
image | a soft, natural look that won't melt in the sun

by Jeanee Lusby

NOBODY EVER WANTS TO hear, "Wow, your facelift makes you look so much better!" A simple "You look so nice" would be preferable.

Today, permanent makeup artists are using advanced techniques such as ColorWash to create softer, more natural looks that the summer heat and sun will not melt away. My clients often tell me that they receive compliments on their appearance and are rarely asked about their perfect eyeliner or new lip color. This is the key benefit to the ColorWash technique. An artist blends pigments, much like conventional makeup, and uses an implanting technique to deliver a less harsh line on the lips and eyes. The result is a subtle look that resembles a client's daytime makeup.

Various layers

ColorWash is a method of layering different shades of pigment using digitally based permanent cosmetic equipment and innovative needle technology. Unlike traditional procedures where one color is implanted along the lash line or on the lips, a ColorWash uses three to four layers of graduated custom shades. The effect on the eye is a smudged, smoky look similar to conventional makeup blending. For the lips, the client's original color can be refreshed or enhanced.

Because there are more components to the ColorWash method, such as multiple shades and designs, an in-depth consultation with the client is crucial. The custom procedure often requires an additional follow-up treatment to either

build up more layers of color or to add the finishing touches to the artistry.

A digital machine makes the technique possible. The machines are driven by a microprocessor technology that ensures a stable needle frequency resulting in more accurate pigment placement and higher color retention. They are fully computerized and automatically adjust needle frequency when they encounter resistance from the skin. The finely tuned pigment placement is necessary because the artist is working with less color in order to achieve a softer effect.

ColorWash is an advanced technique that requires technical training beyond fundamental class work. The students who pick up the technique easily have strong technical expertise and solid understanding of color theory. Many of my students have several years of experience in the industry and are looking to add a new dimension to their business by offering ColorWash custom designs and upgrading to digital instrumentation. An experienced artist can learn the technique in a four hour, one-on-one workshop.

Financially rewarding

ColorWash procedures are more expensive than traditional eyeliner or lip enhancements, offering additional revenue to the artist. Several articles have noted that despite a struggling economy, women continue to invest in their appearance. A *Brandweek* survey of analysts and dermatologists ("Beauty at Any Price: Cosmetics Still Strong") stated that the sweet spot for cosmetic

procedures is currently in the \$100-\$1,000 range. Above the \$1,000 range (where laser skin treatments and surgical facelifts thrive) practitioners are see-



ing a downturn. *Brandweek* concluded that customers may cancel a vacation or a new car, but injections (and other procedures) represent a beauty economy.

Permanent makeup offers the benefit of more lucrative procedures at a much lower price. And while ColorWash procedures have a higher price tag than the more traditional eyeliner or lip enhancements, they still fall solidly within the sweet spot. Color Wash demonstrates how advanced techniques and equipment are enabling well-trained and talented permanent makeup artists to prosper even during these difficult financial times. ■

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SUMMERTIME SKIN AND MAKEUP

BEACH PREP TREATMENTS

WHILE SUMMER IS A BEAUTIFUL SUN FILLED season, makeup meltdown is not so much fun. With all the sweat and heat the skin endures at this time of year, the face seems to crave a cool drink of water.

An adequate skin care regimen to care for the face is important. Tell your client what products to use and how to use them. Lighten up on the skin care formulas. Switching brands for different climates is important—what worked during the cold fall and winter months will not work on hot summer days.

Explain to your clients that while the sunshine is loaded with vitamin D and it feels great on the skin, it also causes unwanted wrinkles and sun damage. ➔

BY NOREEN YOUNG