

MILADY'S AESTHETICIAN SERIES

# Permanent Makeup: Tips and Techniques



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# Permanent Makeup: Tips and Techniques

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Printed in the United States  
1 2 3 4 5 XXX 10 09 08 07 06

For more information contact  
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5 Maxwell Drive,  
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ISBN-13: 978-1-4018-8173-3  
ISBN-10: 1-4018-8173-4

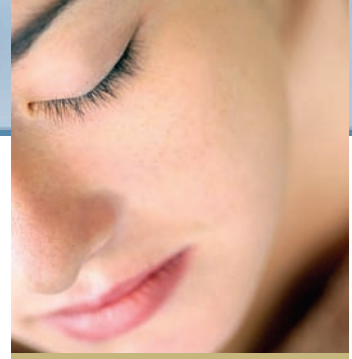
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# Preface



Although permanent makeup is an industry in its infancy, it is also in the middle of a revolution. Conflicting information and conflicting organizations are all around, as well as a lack of consistent information on the “how to” of this important and popular procedure. As the leader of a network of medical skin care clinics that provides this procedure, I field questions on this subject every day from clinicians and patients alike.

Permanent makeup has developed into one of the more popular procedures in recent years. However, because so much of the available information is conflicted and scattered, the results have tended to be equally scattered. Permanent makeup can have impressive and satisfying results, but successful results are dependent on the education and experience levels of the technician who is performing the procedure.

*Permanent Makeup: Tips and Techniques* is intended as a beginning—a place for eager clinicians to begin their studies in applying permanent makeup. This text is also a reference for those who are working in the field without the benefit of mentorship or a support system. *Permanent Makeup: Tips and Techniques* takes the conceptual knowledge that you have gained and raise it to the practical level, helping you to feel confident in your abilities in the clinic. This book takes modern research, facts, and opinions, and shapes them into a start-to-finish model. This model has one fundamental goal—ideal results for the clinician and the patient alike.

This clinical handbook for permanent makeup is an answer for consolidating accurate information. The chapters are organized—one on top of the other—with essential, must-have information. General knowledge is expanded, and insightful hints and recommendations are provided, which will allow you to expand your knowledge and achieve the optimal, replicable results that will help ensure your success. Each chapter offers questions and “Top 10 Tips to Take to the Clinic,” which will help you well beyond your training and give you the knowledge that

is helpful beyond the classroom. In addition, this text provides several before and after photographs that visualize optimal results. *Permanent Makeup: Tips and Techniques* was developed to help you learn the basics of permanent makeup while adding information that will allow you, the technician, to develop, refine, and redefine your skills.

Good luck!

# About the Authors



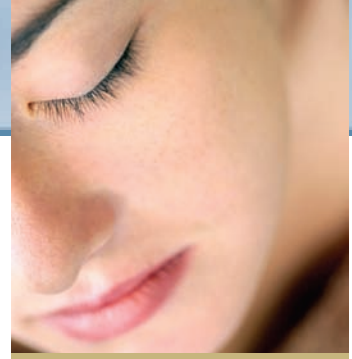
Pamela Hill, RN, CEO, received her diploma from Presbyterian/St. Luke's Hospital and Colorado Women's College. She followed through to practice as a registered nurse for more than 20 years with her initial emphasis in cardiac surgery and then in cosmetic surgery and medical skin care. In 1992, Ms. Hill founded Facial Aesthetics<sup>®</sup>, a network of medical skin care clinics in association with John A. Grossman, MD. Since then, Ms. Hill has been an industry pioneer in the growth and development of the medical spa industry. As the president and chief executive officer of Facial Aesthetics<sup>®</sup>, Ms. Hill has been a proactive member and pioneer in the evolution of the medical spa model and the integration and union of cosmeceuticals and nonsurgical skin care. In addition to her leadership in the medical spa industry, she has also been actively engaged in the research and development of the successful Pamela Hill Skin Care product line.

Ms. Hill has devoted her passion for nonmedical skin care to the instruction of a higher level of education and skill for those aspiring to be the aestheticians of tomorrow. To further this mission, Ms. Hill founded the Pamela Hill Institute<sup>®</sup> in 2004. The goal of the Pamela Hill Institute<sup>®</sup> is to develop a uniform and comprehensive curriculum, as well as resources for aesthetic education, the advancement of cutting-edge technologies, while placing an emphasis on client care and safety for patients, students, and product lines as well.

Judith (Judy) Culp is an esthetics and permanent cosmetics veteran with over 25 years in the skin care industry and 18 years in permanent makeup. She is a CIDESCO Diplomat, educator, freelance writer, and lecturer. President of Culp Enterprises, Inc., Judy is chief operating officer of Esthetics NW, ([estheticsnw.com](http://estheticsnw.com)) and NW Institute of Aesthetics and Permanent Cosmetics; she has owned her own business since 1983. In addition to writing a regular column for *Stylist* newspaper for over a decade, she has been published in all major trade magazines and been a

reviewer and consultant for both the esthetics industry and government agencies. Judy served 4 years as the Director for the Society of Permanent Cosmetic Professionals (SPCP), two terms as its President, and is currently on the Past Presidents' Advisory Committee. She volunteers as a Subject Matter Expert and is the editor for the *SPCP* quarterly newsletter. As one of the first professionals to complete the international CPCP Certification examination, she recently received an award for having achieved the highest score on this test for the years of 2004 and 2005.

