

The Independent FEATURE



Our business columnist, Rhonda Scharf, receives permanent eye-liner from permanent make-up specialist Janet Brown of A More Beautiful You. PHOTOS BY CAROLINE CHESCOE KEMP

In search of A More Beautiful You



ON THE RIGHT TRACK

by Rhonda Scharf

We sent columnist Rhonda Scharf to see Janet Brown of A More Beautiful You to find out why so many women are turning to permanent eye make-up.

Can you imagine waking up in the morning with your make-up already done?

You can with permanent make-up (micro-pigmentation).

Since the mid 1980s permanent make-up has been growing in popularity by Canadian women of all ages.

Whether it is eyeliner, lip-liner, lipstick or eyebrows, women of all ages have been flocking to spas across Canada for permanent make-up.

With a couple of hours, a couple hundred dollars and a bit of daring, you can wake up in the morning with your make-up already done!

Does it hurt?

There is a scale of "pain" associated with

permanent make-up, but from my experience, it didn't hurt. Eyebrows are virtually painless, with the lips being the most painful. Colour is implanted into the upper layer of skin. That in itself does not hurt. The recovery from the procedure is where the sensitivity comes in. There are also topical anesthetics that are used to help reduce discomfort as well.

My procedure took about two hours from start to finish. Janet Brown (amorebeautifulyou.ca) spent quite a bit of time making sure that we knew what was about to happen, how it worked and what to expect. She explained all the inks, the equipment and the procedure fully. She was very sure to ex-



Janet Brown examines the results of the permanent eye make-up procedure done on our columnist, Rhonda Scharf.

plain that it takes approximately one week for the area to heal fully, and during that time, there may be sensitivities. If you had your lips done, it would feel like you have had them sunburned. For some that can be painful. I had my eyeliner done, so after the ink had been implanted my eyes were tender from repeated touching

of them. They didn't hurt though. When I woke up the next morning, there was no pain, but some swelling (all normal). Within three days, my eyes were back to complete normal (but with really great looking eyeliner!).

How long does it last?

Well, permanently! Technically you are tat-

tooing your face, and as we know, tattoos are permanent. Body art is also very trendy these days (much to the chagrin of many parents), but permanent make-up has been in existence since the Ice Age, and even Cleopatra is believed to have been adorned with permanent make-up.

Our skin sloughs off,

that is a reality, so over time (and chemicals), the colour fades. It will never fade away, but you could lose about 20% if you didn't do anything to secure the colour.

Some technicians say you only need to apply permanent make-up once in a lifetime, others say every 4-7 years, but Janet Brown (amorebeautifulyou.ca) sug-