

Wake Up With Makeup

Imagine waking up with beautifully applied makeup every morning without lifting a finger. Picture yourself diving into a pool and coming back to the surface to reveal that your makeup hadn't smudged, run or bled. Think about how it would be to leave the gym after a rigorous workout with a glowing, complete face of makeup. That's the reality of "permanent cosmetic makeup," a method of tattooing eyeliner, eyebrows and lipstick for a perpetually fresh look. While it may not be for everyone, it is worth considering.

Permanent makeup, also called micropigmentation, is a state-of-the-art process in which natural color pigments are implanted just under the surface layer of the skin. In other words, permanent makeup is actually a tattoo, which may sound a little scary but the anxiety-calming serenity and professionalism of a doctor's office is a far cry from an urban tattoo parlor. In fact, the whole ordeal is rather like a trip to the spa. Patients may read a book, be pampered with soothing aromatherapies or listen to music while they wait for the numbing action to take effect.

Micropigmentation is used for a variety of permanent cosmetic enhancements such as eyebrows, eyeliner, lip liner and lip color. Anyone who desires more fullness of the brows will love this procedure and the time they will save not having to apply makeup. One of the most common applications of permanent makeup is to apply eyeliner along the lash line. Eyeliner can be difficult and tedious to apply on a daily basis and so many women choose the permanent

form. Eyeliner can also be used to help reshape the eye. "It's a little funny," exclaims one woman. "Who would have ever thought I would have a tattoo! This is the best thing I have ever done for myself. I should have done it 30 years ago."

Many women are also using permanent makeup to improve the appearance of the upper lip. With the aging process, the upper lip can have a shrunken appearance. The application of permanent makeup can make the lip look fuller. The most extreme is the full lip treatment that eliminates the need for lipstick. Redefinition of an irregular lip line or color restoration to faded lips can also be accomplished with a lip procedure. The lip procedure is invasive and may be painful enough to require a dental block easily administered by the attending physician. Topical anesthetics are used to numb the surface area. Although you may experience some minor discomfort, the majority of people describe most procedures as only a small prick or mild plucking sensation.

Permanent makeup assures not only a time-saving solution for the

female on-the-go, but it also can provide relief for arthritis sufferers or other women with motor dysfunctions who may have difficulty applying their makeup. Micropigmentation promises long-awaited liberation to allergy patients who may be constantly rubbing cosmetics on their eyes, as well as contact lens wearers who are aggravated by the cosmetic debris which may fall from the eyelids. Those who suffer from alopecia (drastic hair loss) in the eyebrows will no longer have to slave in front of the mirror, constantly drawing on penciled brows. Alopecia sufferers are often pleasantly surprised at how natural it looks. Older women with poor eyesight and unsteady hands find permanent cosmetics most beneficial.

Although the average customer is between 35 and 65 years old and hoping to slow the aging process, many clients have been steered toward permanent makeup by a doctor or plastic surgeon in hopes of correcting a skin abnormality. New technologies in the process of micropigmentation allow for physical enhancements including nipple restoration, and scar and burn camouflaging. A skilled

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permanent makeup artist can conceal a scar using normal skin pigments to create a natural appearance.

The objective of these procedures is to raise self-confidence, self esteem and allow for more activity and personal freedom. Indoor and outdoor activities, such as biking, dancing, swimming, golfing, gardening and boating, that were impaired by the concern of keeping on makeup are enjoyed once again. In many cases having permanent makeup means having more confidence in an intimate or personal way and makes a significant difference in the lives of individuals.

A mere hour or two can make you beautiful for years to come. A noticeable difference will be readily apparent immediately following the procedure. However, the final and long-range results will be visible after the healing process is fully complete—only a month after the procedure. Prices may range from \$500 to \$1,500 for a single procedure but never choose a technician based on price alone. Base your decision on their competence.

