often involves temporary swelling. You must let your technician know if you have a history of fever blisters so your doctor can prescribe medication.

HOW LONG WILL MY PERMANENT MAKEUP LAST?

*P*ermanent make-up is long-lasting. However, as you become accustomed to your new makeup it's not uncommon to want more. You will want to freshen up your new makeup every couple of years. The darker the color, such as black, the longer it will stay unchanged in your skin. Natural, delicate colors are oftentimes more vulnerable to the effects of sun, swimming and breakdown by the body. Both organic and inorganic pigments may be used to achieve the desired color.

CAN I REMOVE MY PERMANENT MAKEUP IF I CHANGE MY MIND?

*B*ecause it's easy to add color and difficult to take away, your technician will be conservative in the initial application of your new color. Take advantage of the consultation to discuss your wants and needs. It's also a time where you and your technician choose the right colors and discuss any special requests you may have. Your cooperation will largely determine the end result of your procedures. Remember it is a team effort.



BEFORE EYEBROW ENHANCEMENT



AFTER EYEBROW ENHANCEMENT

CAN I GET MY PERMANENT MAKEUP CHEAPER?

*R*emember the saying "You get what you pay for." It saves you money and embarrassment to do it right the first time! If you already have permanent makeup and wish to have changes in the shape or color, please call for a consult.

WHAT IF I HAVE PLASTIC OR LASER SURGERY?

*C*osmetic surgery is desirable for many reasons as we age. It's best to complete your surgery before having your makeup applied. Laser surgery or resurfacing may result in color loss or darkening of your makeup depending on the laser and the colors in your skin. Advise your laser surgeon that you have permanent cosmetics so that he or she can perform a "spot test" before they proceed. If either cosmetic surgery or laser causes color loss, then it is a simple matter to have the color replaced. Your technician can explain more about complications of cosmetic tattoos.

SPECIAL NEEDS/CORRECTIONS

You may have special needs for permanent makeup such as scars, vitiligo, alopecia or health problems. You may need your physician's release in order to undergo testing and/or procedures which you desire. This is an extra measure of protection for your benefit.

WHAT IF I NEED AN MRI?

By all means get the needed MRI. Temporary tingling, redness and swelling and a transient burning sensation have been reported for some with eyeliner tattoos. Advise your physician that you have a cosmetic tattoo. He or she may wish to place a wet cotton round over your eyes during the MRI.

A SMART INVESTMENT

Congratulations on choosing a Board Certified Professional. Your technician has undergone a written, practical and oral examination by qualified experts in the field of micropigmentation.

BEFORE



UPPER EYELINER

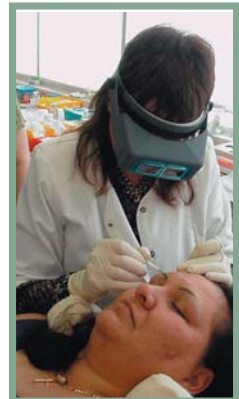


AFTER

Your investment in permanent makeup saves you time and money in the long run. Remember that Rome was not built in a day and that permanent cosmetics may take several sessions of layering in color to achieve your desired result. A conservative approach is best as it is possible to add MORE color but it is not easy to remove color. Your Board Certified Professional combines experience with judgement and works closely with other professionals to maintain up-to-date knowledge and skills.

**AMERICAN ACADEMY OF
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FDA INFORMATION ON
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