

her beauty

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PERMANENT MAKEUP

Everyone has seen a movie where the leading lady wakes up in the morning still looking as perfect as she did the night before. It seems preposterous and even impossible, but what if it wasn't? What if you could wake up picture perfect every morning? Many women have this morning glory as a result of permanent makeup.

Permanent makeup definitely outlasts those lipsticks you see on commercials that claim they won't rub off when you eat or kiss. The technician actually tattoos it on, so it's really not going anywhere. However, it will fade over time.

According to Tina Jones, a licensed practical nurse and skin health specialist at Jain Plastic Surgery, PC Cosmetic Surgery Center in Columbus, just about anyone is a good candidate for permanent makeup, but people whose hands aren't steady enough to apply makeup because of advanced age or illnesses will have the most benefit.

Eyeliner is the most common choice followed by eyebrow and lip color. Some people also get permanent makeup to mask discolorations.

The American Society of Plastic Surgeons describes the procedure as "the use of a hand-held device that punctures the skin hundreds of times per minute with a very thin needle and pushes the pigment into the desired location."

Many women are skeptical of permanent makeup. If you don't like it, are you stuck with it forever? "No,"

says Tina, "I'm very careful to make sure I know exactly what the patient wants before I even start, and it can be changed. Some women do decide to change it later. Some of them come in just to change the color."

There are concerns about scarring when having tattoos removed, but Tina says permanent makeup and tattooing have come a long way. The removal method she uses involves lifting the pigment with a saline solution and isn't likely to leave scars.

There are some risks associated with permanent makeup. According to the FDA, the greatest concerns are infection and allergic reactions, which require medical attention. Very few patients form keloids (scars that grow beyond normal boundaries) or granulomas (nodules that form around materials the body perceives as foreign). There are even some cases where patients experienced temporary pain or swelling at the site following an MRI.

Because of the risks, it's probably safer to have this procedure done under a doctor's care. However, there are some spas and tattoo artists that offer permanent makeup. As with other procedures, experience counts. Thus, it's important to do your homework before you pick a technician or facility.

The tattooing itself usually takes less than an hour and the results last anywhere from five to seven years. Rates differ from salon to doctor's office, but you can expect to pay \$200 or more for eyeliner or eyebrow color and upwards of \$400 for lip color.

