

Semi permanent make-up

Also known as micro pigmentation this is an established beauty treatment that places pure mineral pigment into the dermal layer of the skin. It is a subtle form of cosmetic tattooing and is most commonly used to enhance eyebrows, eyes and lips, which are the focal points of facial expression. It is called semi permanent because with time and skin regeneration the colour fades and it will need touching up after a year or two but can last for up to five years.

Reasons for use

As we age the eyebrows diminish and lighten in colour, the lip shape changes and more emphasis is required in these areas. Eyeliner or eyelash enhancement may be used to add definition and depth to the eyes. Lips can be defined or an irregular lip shape can be corrected. Beauty spots can also be created.

Many clients have this treatment to enhance the eyes and lips so they don't need to apply make-up.

Some want the treatment because they have lost their hair through illness, alopecia or cancer.

For lip shape correction, nipple and areola re pigmentation after cancer and breast surgery.

Athletes or sports women who don't want to wear make-up whilst competing; swimmers, athletes, tennis players and more, but they still want to look their best.

Professional entertainers, actresses, models and media figures

People who are allergic to make-up

The visually impaired who find it difficult to apply make-up

For sufferers of motor impairment such as; Parkinson's disease, multiple sclerosis or stroke, they may not be able to apply makeup themselves because their hands are not steady enough.

Men who wish to enhance their features without wearing make-up

Anyone who doesn't have the time to apply make-up

When looking for a specialist in this area it is a good idea to contact one of the professional organisations for help such as the Society of Permanent Cosmetics Professionals USA which has a list of professionals from the UK.