# Reviewers



The authors and publisher would like to thank the following individuals who have reviewed this text and offered invaluable feedback. This very important task, although time consuming for each reviewer, is a critical component to the success of a book. We are grateful for your time and honest comments.

Judith Culp, CIDESCO, CPCP, NW Institute of Aesthetics & Permanent Cosmetics  
Eugene, Oregon

Elizabeth Finch-Howell, CPCP, Derma International

Jean Harrity, Licensed Esthetic Teacher, Permanent Makeup Artist  
Bartlett, Illinois

Mary Tanneberg, CPCP, Director of Derma-Tech Permanent Cosmetics Washington

Ida Scarpelli-Zanon, BEd, MALT, Educator  
Edmonton, Alberta



# Acknowledgments



A work such as *Permanent Makeup: Tips and Techniques* is a collaboration of efforts, especially in such a burgeoning area in which every opinion counts. That being said, there are several people within the permanent makeup community without whom this text would not have made it into print. First, a special acknowledgment is extended to Judith Culp who put aside her busy practice to help with the completion of this text. Her insight and individual touch will make this book a special treat for all who will read it. In addition, our reviewers must be profusely thanked. They worked hard to give us the information they believed that was relevant and meaningful for a text of this quality. Without them the final product would not have been published and now in your hands.

Finally, I would like to thank the professionals at Thomson Delmar Learning for the patience and encouragement they showed me during the tough times. Especially to Brad Hanson and Jessica Burns; without their hard work and persistence I am certain we would still be writing and editing.

## Photographic credits

The Milady staff wishes to thank all of those who participated in the photographic shoot.

All location photographs provided by Larry Hamill Photography, Columbus, Ohio.

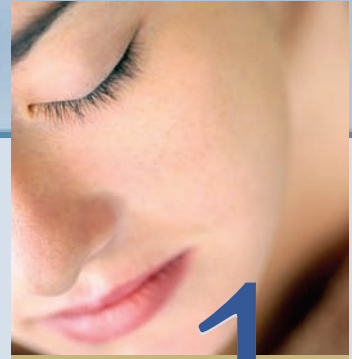
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# Introduction to Permanent Makeup



## KEY TERMS

alopecia	Hippocrates	tatau
applied cosmetics	Hippocratic oath	technique sensitive
Ayurveda	hypersensitivity	unguent
Chi	kakua	yin and yang
four humors	permanent makeup	

CHAPTER

1

## LEARNING OBJECTIVES

After completing this chapter, you should be able to:

1. Discuss the history of makeup and skin care.
2. Define permanent makeup.
3. Outline the career opportunities available.
4. Explain the liabilities for someone who wants to perform permanent makeup treatments.

## INTRODUCTION

**F**rom the beginnings of civilization, people have been looking for new and innovative ways to improve their appearance. From the Chinese to the Egyptians, men and women have had desires to look better. Makeup application communicated status and gave power to their self-esteem. Today, the aesthetics industry is a global business. In the United States alone, it is a multibillion-dollar business, ranging from cleansers and moisturizers to foundations and eye shadows. These products are helping people improve their appearance; and if that were not enough, treatments to improve the skin now range from chemical peels and facelifts to makeup and manicures and everything in between. Our desires to look better and to combat the signs of aging have created a huge industry, and it continues to grow exponentially.

### permanent makeup

Introduction of permanent pigments into the skin as an alternative to removable cosmetics.

### applied cosmetics

Cosmetics that are applied and removed.

One of the exciting and emerging services offered today is **permanent makeup**. Permanent makeup may also be referred to as dermapigmentation, microdermapigmentation, dermal graphics, cosmetic tattooing, and micropigmentation, but it is most commonly known as permanent makeup. This process is the introduction of permanent pigments into the skin as an alternative to removable, daily **applied cosmetics**. People choose to have permanent makeup for a wide variety of reasons, but the uniting force that connects all of these people (and their reasons for doing so) is a desire to look better.

First, however, as the foundation of our exploration of permanent makeup, discussing the history of skin care and the origins of permanent makeup would be appropriate.

## ■ EVOLUTION OF SKIN CARE

Beginning with the Chinese, whose appearance and hygiene were considered a defining characteristic, skin care has held a place in every ancient culture, including the Egyptians, Greeks, Romans, Indians, and Africans. From decorating and celebrating, to masking and concealing, every culture throughout time and to the present day has placed a value on faces and how they look. Today, we use a much more scientific and medical approach that not only enhances the appearance of our faces, but also improves the face down to the cellular level. Presently, the medical and aesthetic arts continue their convergence. Although the two areas seem distant cousins, both are of an ancient origin.

