

The Independent FEATURE

gests an annual touch-up. This will ensure the colour remains true to the original colour, fresh and crisp.

Why should I do this?

Other than the time saving from not having to apply make-up in the morning? (That is enough reason for me)! Actually there are a multitude of reasons why people invest in permanent make-up:

- Easy care (for speed, efficiency)
- Sports (swimming, sweating)
- Allergies (to make-up, to environments that cause tearing)
- Professionalism (to avoid that smeared make up look that happens throughout the day)
- Self-Esteem (knowing you look good makes you feel good)
- Cosmetic - some get permanent make-up following breast recon-

struction (to create an areola), to cover scars and facial imperfections

How safe is this?

The permanent cosmetics industry is growing. There are various organizations that educate; and there are associations that serve to ensure high minimum standards of the art. The inks are all organic; the machines precise and sterilized, along with a professionally trained technician, should make the entire process safe.

Do make a point to speak to past clients, check out the website and referrals.

How expensive is this?

It isn't your \$12.95 eyeliner. The cost ranges from \$200-\$700 depending on your procedure, and your technician. The machine and inks, along with all the materials to keep a ster-

ile environment are also expensive for the technician, so if the price seems to good to be true, perhaps you should look elsewhere. You can leave the country and get very low cost cosmetic surgery of all kinds, and we've all seen the television shows with the horrors too.

I am thrilled with my new eyeliner. It was well worth the time, the money, and the slight inconvenience of healing. I think this might be just the first step to see Janet for permanent make-up ... I see more in my future.



(Top, right) Rhonda with one eye completed... And (bottom) Rhonda with both eyes completed.



Janet Brown of A More Beautiful You is a permanent make-up artist working out of Stittsville and South Ottawa. Her business is growing as many women, particularly in business, are opting for having permanent make-up applied. Brown has worked on women from across the country. For more information, visit her website at amorebeautifulyou.ca.

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