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## **Meet Melany Whitney**

Melany Whitney has a passion for helping people look and feel their best. For nearly a decade, she has been among the nation's leading-edge beauty experts specializing in the art and science of permanent makeup. A Diplomat of the American Academy of Micropigmentation (A.A.M.) and a Member/Trainer in the Society of Permanent Cosmetic Professionals (SPCP), Melany is Board Certified in the application of permanent cosmetics as well as scar camouflage and areola re-pigmentation.

"I want to boost people's self-esteem and help them achieve their natural magnificence" Melany says. And with her keen eye and cosmetic artistry, she's doing exactly that. She has transformed the lives of countless clients—men and women on the go, people who suffer from makeup allergies, poor vision, hair loss, scars and burns—and earned kudos from medical professionals in the process. "Melany's passion for her work, competency and artistic skill provides the satisfying, sophisticated aesthetic desired by my patients," says Doris J. Day, MD, a professor at New York University Medical Center.

Melany's life has straddled the beauty and art worlds. After graduating from Cornell University's School of Art and Architecture and working as a professional artist, she continued her career in fashion/cosmetics. She was professionally trained at the Fifth Avenue studios of Estee Lauder and Revlon and succeeded as an illustrious New York City model, actress and professional make-up artist.

With an eye for detail, skill as an artist and a deeply-held belief that women don't have to resign themselves to living with less than perfect facial features Melany undertook extensive paramedical training and acquired clinical certification in permanent cosmetics. She is fully licensed and accredited in her field in Florida, New York and New Jersey and has developed advanced techniques in Micropigmentation.

Melany's reputation as one of the nation's most accomplished and artistic practitioners has led to professional associations with prominent plastic surgeons, including physicians at Memorial Sloan-Kettering Cancer Center, and New York Presbyterian Hospital/Cornell University New York. She is a faculty member of the continuing education department at the Florida College of Natural Health, maintains a busy private practice, and is an inspiring speaker who has been featured as an industry expert on "The Today Show," "Fox News" "ABC News" "Entertainment Tonight," "Inside Edition," and CNN.

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Melany Whitney is available for interviews. Contact Joan Freedman at The Center for Permanent Cosmetics, 551-804-9245, for more information