The Chinese were the first to understand medical fundamentals that are still practiced today. Traditional Chinese medicine dates back over 5000 years to the writings of Fu Xi. His texts, called the *Trigrams*, relied on the theories of **yin and yang**. Yin and yang represent harmony between nature and its daily phenomenon. The Yellow Emperor of the Han dynasty later wrote of the need for a *positive physician-patient relationship*. The Chinese methods involving **Chi (or Qi)**, the balance of nature and imbalance of illness, are important foundations on which contemporary western medicine was constructed (D'Angelo et al., 2003).

In ancient Egypt, materials were commonly used to enhance the skin's appearance. Ancient Egyptians routinely used animal oils, alabaster, and salts to achieve this effect. Some Egyptian women even soaked in sour milk, unaware that the lactic acid caused their skin to exfoliate and become softer. Additionally, the Egyptians are credited for inventing the process of distillation, which they used to extract oils and other essences for use in both ceremonial and aesthetic contexts (Rubin, 1995).

Simultaneously, physicians in the Grecian empire were making medical and aesthetic advancements of their own. **Hippocrates** had named the **four humors** (blood, phlegm, yellow bile, and black bile), the balance of which defined a person's character. Hippocrates also created the **Hippocratic oath**, which is taken still today by physicians and requires people in attendance to work cohesively. Concurrently, the Greeks also used accessories and adornments to enhance their physical appearance, including pigments such as vermilion to enhance facial coloration.

From then on, many other cultures compounded previous knowledge and learned their own techniques in both medicine and aesthetics. The Indian concept of **Ayurveda**, or the science of living, became part of the foundations of Western medicine. In Africa, colorful decorations of the body were offered as gifts to the gods. Different colors and their use in varied combinations reflected equally varied meanings, many of which are still celebrated today. Similarly, Native Americans wore elaborate beads and headdresses for hierarchical and aesthetic purposes. Native Americans were also quite adept in herbal wound healing, a skill they shared with their new neighbors, the European immigrants.

In Europe, the Dark Ages and the frequent bouts with plague and disease forced King Henry IV to issue the "Order of the Bathe," which required all men and women to bathe frequently (D'Angelo et al., 2003). During the Renaissance, significant breakthroughs in science and technologies of all kinds made medicine more reliable and aesthetics more beautiful. During the Victorian Era, elaborate gowns, head dressings, and makeup made women stand out, at least the very wealthy women.

### **yin and yang**

Concept originally devised by Fu Xi that describes the harmony between nature and its daily phenomenon.

### **Chi (or Qi)**

Concept originally theorized by the Yellow Emperor of China's Han Dynasty. According to Chi, nature has a delicate balance, and it describes illness as an imbalance.

### **Hippocrates**

Greek physician and "father of medicine," who theorized the Hippocratic oath and the four humors.

### **four humors**

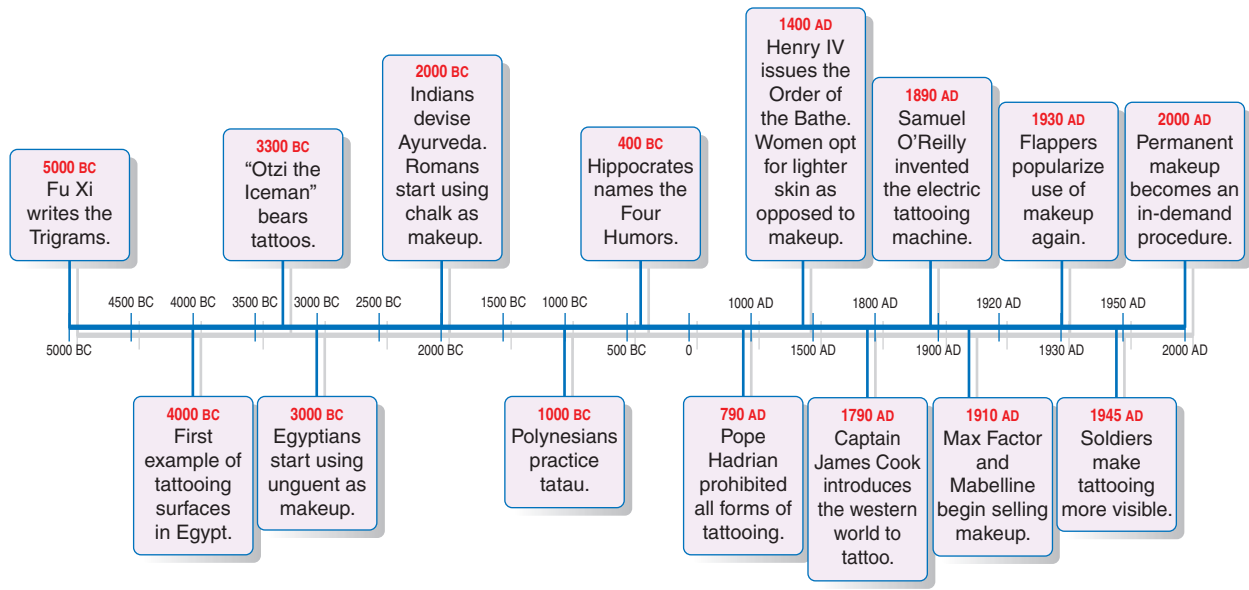
Early medical concept originally documented by Hippocrates, which states that the character of a man was determined by the specific balance of the four fluids (as he perceived as) running through the body: black bile, yellow bile, blood, and phlegm.

