

7 Essential things to know about Permanent Make-up

“Wake up with professionally-shaped eyebrows, perfectly-applied eyeliner & lusciously-coloured lips!”



Sounds too good to be true?

If you're considering permanent make-up, you probably don't want to hear about any downsides & some of the following information may put you off completely!

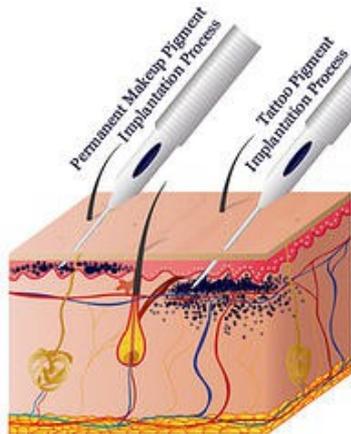
However, we believe it's important for you to have full information at your disposal to make the best decision for YOU!

Arming yourself with this knowledge before going ahead could save you £1,000s & a lot of heartache...

1. It's not 100% permanent!

There are many misconceptions about the life of permanent make-up, and it doesn't help that it's also referred to as *semi*-permanent make-up, as well as micro-pigmentation & cosmetic tattooing etc.

They are all, in fact, the same thing!



However, unlike traditional tattoos, permanent make-up does fade over time because the pigments used aren't injected as deeply into the skin as with a classic tattoo.

Also, the pigments used in permanent make-up are designed to fade.

So how long does it last?

The truth is, no-one can give you a definitive answer on this as each individual is different and you won't know for sure until you've tried it.

There are several factors that *may* influence the life of your permanent make-up. Usually, the younger you are, the shorter time it lasts. This is because (in simple terms) your skin cell turnover is quicker and the pigments break down faster. If you sunbathe or use sunbeds a lot, this can be a factor as the UVA rays help break down the pigments. Also, yellow-based pigments fade quicker than blue-based ones, so if these pigments are used, your permanent make-up may not last as long. *On average*, you should expect your permanent make-up to last for about 2 years, although to keep it looking perfect, it is usually recommend you have a colour refresher every 12-18 mths.

TOP TIP: Check how much is charged for colour refreshers so you know beforehand how much it will cost you to maintain your permanent make-up.

NOTE: Carefree Beauty offers *LIFETIME* yearly colour refreshers at discounted prices. This means you can maintain your permanent makeup without breaking the bank :)

2. Permanent make-up can cause serious allergic reactions!

When you implant a foreign body into the skin, even if there is no immediate allergic response, one could occur years later as a rash or an immune system allergic reaction.

However... the iron oxide pigments, which are usually used in permanent make-up, rarely cause allergic reactions. It is the vegetable based, organic, or natural pigments that are the most risky and should be avoided.

To minimise risk, it is important that your technician does a pin prick test to check whether you are allergic to the pigments or anaesthetic used. You should wait at least 12 hrs after the test before having a permanent make-up procedure.

Also, it goes without saying, that unsterilised tattooing equipment and needles may transmit infection.

However... if proper sterilisation and disinfection guidelines are met, permanent make-up is considered safe.

TOP TIP: Choose your technician carefully & make sure they are registered with the Local Authority for their health & safety practices.

3. Permanent make-up is *low-maintenance* – not *no-maintenance*!



Permanent make-up **will** save you a lot of time by not having to have a daily make-up application.

But... you may still need to pluck or wax your eyebrows to get rid of hair growing in the wrong place!

You should also factor in yearly colour refreshers to keep your make-up looking perfect :)

4. The best results (usually) require touch-ups!

Permanent make-up is nearly always a two or more step process as it's very rare that perfect results are achieved after just one visit. It's not unusual for women to lose too much pigment in one place, leaving the colour uneven, or even missing in a spot.

Touch-ups are an opportunity for your technician to check your permanent make-up, and make any necessary adjustments to get that perfect, long-lasting result. They are usually done 4-6 weeks after the initial procedure when the pigments have had a chance to heal and mature in the skin. However, *the older you are the longer it takes to heal*, so your technician may want to wait longer than this.

Occasionally, more than one touch-up may be needed to adjust the colour.

TOP TIP: Check whether touch-ups are included in the price of your permanent make-up procedure. If not, you'll need to factor in the additional cost of at least one touch-up. This is particularly true of Groupon-type offers where touch-ups are almost never included in the voucher price.

NOTE: Carefree Beauty prices always include touch-ups!

5. Good tattoos are not cheap – Cheap tattoos are not good!



Permanent make-up requires considerable technical skill, as well as expertise in colour theory.

The equipment, training & set-up costs amount to £1,000's & technicians then spend many hours honing their skills.

This doesn't come cheap!

Also, most procedures require two visits & lip colour, because of the greater surface area and the character of lip tissue, may take three visits. The price of your permanent make-up takes all this into account.

TOP TIP: It's YOUR face, so always do your homework and don't choose your technician based on price alone!

6. Natural is the way to go!

Most clients don't care for drastic changes, but if you're seriously thinking of getting very bright colours like green eyeliner or blue eyeshadow permanently tattooed on your face, you might want to reconsider. It *can* look really beautiful, but remember that trends change & even though it will fade, you will be living with your permanent make-up for a long time!



TOP TIP: Go for more classic shades with a look that enhances your natural features, then use traditional cosmetics over the top when you want the occasional, dramatic effect.

