

# 10

Things You

**MUST**

Know, When

Choosing to

Have

Permanent

Makeup!

**FREE REPORT**

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### **Disclaimer**

This report is based on the experience and views of Katy Jobbins, a well educated and experienced permanent makeup technician, who has been performing safe procedures on very satisfied clients. The author is not responsible for any permanent makeup procedures done which does not meet any individual's expectations.

# “10 Things You MUST Know When Choosing To Have Permanent Makeup”

## 1 - Never, Never, Never, Choose A Permanent Makeup Artist On Price Alone!

Permanent make up ranges from as little as £50 per procedure to £1500 per procedure & there is a very good reason for this. You should never choose on price alone, but rather on the competence of the Permanent Makeup Artist. Remember, permanent makeup is a science and an art form.

In my opinion prices generally reflect the level of education & expertise of the technician you are considering. Never forget that whoever you choose to perform your permanent makeup procedure will be permanently tattooing your face!

## **2 - What is the Technicians Background – Is it Artistic, Medical or Neither?**

Depending on which treatment you want to have, I would suggest that you choose a technician who specialises in what you would like to achieve.

Some technicians specialise in medical reconstruction i.e. areola, burn victims, people with alopecia, those born with a cleft palate or who have had significant scarring to their body.

I, for example (with my artistic background) I specialise in enhancing clients overall look on a purely aesthetic level. The treatments I specialise in include: realistic eyebrow hair simulation, eyeliner & eyelash enhancement, Lip blush, full lip colour & cupid's bow enhancement.

As a result my clients vary from those who go to a Medical Permanent Makeup Technician & I suggest you choose someone whose skills most suit your requirements.

### **3 - How Experienced is the Technician, NOT Just How Long Have They Been Doing It.**

Some Technicians will say that they have been doing Permanent Makeup procedures for 5 – 10 years and you would automatically consider them an expert. Beware: It is not necessarily how long they have been doing it that you should be considering, rather how many procedures have they completed.

You will be much better advised to choose a technician that has chosen Permanent Makeup as their main profession & completed anything from 100 to 250 procedures over the last year, rather than someone who claims to have been a Permanent Makeup Technician for say 10 years that simply dabbles in and out of it whilst doing massage, facials, manicures & pedicures etc. the majority of their working time. Its true what they say “jack of all trades and master of none”.

#### **4 - Do You Have Realistic Expectations?**

You need to consider both of the following. Do you have a realistic idea of what you are able to achieve and is your permanent make up artist able to fulfil these for you. If anyone tells you they will do ‘Amy Winehouse’ flicks, double or triple the size of your lips or lift your eyebrows 2 inches up your forehead, then run!

Remember that with permanent makeup, less is more. You can always add to your permanent makeup with conventional make up when you go out or if you fancy a colour change. You can even add more permanent makeup a little way down the line if you want to. The idea of permanent make up is to enhance and complement your natural features and add sparkle - not change them completely.

Some people are just not suitable for the treatment when their expectations are just too unrealistic. Top Harley Street plastic surgeon (Rajiv Grover) once told me that “We are part therapist, part technician and sometimes the kindest thing to do is say NO!” I agree.

## **5 - Do They Belong to Associations in the Permanent Makeup Field?**

Most Permanent Technicians will be part of one or more of the following or similar professional Associations:

‘Dermagraphic School of Art’

‘British Academy of Micopigmentation’

‘Conventional & cosmetic Tattoo Association’

‘International institute of micropigmentation’

It is always worth asking them where they studied or what professional Associations they belong to. This will also give you an indication of their professionalism.

## **6 - Do They Keep Up With Continual Education?**

I am constantly looking for new ways to improve the service I am able to offer to my clients. My philosophy is that 'you can never know too much on a subject & if you think you know it all, you are wrong. Where growth stops, decay begins, there is always more to learn!'

Like any other profession, the very best permanent makeup technicians are passionate about their work and are hungry to learn more even when they are at the top of their game.

It might be a good suggestion to ask them what was the latest training course they have been on, or what are the latest techniques/styles that are both popular and they have recently learnt.

If they have been keeping up with the latest trends and education they should have no problem answering this type of question.

## **7 - Do they have testimonials in their portfolio?**

It is always worth checking with your technician whether or not they have testimonials from previous clients and whether or not they would be happy for you to call them and ask for a recommendation.

You will never get a better, more accurate picture of what to expect, what can be achieved and how it has benefited someone, than by asking someone who has already used the Permanent Makeup Technician that you are thinking of choosing.

If the technician does not seem to have anyone she could recommend you call for a testimonial, you must seriously rethink whether this is someone who you are going to let tattoo your face.

## **8 - Will They Give You A Free Consultation & Time To Think Things Through?**

Every permanent makeup technician I know gives free consultations.

What you must make sure though, is that you feel 100% comfortable & confident in both the technician you choose to perform your treatment, and the treatment you have chosen.

Never feel pressured into making an appointment to have the treatment done. If need be go away, take the technicians advice and think it through for a few days, making completely sure you want to go ahead with the treatment. Remember just because you had the free consultation you are under no-obligation to have the treatment done.

Once you have made the decision to have Permanent Makeup, it is completely normal for the technician to then ask for a deposit to book the time and place of your treatment.

## **9 - First Impressions Count**

Ideally your consultation will take place in the same place that you will be having the procedure completed. Permanent Makeup technicians sometimes hold many clinics around the local area and may expect you to come to their salon for the actual treatment so this is not always the case.

Double check where you will be having your procedure completed & make sure it is a clean sterile environment. Have a look at their website, is it nice and tidy, easy to understand and informative.

Does their website have full contact details and a permanent address that you can visit at any time? Are portfolios on display and do they have plenty of testimonials? Do they have videos of the procedure you are going to have and can you watch it?

You will probably find a Permanent Makeup Professional will have a website and place of business to match their overall standards. Once again if any of these are missing, you should question the ability and professionalism of the technician you are thinking of choosing.

## **10 – You Only Live Once – May As Well Look Fabulous 24/7!**

When you have this treatment the only thing you will regret is that you didn't have it years ago! I loved my permanent makeup so much I decided to make a career of it! The favourite part of my job is making a person look and feel the best they ever have, knowing they will feel this way everyday.

So what are you waiting for – go for it & enjoy the money you will save on makeup & extra sleep you get every morning!

If I can be of any more assistance to you, if you have any questions that have not been answered by either this report or my website, or you would like to book a completely free, no-obligation consultation, then please do not hesitate to call me directly at my salon (the Stanford Spa Lagoon) on 01273 841948 or send me an email on:

[info@sussexpermanentmakeup.co.uk](mailto:info@sussexpermanentmakeup.co.uk)

Good luck & I hope to hear from you soon.

Katy X