### **Hippocratic oath**

Oath taken by all physicians relative to the practice of medicine and created by Hippocrates.

### **Ayurveda**

Indian theory dating back to 2500 B.C. known as the science of living. Ayurveda defines the essentials that were perceived as being necessary to health.



**Figure 1–1** Evolution of skin care.

Some of the most remarkable advancements in medicine and aesthetics, however, have been made in the last 25 years (Figure 1–1). Understanding epidermal cellular migration, dermal collagen content, and advanced wound healing have allowed the development of procedures and products that can truly affect the skin. Notably, though, these advancements created chaos and fragmentation in industries such as the retail product industry, the medical industry, and the spa and skin care industry. The skin health industry is further fragmented into segments that treat skin disease and those that treat skin aging, leaving consumers many choices. Combine these choices with the abundance of products and services that claim to fight the effects of aging and consumers may wonder, “Where do I go and for what?”

## HISTORY AND ORIGINS OF PERMANENT MAKEUP

The history of permanent makeup has two convergent histories. One timeline begins with the history of skin care and makeup. Beginning with the Egyptians’ use of **unguent** and moving into the use of lipstick in the thirteenth century, women have always desired makeup. During the Bosnian war, a woman would give up extra food items and soap—anything for the house that she did not absolutely need. She would

### unguent

Salve or ointment used to promote healing.



**Figure 1–2** Makeup is an important part of most women's appearance.

scrimp on things for the family to buy a tube of lipstick. The second part is the history of tattooing. Tattooing has been around as long as the beginning evidence of makeup, maybe even longer. First discovered in Samoa, tattooing infatuated men and women. In the beginning, tattooing was a rite of passage for men. These two separate art forms eventually merged into the field of permanent makeup. However, let us start at the beginning, with the history of makeup.

## History of Makeup

Both men and women have adorned makeup, of varying kinds, since the dawn of civilization. Makeup has been used to denote concepts such as wealth, beauty, and strength since the days the hunters and gathers banded together for the common good (Figure 1–2). Once the concept of trading goods and services came into being, beauty immediately became a hot commodity.

The earliest record of makeup was linked to the first Egyptian dynasty (3000 B.C.). Jars of unguent have been discovered dating back to this time. Unguent was the first moisturizer that both men and women used to keep skin soft and to avert wrinkling. Egyptian women also used kohl, a metallic element also known as antimony sulfide, to

darken the eyelids and their lashes. Kohl was the Max Factor of its day. Women from Egypt to Rome used kohl for hundreds of years to come.

The Romans made the next great leap in the field of cosmetics. The Romans were also an advanced society and were concerned with their appearance. They used chalk to lighten the complexion, rouge developed from berries to apply color highlights to the face, and pumice to whiten teeth.

In Europe, beginning with the Middle Ages, makeup began a period of being unfashionable. A pale, natural complexion became associated with a wealthy, leisurely lifestyle, and women went to great length to achieve this look, including bleeding themselves nearly to death. With the invention of synthetic lipstick in the thirteenth century, a pale face with pink lipstick became all the rage by women who were actually able to afford it.

In the fourteenth and fifteenth centuries, women began using lead paint to lighten their faces, which, obviously, cast a dangerous reputation on cosmetics for a while. When the bubonic plague struck Europe, makeup was used to impart an image of health and well being to others who feared falling ill.

In the eighteenth century, the French wore very heavy, almost clown-like, makeup to give the impression of a vivacious spirit underneath. This overdone look soon waned, and a more minimalist period was ushered in with the Victorian Era.

Still at this time, in Western civilization, the pale complexion was desired as a sign of wealth. Skin lighteners made from lead and mercury caused illness and death in some people who used them. To protect their skin from tanning, individuals wore heavy garments, caps and bonnets, and used parasols. Nearly everyone, including men, wore rouge made from strawberries, as well as fat, herbs, and other similar substances. During this time, heavy makeup with deep colors identified the *ladies of the night*.

At the beginning of the twentieth century, the modern era of makeup was ushered in. During this time, two familiar names appeared on the makeup scene. One was Max Factor, who invented the first pancake makeup, and the second was Maybelline, who developed the first mascara. Soon, pressed powders in compacts appeared, followed by blush, and the twist case for lipstick.

However, the Victorian look prevailed until the film industry took off in the 1920s and 1930s. The freewheeling flappers of the day took a lead role in making makeup a necessity for the urbane jet-setting type. Thanks to Hollywood, the makeup industry has models galore to market and sell their products, and the trends took flight.

Since that time, many styles, trends, and fads in makeup have come and gone, sometimes coming back around again. We have gone from the vamped cat eye to a more moderate and healthy look; but the use of makeup has become universal for most American women.

## History of Tattooing

Tattooing has also been around since the dawn of civilization. Although seeing a person proudly displaying body art today is not uncommon, not long ago, the practice was reviled and nearly suppressed by people of Western descent.