7. What to do if your permanent make-up goes wrong!

As with any cosmetic procedure, there is always a small risk that something could go wrong. If you have any concerns about your procedure, or you are disappointed with the results, the first thing you should do is contact your technician for advice. It may well be possible to make adjustments to the colour and/or shape and you end up completely satisfied with the final outcome.

However, if you really hate your permanent make-up, the bad news is it's not very easy to get rid of! Techniques to remove permanent cosmetics include laser treatment, dermabrasion and surgical removal but these have limited success. This is why it's so important to do your homework, choose your technician carefully, and discuss in detail what you are hoping for in order to get it right first time.

TOP TIP: Check if your permanent make-up technician has Public Liability Insurance. It isn't compulsory in the UK but any reputable technician will pay the annual fees to cover themselves in case things do go wrong.

Now for the good news...



Not been put off? Fantastic!

Read on...

As long as you're aware of the potential downsides, permanent make-up is still considered to be very safe & the benefits far outweigh the risks!

Here are some of the key benefits...

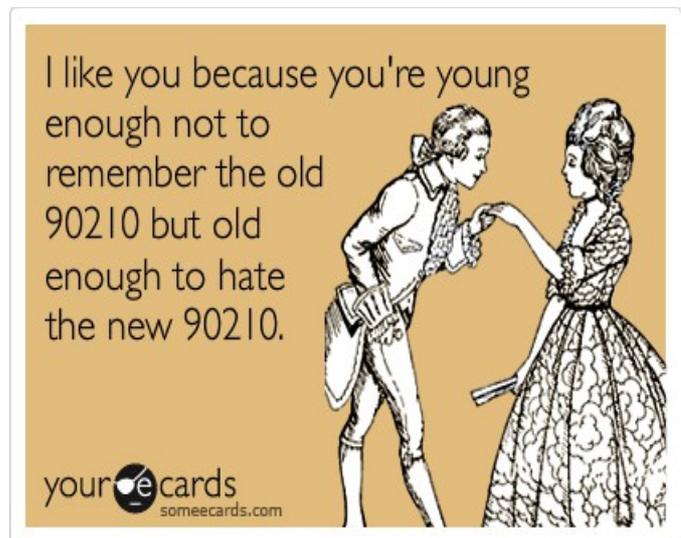
Permanent make-up can make you look younger!

Is this really true?

In short – yes! A beautifully-placed arch in your eyebrows can take years off your face. You will look like you've had a mini face-lift, without going under the knife! Also, by adding more definition & colour to your brow line - particularly when your eyebrows are sparse or greying - this will help turn back the clock.

A lip liner will make your lips look fuller and add contour whilst a lip blush will add definition and replace receding lip colour, creating a newly perfect shape to add volume & brighten pale lips. This treatment can be so natural, only you will know.

A subtle eyelash enhancement or eyeliner will add youthful definition & thickness to your lashline.



Permanent make-up saves you time!

Definitely!

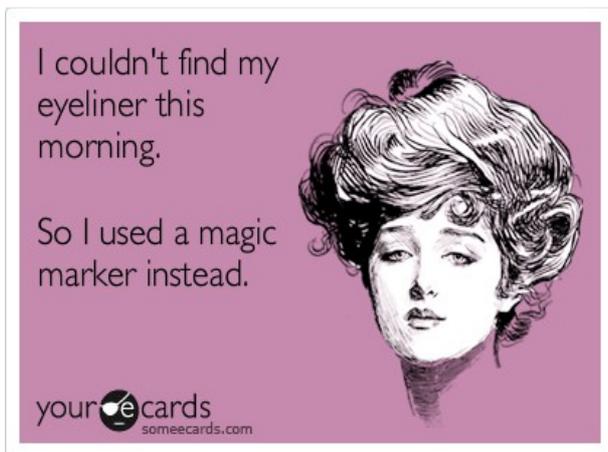
One thing we can all agree on is that permanent make-up gives you the freedom and convenience of not having to apply & reapply your make-up each day!

This makes it perfect for career women, sports women, busy mums and anyone else who would rather spend their precious time on more exciting activities!



“Imagine sleeping in an additional 20 minutes every morning and waking up with professionally shaped eyebrows, perfectly defined eyeliner and lusciously-coloured lips. You can achieve all this with Permanent make-up!” CAREFREE BEAUTY

Feel more confident with permanent make-up!



It's true :)

Wake up to make-up - looking as good in the morning as you did in the evening.

You'll never be caught popping out to the shops without make-up on again!

You can sunbathe or do sports and still be “made-up”.

Never worry about having an allergic reaction to make-up again!

Your eyeliner will never run again, even if you cry at a wedding!

Any more questions? Ready to take the plunge?

Go to www.CarefreeBeauty.co.uk or

Call now on **07511 398797** to book your FREE no-obligation consultation

And remember...



At Carefree Beauty, we offer a 100% satisfaction guarantee on all permanent make-up treatments & we look after you every step of the way!

- **FREE, no-obligation consultation & patch test**
 - **FREE Aftercare Pack with written instructions on how to look after your permanent make-up**
- **Useful information sheet with what to expect during the healing process.**
- **A personal follow-up call or email a few days after your treatment to check that your permanent make-up is healing properly**
- **Phone or email contact anytime if you have any concerns or questions**
 - **FREE 4-6 touch-ups, to make sure that the colour and shape have healed perfectly. If we need to do any tweaking we will do this on the day**

Call now on **07511 398797** to book your FREE no-obligation consultation –

I'd love to hear from you :)

Karen x