

Lovely Lip Tips From Our Expert Melany Whitney, CPCP, DAAM

By Joan Freedman, Director of the Center for Permanent Cosmetics

Melany Whitney is an expert permanent cosmetics technician. She is highly regarded by the press and others in her industry and has become the "voice" for permanent cosmetics; regularly interviewed on national television and for fashion magazines. In this interesting article you are sure to learn a few new tips to enhance your eyes even if you don't wear permanent cosmetics.

If you are considering permanent makeup for the first time, you've got lots of questions. This article will help you to understand why permanent cosmetics should be *your* new beauty enhancement. With a permanent makeup application there is literally no "down time", you'll be ready to show off your new prettier you right after your procedure.

If you are looking for freedom from makeup, permanent makeup can give you the freedom to look your best at anytime. You can transition immediately from work to an evening out without having to be a slave to the mirror for touch ups; just a quick powder and you're out the door.

Not all lips are perfectly shaped! With a permanent makeup application many irregularities, color imperfections, and even an improved lip shape may be created to enhance your personal beauty. This holds true for both men and women. To help you understand how permanent makeup can reshape and improve your lips, we've interviewed our staff expert and nationally recognized permanent makeup professional, Melany Whitney on this topic.

For this special piece, we've interviewed Melany Whitney on how she beautifies and enhances lips permanently. We think that you will find her artistic insight interesting reading.

Interviewer: What exactly can be done to reshape and enhance lips with permanent cosmetics?

Melany: There are methods to correct some inconsistencies that we encounter as Permanent Makeup Technicians. Of course, I always take into consideration what my clients would like to achieve with a permanent cosmetic lip procedure. So, I always ask my clients to bring their favorite lip liners and lipstick with them to the procedure so they can show me exactly what they would like as their final result.

Interviewer: I understand that your expertise in color is one of your most envied talents by other professionals and students. What tips do you have for color selection for permanent lips?

Melany: When it comes to permanent lip color, you must remember at all times that implanted color in the skin is a combination of the mostly cool/blue lip tone and the color of the pigment, when it all has exfoliated after a few days and healed in for a few weeks, to determine the final color.

Implanted color is always much more natural in appearance than any applied conventional lipstick. Permanently applied lip color also eliminates "bleeding"; where regular lipstick "spreads" into the small periorbital lines (whether deep or superficial) that we all have around our lip borders. Permanent lip color solves the problem of unexpected lipstick on front teeth (argh!) or smearing of lipstick color with dinner napkins. There will be no more lipstick on the "collar" of your loved one or anywhere else for that matter, when you have permanent lip color.

Interviewer: I've heard of the Whitney Center technique for lips, what is it?

Melany: With the Whitney Center's technique for lips, technicians can make subtle changes in the permanent lip color that will present dramatic results. Thin upper and lower lips can be improved with the use of permanent lip color pigments to make the lip appear slightly fuller and more defined.

Using a slightly brighter color will give more retention and make lips appear fuller also. Remember, brighter color implanted under the skin will never appear too bright. Of course, a soft natural color can also have a very positive result for those who want definition and only a slight tint.

Interviewer: what about clients who want a new lip shape?

Melany: With permanent lip applications I can help enhance or improve the cupid bows (the peaks of the upper lip under each nostril). This area can either be too pointed, too flat, uneven, or just nonexistent. With the Whitney Center technique, I can create any shape that is appropriate for the your shape face and lower orbital area to improve your appearance.

When you want the look of fuller lips, permanent makeup applied correctly can give a more youthful expression to the entire face. For anyone that has ever been unhappy with "too large a lip", a deeper color done well within the vermilion line (natural border of the mouth) can create a smaller lip appearance.

I will never apply color directly into the corners (commissures) of the mouth, as color in this area gives the appearance that you've eaten a big piece of chocolate cake and not wiped your mouth!

Interviewer: How long does the typical lip procedure take and is it painful? Also what type of lip procedures do you typically do?

Melany: Other than full lip procedures which take about 1 1/2 hours to complete and are virtually painless due to our doctor administered dental block, the other lip procedure can be as simple as adding lip liner or a lip shade-down.

To prevent a "ring around your lips" I will reshape, if necessary, the lip shape with a more natural lip liner color and then shade that color down into the lip for a softer look. This technique only works with the more natural and softer shades of lip pigments.

Interviewer: What about a stronger lip color to give the look like lipstick has been applied, is that possible?

Melany: If you desire a "lipstick look" or stronger constant color in your face, then a bit of Vaseline or clear lip gloss is all that is needed on top of full permanently applied lip color to make the color stand out and look as if you spent all that time lining and filling in your perfect lips.

Interviewer: As we all age, it is natural to get wrinkles around your mouth, how do you handle permanent lip applications in this special situation?

Melany: Fine lines around the lips are the hardest lips to do in permanent makeup but are also the most rewarding other than a cleft lip. The finished results can provide a significant improvement in your facial appearance. This is where my experience comes into play; from years of dealing with these complex permanent lip enhancements. It simply takes time and expertise to render wonderful results.

Interviewer: Thanks for your tips Melany! Most women and some men want full, sensuous lips that look good all the time and now we know that this can be achieved with permanent lip applications with the color of the lips giving variety and accent to the beauty of your face 24/7.

If you've been considering a permanent cosmetic procedure to enhance your lips, we invite you to view before and after photos of real people who have experienced the artistic lip enhancement of which Melany Whitney excels.

About The Writer Joan Freedman

Joan Freedman is the and Director for The Center for Permanent Cosmetics with medical offices located in New York City, New Jersey, and Florida. For more insight on permanent cosmetics please visit www.permanentmkup.com.