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News

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beauty to the point

by melissa dennis

Micropigmentation has developed over recent years from being a treatment favoured by celebrities to now being accessible to a much wider audience.

Salons and therapists are embracing the possibilities that this innovative skill can offer in terms of client satisfaction and salon turnover, and training providers have developed intensive and thorough courses to ensure their students achieve excellence.

"Permanent make-up, semi-permanent make-up; whichever way you choose to give it its term, it is now one of the most requested beauty treatments in beauty salons and clinics alike!" claims Andrew Stassi of Smudge-Free.

He continues: "Ever-increasing exposure in the glossy magazines and on reality television, plus the free will of celebrities publicising and showing off the new eyebrows on social media sites, has catapulted the trend to new heights and now everybody wants to have semi-permanent make-up!"

Karen Betts, founder of Nouveau Contour, agrees: "Permanent cosmetics are more in demand than ever. How do I know? Not only is my client waiting list longer than it's ever been, the artists we have trained tell us they are getting more new clients every day too. It's a developing market and an incredibly exciting time to become a permanent cosmetics artist."

Due to its demand, Micropigmentation can offer you a very lucrative business opportunity. "Simply speaking, you can become as profitable as you want to be, but once again, you will need the vital ingredients of passion, determination coupled with a desire to please and delight your clients," says Katy Jobbins, founder and head trainer at the Permanent Make-up Training Academy.

She adds: "The great advantage of learning the art of Micropigmentation is that as a

business it has very low overheads. Once you have paid for your training, machine and equipment there is very little to pay for (except a premises / renting treatment rooms etc.).

"The only thing you need to master once you get good at the skill is the marketing of your services. Get this right – along with providing a great service – and you really can expect to become profitable almost immediately."

permanent or semi-permanent?

As Andrew alludes to, the layman's terminology used to describe the Micropigmentation treatment, is up for debate. "Permanent make-up technicians should avoid marketing their treatments as 'semi-permanent make-up' as this misleads their clients into a false sense of security," warns Amanda Downes, Online Marketing Manager for Natural Enhancement. "Fashion changes very quickly and what's hot this season is not going to last until the next, so it's imperative that technicians make clients aware before their enhancement that there is no guarantee this pigment will fade completely and their marketing should reflect this point."

The Micropigmentation process involves the infusion of medical grade pigments into the skin at a depth of approximately 1mm using state-of-the-art equipment to produce stunning make-up effects. Now these can be dramatic or very natural and barely there, to bring out the best in one's features. "This is something that will be agreed with the client during the consultation, which needs to be signed for by the client and the practitioner," says Andrew.

Tracey Simpson, director of Natural Enhancement adds: "Permanent make-up – or Micropigmentation to give it its correct term – is rather like a form of cosmetic tattooing, however, the colour pigmentation does not go as deep and therefore does not last as long – usually around two to three

years depending on the client's own skin pigment and strength of the make-up required."

brows, liners and lips

So what is the procedure most commonly used for? "The most popular procedures are eyebrow enhancement and / or recreation, eyelash enhancement and eyeliner definition, plus lip enhancements to create subtle lip liner effects and full blush or lip tint to create balance, volume and symmetry," says Andrew.

Tracey says she has seen an increase in clients aiming to emulate their favourite celebrity. "As a company, Natural Enhancement do not recommend following celebrity trends. We see many clients coming into the clinic, clutching images of looks they are desperately trying to imitate, such as Kate Middleton's or Kim Kardashian's brows. It is very important to manage these client requests and expectations and give clients your honest, professional expert opinion."

Technicians often report that once a client has experienced the benefits of one treatment, say eyebrow enhancement, they will soon rebook for additional procedures, and therefore it's important that you are competently trained to offer several different techniques.

"Personally I think you have to learn the three main treatment areas – lips, eyebrows and eyeliner," says Katy. "The reason I do not recommend to only specialise in one treatment is because 97% of all my own personal clients over the last two years have gone on to have at least one further treatment if not two.

"Although other people may tell you differently, I know from experience that if you only specialise in brows or any other single treatment, then you are leaving 66.6% of your income on the table. The worst thing that can happen is that someone really, really loves what you have done for them, wants another treatment and you cannot fulfil that demand as you only

“Permanent make-up... is now one of the most requested treatments in beauty salons and clinics alike!”

- Andrew Stassi, Smudge-Free

specialise in one area. This is also doing the client a disservice.”