Tattooing was a common practice for the Egyptians. The first, albeit inconclusive, example that tattooing existed in Egypt was found painted on the faces of clay figurines dating back to 4000 B.C. The paintings on the faces of these clay figures were originally considered as artistic flare, that was, until the mummy of a woman from Thebes from Dynasty XI (2160–1994 B.C.) was discovered, whose tomb identifies her as Amunet, Priestess of Hathor. Sometimes described as a concubine of Mentuhotep II, tattoo patterns remain clearly visible on her flesh. Not so coincidentally, the permanently inked patterns on her skin bore a nearly identical resemblance to those found on the much older clay figurine. This discovery led researchers to believe that the older clay figurines were replicating the facial art worn by the women of the day. Although the Egyptians are credited with the earliest examples of the art of tattooing, anthropologists believe that the craft evolved independently in various parts of the world.

Another early record of tattooing was found on a 5300-year-old cave dweller found perfectly preserved in ice in the Austrian Alps. Named “Ötzi the Iceman,” he was found to have over 50 tattoos that are suspected to have been intended to relieve aches and pains.

Polynesians, in particular, Samoans, are one such culture that began the art independently. The Polynesians are credited with introducing the craft to the West, thus they are most often credited with its creation, though we now know it began much earlier in different parts of the world. Polynesians have been practicing a tradition known as **tatau** for well over 2000 years. This tradition, passed on from father to son, uses an au, or a special tattooing comb made from boars’ teeth fastened together with the use of tortoise shell and a handle. Tatau was traditionally and ceremoniously performed on noble young men as rite of passage. This elaborate tradition required the recipient to receive his tatau beginning at his torso, going down to his knees, as a requirement of ascending to a leadership role within the tribe. The process was painful and risky, but to not endure such torture would mean having an incomplete tatau, the equivalent of a scarlet letter.

### tatau

Polynesian word meaning to mark something.

**kakua**

Dark nuts from which dyes were made.

Other Polynesians imported a similar practice of tattooing. Hawaiian people practiced **kakua**, which served the purposes of distinction, ornamentation, and guarded health and spiritual well being. Designs were applied using a bone tied to a stick, which was then struck with a mallet. People were often designed to commemorate a fallen chief or family member. Kakau usually adorned the arms, legs, face, and torso of men, as well as the hands, fingers, and wrists of women.

The Greeks and Romans also used the practice of tattooing. The Greeks learned tattooing from the Persians. Tattooing is mentioned in accounts by Plato, Aristophanes, Julius Caesar, and Herodotus. Tattoos were generally used to mark slaves and punish criminals. The Romans adopted tattooing from the Greeks. In the fourth century, however, the first Christian emperor of Rome banned the facial tattooing of slaves and prisoners. In 787, Pope Hadrian prohibited all forms of tattooing.

In the late eighteenth century, Captain James Cook explored the Pacific Ocean and its many islands. Aside from bringing back a wealth of knowledge from the places he visited, Cook almost wiped out the practice of tattooing altogether. Missionaries who colonized the islands following Cook thought the act as barbaric and uncivilized. These missionaries made great strides in suppressing the practice, but the secrets were hidden, passed down from generation to generation, until they reemerged at a more acceptable time.

To the same effect, Cook also introduced the practice of tattooing into Western culture. Reviled or reveled, people were certainly curious of the fascinating designs that were permanently inked into the bodies of the Polynesian natives. In 1846, Martin Hildebrandt established the world's first tattoo parlor in New York City. This time period begins the next phase of the history of tattooing. Military servicemen began the rite of passage of their own by getting tattoos, a practice that is still commonplace today.

The art of tattooing was revolutionized in the last decade of the nineteenth century. During this period, Samuel O'Reilly invented the electric tattooing machine. The time needed to create a tattoo went from days to hours. Subsequent improvements in the device coupled with their mass production helped promote and standardize the industry. O'Reilly set up his shop in the Chatham district in New York City, establishing it as the premier location for the tattooing at the time. In the 56 years that followed, Americans fought four wars, and millions of American men went in and out of the military and the tattoo parlors. The craft was becoming mainstream as well. Counter cultures were seeking body art to rebel. Still other people began to express themselves more or commemorate their own rites of passage. Tattooing was increasingly becoming more and more mainstream as the sight of body art became more common.

Polynesian tattoos were meant to show loyalty, to commemorate a battle or warrior, and to merely beautify the body, which are many of the same reasons people get tattoos today.

By the middle of the twentieth century, tattoos were common in the American landscape, even though they were poorly viewed by the upper crust of society. By the end of the twentieth century, tattoos were everywhere in American popular culture. Tattoo parlors moved from the fringes into every city, and every demographic group began sporting some sort of body art. Both sexes adorn them proudly. People get tattoos now for many of the same reasons they did 2000 years ago, although the designs have changed dramatically. The improvements in pigment and safety have made adorning the body possible for anyone. In the past, tattoos were concealed and reviled; today, the visual graphics decorating a body are admired and displayed proudly.

## What is Permanent Makeup?

When tattooing and makeup intersect, the result is called permanent makeup (Figures 1–3 and 1–4). Permanent makeup uses permanent pigments to apply a permanent makeup to the recipient, most often done on the face, particularly around the eyes, eyebrows, and the lips.

