

# A FRESH NEW You

Perfect Make Up 24/7  
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EXCELLENCE IN PERMANENT COSMETICS  
By Ashlene McCormack

## EYEBROW MAKEUP AND EYELINERS WHAT'S THE BIG DEAL?

As the most distinct features of the face when they look defined and natural a woman feels confident and feminine. Clients come in with an array of requests and reasons for wanting their eyebrows or eyeliners perfected, but it really puts into perspective how much of a difference these treatments can make when someone who is diagnosed with cancer thinks of getting permanent makeup.

On more than a few occasions I have received calls from women who have, that day, received the news that they have cancer and they want to know how quickly I can fit them in to get their eyebrows and liner tattoo'd on. To any of us who have not been in this situation, it is truly astonishing that a "beauty treatment" could factor in the thoughts that abound with this terrible news. Those clients who have

already benefited from my services have let me know that having their brows and liner made them feel "more normal" while undergoing treatment and the inevitable hair loss they encountered, and they've been comforted by their permanent makeup.

Most clients want their brows improved upon, without the hassle of applying makeup everyday or to have the assurance that they won't wipe or smudge during their activities. Those women who have lost their eyebrows, of which there are many, want their features to appear more balanced. Eyeliners make our eyes "stand out" and look bigger. Those with fair complexions or fine eyelashes need eyeliner to define their eyes. We can create amazing looks from almost invisible to strong and defined and a personal consultation will determine what is best for each individual.



Power Brow and Thick Dark Eyeliner



Super Blonde Brow

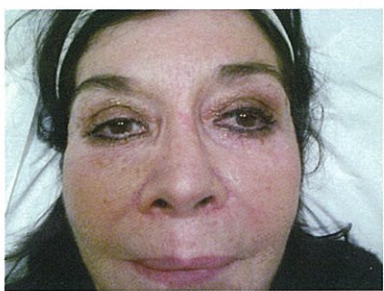


Thick Black Eyeliner

Smokey Sporty Look

PERFECT SKIN  
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## THE MID FACE LIFT

When clients attend for a consultation they often say that they are concerned with nose to mouth lines and heaviness in the lower part of the face, assessing the face for fat and volume loss is key to a successful treatment and leads to a higher client satisfaction rate.

I get clients to look in the mirror and point out exactly where they feel the problems lie on the face. In the majority of clients they usually lift up from the cheek area which automatically lifts the lower face asking 'could I look more like this?' The client has already diagnosed that the problem is not resolved by filling

the lower parts of the face, but by addressing the lack of volume in the cheeks and giving a better definition. Remember the cheek area is like the shelf of the face, it gives support to the lower face, if you try to fill the lower without addressing the mid face you will never get a good lift or a more youthful look to your face.

Normally with fat and volume loss comes with elastin and collagen in the skin becoming depleted, so addressing these problems also with either a course of dermal roller treatments or hydrating fillers will give the skin a tighter more radiant look that complements the volumising fillers.