While the permanent coloration of the skin is an art form documented since nearly the beginning of the human race, any medical procedure will naturally carry with it some concerns for the client. Dermatologist Dr. Sharon Scherl of Tenafly warns, "Experience and talent are what count in micropigmentation. Anyone considering permanent makeup should thoroughly interview the artist and insist on seeing some of the work. They should also speak to other clients that have been treated. Board certification is required in New Jersey to practice micropigmentation and those interested should make sure that their technician is fully licensed."

On the topic of permanent makeup being performed in beauty salons,

As permanent makeup procedures become more advanced, more convenient and more popular, don't be surprised if instead of Botox parties or Tupperware parties, you receive an invitation to a permanent makeup party.

Dr. Scherl goes on to say, "I believe this technique should really be performed in a medical office. There is some minor instrumentation involved and you are entering into the dermal layer of the skin. A proper examining table equipped with proper lighting and a sterile hygienic environment are essential when doing this type of work." Anyone considering permanent makeup should know that it is extremely difficult and costly to remove. Repeated laser treatments can remove some colors applied by permanent makeup but not all colors respond to laser and sometimes the color does not disappear completely.

At first, Dr. Scherl was unaware of all the different ways permanent makeup could be used. Upon further investigation, however, she found that this technique could be used in a variety of settings to help her patients. Several permanent makeup artists had contacted her in the past but she was very hesitant about recommending anyone. It was obvious to Dr. Scherl that this type of work required a lot of experience and a person with an eye for aesthetics. Dr. Scherl chose Melany Whitney, a board-certified permanent makeup technician, to perform micropigmentation procedures on her patients. "It was very

clear from my contact with Melany that she had the experience, education and talent to perform this work," Dr. Scherl explains. "I have full confidence that when Melany completes her applications, the clients will get the results they desire."

Melany Whitney was an artist before she became a permanent makeup technician. Her natural eye for art was a perfect match for the revolutionary field of permanent makeup. An honors graduate from the School of Art and Architecture at Cornell University, Melany Whitney, C.P.M.A., F.A.A.M., views her work as the culmination of a life-long proclivity for artistry, aesthetics and dedicated ability. From a father who was a physician for 40 years and a mother who worked as a fine commercial artist for *The New York Times*, Melany developed an early passion for health and beauty, and more precisely, the desire to inspire every woman's natural magnificence. After several years working as a New York City model and actress, she trained as a professional makeup artist at the Fifth Avenue offices of Estée Lauder and Revlon.

Motivated by the desire to boost the effortless beauty of every woman, Melany performs these procedures with the utmost care and artistry. She ensures the creative excellence of each procedure as well as the satisfaction of each of her clients. In fact, it is Melany's amazing ability and technical expertise which have earned her the SPCP (The Society of Permanent Cosmetic Professionals) trainer/instructor status. She believes that, "anyone who ever told a woman to grow old gracefully, was *not* a woman!" With a specialty in beauty enhancement assuring a natural, "not made-up" look that instantly fits into your busy lifestyle, Melany can give the personal freedom that we all desire.

MARY CHANCIS

FINE EUROPEAN AND AMERICAN CLOTHING



Her mantra is: "Only an artist can make science so beautiful!"

Permanent makeup is not about vanity or looking like a movie star. It's about convenience, enhancement and changing lives. The millions of women opting for permanent makeup don't harbor fantasies of airbrushed body parts or glossy facades. Permanent makeup is for the mom who doesn't have time to fuss with her face between making breakfast and making soccer practice and it's for the woman who still feels glamorous at 70. As permanent makeup procedures become more advanced, more convenient and more popular, don't be surprised if instead of Botox parties or Tupperware parties, you receive an invitation to a permanent makeup party. One thing is for sure, you'll wake up feeling a little more glamorous and a little more ready to take on the world.

For more information on permanent makeup by Melany Whitney, contact Joan Freedman, clinical director, at (201) 750-2128 / (551) 804-9245 or visit the web site www.permanentmkup.com.

Jamie Campo, owner of *Body Works*, an in-home personal training company based in Hackensack, is a Bergen County native. She can be reached at (201) 362-7726 or jamiecampo@hotmail.com.

Blumarine

168 MAIN STREET, FORT LEE
201.947.1650