Although some people may argue otherwise, applying permanent makeup is not just an art form; it is also a science in the sense that it is a methodical activity whereby knowledge is gained through experience. Therefore permanent makeup is a trade, a skill, a science, and an art. Becoming accomplished as a permanent makeup technician will require



**Figure 1–3** Permanent makeup is becoming a common procedure.

### technique sensitive

Exact protocols and processes must be observed to obtain an optimal outcome; however, because of individual variations in pressure or style, different clinicians may get different results, even if protocol is observed.

Permanent makeup is the introduction of pigments into the papillary dermis for aesthetic purposes.

Permanent makeup is a trade, a skill, an art, and yes, a science too.

Four components decide the outcome of permanent makeup: (1) the skill of the technician, (2) the type of machine or device used, (3) the type of pigments used, and (4) the integrity of the client's skin.



**Figure 1–4** Decorative tattooing is common, especially with today's young people.

you to be at least somewhat adept in all of these areas. You must have knowledge of the skin and how it heals, color theory, eye and hand coordination, communication skills, and time skills, as well as many more technical components of performing these procedures.

Four components combine to decide the outcome of a permanent makeup treatment: (1) the skill of the technician, (2) the type of machine or device used to perform the procedure, (3) the type of pigments used, and (4) the integrity of the client's skin. This text is written with the intent of providing the future technician with as much information as possible on these matters.

Permanent makeup is also **technique sensitive**, meaning that the outcome depends on the skill level of the person performing the procedure. One technician will not necessarily be able to reproduce the results of another. This fact is neither good nor bad. However, the technician's ability to reproduce his or her own results time after time is important. The more procedures the technician has done, the more likely the chance will be for a positive outcome. Having all of the necessary knowledge of skin anatomy, color theory, and the devices used will enable a newer technician to have a higher instance of success. The technician has only one chance to get permanent makeup right, and he or she is required to be well adept at the technical components of performing permanent makeup, as well as all of the secondary skills, that are necessary.

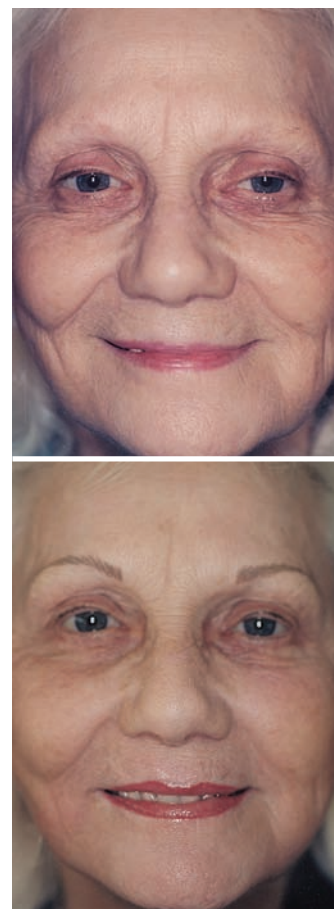
The second variable worth considering is the machine used. Many different devices that use varying accessories and technologies are available. These machines will all be described later at greater length, but knowing that different devices will have variant results for similar procedures is important. As a technician, you will need to consult with your vendor or trainer to choose a device that will best match your menu of services and your preferences. Additionally, the outcome of the procedure will obviously depend on the technician's mastery of the equipment, which will also need to be discussed with the vendor or trainer. Moreover, information from trade organizations, trade shows, and other experienced peers is valuable.

The third consideration that will have an effect on the outcome is the pigments used. Although most pigments are composed of essentially the same ingredients, some pigments are more reliable than are others. Low-quality pigments, products with little to no labeling, products with less than 2 years of clinical evidence trials, and products from vendors that are less reputable will have greater instances of problems down the road. All pigments will fade. Fading is a matter of climactic variables and client lifestyle, as well as the pigments. Migration is more of a technician problem than an issue with pigments, with a few exceptions. Some instances of allergic reactions have been traced to a single manufacturer, but these products have now been removed from the market.

Finally, not everyone is a good candidate for permanent makeup. Some individuals will be taking medications that may disqualify them for treatment, others will not have realistic expectations, and still others may have skin that will not respond well to the treatment. The clinician should be skilled at knowing which clients should not be treated to avoid the unpleasant future confrontations.

## Who Benefits from Permanent Makeup?

For some people, and increasingly more every day, the daily application of makeup is a routine that is too time-consuming, challenging, or just inconvenient. Whether the problem is a lack of time or physical limitations, many people are turning to the application of permanent makeup. Permanent makeup is a form of tattooing in which color is applied, usually on the face (i.e., eyes, eyebrows, lips), in as little as one or two visits, rather than the usual daily application (Figure 1–5, A and B). Doing so has many benefits, most noticeable, a reduction in the daily “prep time,” as well as smearing, running, and smudging associated with traditional cosmetics. Someone who has this procedure done can add valuable time



**Figure 1–5** Permanent makeup can make a big difference in a person's appearance.

to the day with the elimination of application, touch-ups, and washing-off time associated with applied cosmetics. Similarly, a client who opts to have permanent makeup will save hundreds, even thousands, of dollars in the replacement cost of makeup.