Katy adds: “Having said that you can certainly specialise in one area of Micropigmentation. For example, I personally specialise in producing and training people to produce the most natural looking eyebrows, kissable lips, and striking eyeliner rather than the medical side of Micropigmentation.”

medical micropigmentation

“Medical Micropigmentation procedures are used to help disguise accidental, burn or surgical scarring, and to re-create the appearance of areolas and nipples, as well as hair or eyebrows,” explains Tracey Simpson.

Andrew Stassi continues: “People suffering with hair loss conditions such as Alopecia or skin conditions such as Vitiligo can have corrective medical tattooing to restore their confidence and make them feel whole again.

“The real psychological trauma of these patients can only be fully understood by those who suffer with the condition. Medical tattooing has advanced so much and for these patients receiving these treatments, it is an absolute lifesaver and confidence booster. New formulated medical grade pigments have better retention and blend better with the skin tones thus giving good camouflage results.”

He adds: “Women who have suffered with breast cancer, which has resulted in part or whole removal of the breast tissue, known as Mastectomy, can have the final touches applied to recreate the areola and the nipple in a 3D fashion to give the appearance of a protruding nipple.”

And there is always innovation in the Micropigmentation sector. Recently, practitioner Jan Hoult has developed a technique for cosmetically tattooing toe nails. “I had a client who had lost a large toe nail several years ago due to an ingrown toe nail operation. The nail never grew back;

polish and gels only lasted a couple of days painted onto the skin, so I then thought why don't I try a coloured tattoo,” explains Jan, who performs the treatment at the McIndow Surgical Centre in West Sussex where she also offers eyebrow treatments to Alopecia sufferers.



Nouveau Contour

Nouveau Contour offers four training options, with the Platinum Elite being their most comprehensive. It covers 31 days of training plus 24 Technique and Confidence workshops.

If you prefer to take your training step-by-step you can begin with the Bronze Foundation Level, an eight-day entry-level intensive course where you'll learn the fundamental brow, eye and lip treatments. On the Silver Experienced Level course, over 13 days including six Technique and Confidence workshops, you'll gain more experience and skills.

Progress to the Gold Advanced Level course for 23 days of training, including 12 Technique and Confidence workshops, where you will have your own personal mentor to guide you through advanced brow, liner and lip treatments.

The Platinum Elite course also covers Alopecia brow and eye treatments,

and medical tattoo treatments for nipples and areola.

The company specialise in seven styles of eyebrow including 3D Hairstroke Brows, six types of eye enhancements and six different lip treatments including full lip augmentation.

Nouveau Contour can also provide everything you will need to work as a technician, including the Intelligent Machine and Hand-piece, and their range of new formula pigments which now offers a total of 82 different colours including 33 new pigments.

• Nouveau Contour:
0844 801 6830

Before and after Nouveau Contour's 3D Hairstroke Brows treatment on client with no eyebrow hair at all as a result of leukaemia treatment as a child. Treatment by Karen Betts



Before



After

Smudge-Free

Smudge-Free's Basic Course covers eyes, lips and eyebrows. This foundation course will teach you how to carry out the procedures using Smudge-Free's techniques. On brows, this unique technique creates the illusion of twisting hairs through the brow as they do naturally.

The courses are run on a one-to-one basis giving you 100% dedication and maximum hands-on practise on real models. All Smudge-Free's courses are delivered to the same Occupational Standards set by HABIA, which Smudge-Free founder Andrew Stassi is also a consultant to.

Their Advanced semi-permanent cosmetics courses are for those experienced in Micropigmentation who want to learn more intricate procedures. This course teaches Double Eyeliners using two colours, one to intensify the lash-line and another to bring out the colour of your client's eyes. Create shaped Eyeliners with a flick to open and lift

the eyes or create thick, Smoky Eyeliner using large needle groupings. Lip procedures include simulating volume and symmetry by softly contouring a new vermilion border then blending colours to complement the existing lip tissue. You will also learn the Smudge-Free advance Eyebrow techniques using multi-pigments for a 3D effect.

For those looking to enter the paramedical sector, Smudge-Free's Masterclass will allow greater diversity and the possibilities of working with the NHS on corrective treatments including Areola repigmentation or Nipple tattooing.

Smudge-Free also supply the advanced digital machine Derma Medical Liner, along with pharmaceutical grade pigments and disposable single-use cartridge needles.

• Smudge-Free: 020 7272 602



Before



After

Before and after treatment using Smudge-Free techniques.