Permanent makeup is especially useful to people who have physical limitations that preclude them from being able to accomplish the often delicate nature of applying makeup, especially eye makeup. Because of advancing age, neurologic disorders, impaired vision, burns of the face or hands, and hand injuries, the daily use of applied cosmetics can be a source of difficulty and, unfortunately, humiliation. For many of these people, the decline in their abilities to perform functions, once done without thought, becomes a source of anxiety. By having permanent makeup performed, these people have the luxury of looking good without the stress associated with use of applied cosmetics.

### *Reasons that Might Lead a Patient to Consider Permanent Makeup*

Poor vision	Multiple sclerosis
Limited time	Burn injuries
Limited dexterity	Alopecia
Allergies to applied cosmetics	Loss of limbs
Active lifestyle	Paralysis of limbs

#### **alopecia**

Disease characterized by partial or complete hair loss.

#### **hypersensitivity**

Increased sensitivity.

People who suffer from a disorder known as **alopecia** experience permanent hair loss all over their bodies and frequently seek permanent makeup services. Although hairpieces can accommodate the most noticeable hair loss, the absence of eyebrows is conspicuous. These people are ideal candidates to have eyebrows permanently applied to fill the void, providing a certain sense of relief from the apparent physical and psychologic consequences.

Permanent makeup may also help people who have allergies or **hypersensitivity** to the ingredients in many cosmetics, a fairly common disorder. These people will often have permanent makeup done to eliminate the discomfort they experience as a consequence of using the products that cause adverse reactions.

Another group of people who may benefit from permanent makeup are busy career people or active people whose scheduling, frequent traveling, or activities make the time and expense of applied cosmetics an inconvenience. For these people, the application of permanent makeup frees up valuable time, with added benefit of looking and feeling better.

Obviously, many other people have equally variant reasons as to why they choose to have permanent makeup. This procedure is increasing in its popularity and is swiftly becoming a must-have procedure on the menu of the spa or medi-spa. This popularity can be a source of consternation, however, because most aesthetic education programs do not include permanent makeup education as part of the standard curriculum. Therefore if permanent makeup is offered at a medical clinic or spa, a specialist who is trained and certified in permanent makeup will be needed. For people who specialize in permanent makeup, this demand provides a set of unique challenges and benefits. You will have the luxury of specializing in a procedure that is in demand and will therefore make your services available. However, because of the complex and nonuniform regulatory requirements, you will be subject to inspections and safety and sanitation requirements that are not imposed on other procedures usually performed in these environments. We will discuss this subject all later in this text.

## Benefits of Permanent Makeup

Permanent makeup allows the recipient the benefits of looking good without the time, cost, and hassle of application and reapplication. Women who have permanent makeup will tell you that they love getting out of bed and looking good. Never having eyeliner that smudges or brows that wipe off can be a real benefit. Additionally, individuals who are in real need of permanent cosmetics include burn survivors, people with arthritis, people who lack hands or fingers, and people with Parkinson's disease or other diseases that cause trembling. Even certain medications can cause an unsteady hand; therefore you can see that plenty of individuals would benefit from your services.

### CAREER OPPORTUNITIES

Plastic surgeons are artists that sculpt the human flesh, and the permanent makeup artist uses human skin as their medium. The career opportunities for the permanent makeup technician are extensive; facial cosmetic tattooing, decorative tattoos, and paramedical tattooing are all possible areas to use your education, skill, and artistry. Your talent and passion will determine where you will be most successful. Paramedical tattooing, or camouflage tattooing, is the process of tattooing body deformities, and decorative tattooing is the art of tattooing designs and patterns on the body. Opportunities as an entrepreneur are available in medical offices, salons, and spas. An important career choice will be to determine which area of permanent makeup is best for you.

## Medical Offices

The permanent makeup technician might find him or herself employed in a variety of medical offices, including dermatology, oncology, cosmetic plastic surgery, and reconstructive plastic surgery. Each of these medical specialties has opportunities in different types of paramedical tattooing or permanent makeup. Problems that are often addressed in the dermatology office include vitiligo (white patches on the skin) and alopecia. The oncology office will present a variety of options, including paramedical tattooing from disfiguring surgeries. In the reconstructive plastic surgical office, a technician might see patients with burns, breast reconstruction, or cleft palates. In the cosmetic plastic surgeon's office, the tattooing would most commonly be permanent makeup. An important point to include, however, is that the type of permanent makeup that is practiced in a medical environment is reserved for the experienced technician. If this area is one that interests you, a much more substantial level of education will be required than this text can provide.

## Salons and Spas

Depending on the type of salon or spa you choose, the work may be decorative body tattoos or permanent makeup. Requests for both services are commonly made. Permanent makeup is often considered the traditional: lips, eyebrows, and eyeliner, although adding color to the face in areas such as the cheeks is not uncommon. With the popularity of decorative body tattoos, requests for all sorts of images to be tattooed on all areas of the body are common.

## Entrepreneurs

As an entrepreneur, you will be running your own business. Your area of expertise and passion will drive the bulk of your business. If you are a successful entrepreneur, you will likely have to hire other permanent makeup artists to manage the overflow business you create. Entrepreneurs are special people, with a gift for their art and science, as well as a head for business.

## License and Insurance

Whether you are working in a medical office, a medi-spa, a day spa, or in your own facility, you should be certified in the state in which you work. If you work for someone, your employer will want you to provide evidence of your certification or licensure (and insurance if they do not provide this benefit) before beginning your employment. Many technicians

**Table 1–1** Sample of State Regulations for Permanent Makeup

Arizona	Permanent makeup is regulated separately from tattooing; tattooing of minors is prohibited; engaging in the business of tattooing out of a home is unlawful.
Connecticut	Permanent makeup is under the supervision of a physician and regulated by the department of health.
Georgia	State statute prohibits tattooing within 1 inch of the eye; tattooing of minors is prohibited; licensure is required by the department of health.
Idaho	Facility inspection is required by the department of health and welfare.
Maine	Permanent makeup is regulated separately from body tattooing; tattooing of minors is prohibited; certification by the American Academy of Micropigmentation (AAM) is required.
Vermont	Registration requirements are issued by the office of professional regulations; 3 year's experience as a tattooist is required; tattooing of minors is illegal.

like to keep their certification hanging in their treatment room so the client can be reassured of licensure. In some states, this display is a requirement. Uncertified and uninsured technicians should not be working until all of the legal criteria have been met (Table 1–1). This advice means that you should not look for a job pretending to have a license or insurance, even though you will achieve both items soon.

Several types of insurance that are necessary to be a permanent makeup technician are available. For the technician, the most important insurance policy will be the malpractice policy, which is the insurance policy that covers your actions when treating clients. If something goes wrong, this policy will protect you. When working in the medical office, the physician may sometimes have a broad policy under which you will be covered. This type of coverage may also be available in the luxury spa. For you as an individual technician, getting proper coverage is a fact-finding mission. First, speak with your employer, and find out what the status of coverage for your position will be. Second, find a reputable company, and have a consultation with one of the agents. Take the

agent's counsel, and then consider a discussion with an attorney to ensure that your best interests are evaluated. The next policy that will be important for you to consider is a policy that covers your equipment. This type of coverage is especially important if you are an independent contractor or an entrepreneur. Your equipment is your livelihood, and if it is stolen, you cannot work. Although getting a high deductible to reduce the monthly payments is tempting, consider the potential of replacing all of your equipment, including pigments and needles. Being financially careful is important, especially as you begin. However, do not be, as the saying goes, "penny wise and pound foolish."

If you are a business owner, you will want to be sure that you carry other policies to protect your place of business. The most important policy to consider in this situation is the property and causality coverage. This policy would cover you if someone is injured in your place of business or if a flood, for example, should destroy your facility.

When considering insurance, the best course of action is to talk with an attorney to find out the legal requirements in your state, then find reputable insurance companies, and then get several insurance quotes. Insurance agents must be friendly and helpful. Be sure to look for these qualities, as well as the price.

## Liability Issues for the Technician

Liabilities are obviously part of the job if you are a permanent makeup technician. Clients can sue you for just about anything, from a poor result to actual physical harm such as eye damage. The best way to avoid confrontation, liability, and litigation is to be proactive in your job. This approach includes (1) turning away clients who you believe are not suited for the treatment, (2) discussing in depth the risks and complications of permanent makeup, and (3) having a dialogue about the desired and final results. As we explore the contraindications and complications of permanent makeup in subsequent chapters, take note to evaluate tactics to avoid potential liability.

## Conclusion

Permanent makeup is one of the fastest-growing aesthetic treatments today; it attracts different generations, for different reasons. Younger generations are attracted to body art and design, whereas older populations of women who desire easy glamour are attracted to permanent makeup. Finally, others may be looking for assistance in the final stages of body reconstruction, such as breast reconstruction. Whatever the reason, this period is an exciting time to be a permanent makeup artist. In the

following chapters, a more in-depth discussion of topics specific from candidate selection to pigments, needles, and types of equipment will fill the pages. Therefore let us take out our paper and learn about permanent makeup.

### TOP 10 TIPS TO TAKE TO THE CLINIC

1. Permanent makeup is an art, a skill, and a science. The technician must be capable in all areas.
2. Makeup is a reflection of how people view themselves.
3. Permanent makeup began at different times and in different parts of the world.
4. Permanent makeup is technique sensitive.
5. The machine or type of approach one uses for the pigment application will affect the result.
6. Many different career opportunities are available. Be passionate about your choice.
7. Be sure that you have investigated the insurance requirements that are necessary to protect your business.
8. Understand the liability issues.
9. Contact an attorney if you are concerned about liability issues.
10. Keep an active license if it is required in your state.

### CHAPTER REVIEW QUESTIONS

1. When did permanent makeup begin?
2. Why is makeup important to women?
3. What does makeup tell us about a woman?
4. What are the career choices for a permanent makeup artist?
5. Why would someone choose one permanent makeup career path over another?
6. Why is investigating insurance options important?
7. What are the four concepts that come together to create a talented permanent makeup artist?

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