



10 Things You Should Know Before Choosing A Permanent Make Up Practitioner.....

1. **PRICE** - NEVER judge on price alone. In times of recession and bad economy, we are all looking for the best prices on anything we buy, however, permanent make up should not be one of them! You only have one face, and it is the first point of contact to make an impression. How many times have we heard 'You get what you pay for' or 'pay cheap, it costs you dear' Costs of Permanent Make Up includes insurance, equipment, materials, aftercare, anaesthetic creams, licensing etc. changing permanent make up is not as easy as changing you mind.

2. **TRAINING** - it may sound simple, but is the technician you are looking at fully qualified? WHO did they train with? What is their previous history? The shocking truth to learn is that you don't have to have Aesthetic or Medical previous experience to enter into a career in Permanent Make Up! At present, there is no governing body to control this. So, it is vitally important to check your technician's previous experience. How many treatments have they performed? Which leads onto.....

3. **PORTFOLIO** - have you seen sufficient pictures from your technician to ensure you are satisfied that it is their own work and you are happy with the results you are shown?

4. **INSURANCE** - is your technician fully insured to carry out your Permanent Make Up procedure for you? Feel free to ask for proof. If they have insurance, they will be happy to show you.

5. **ASSOCIATIONS**- Does your technician belong to any official Associations? Are they providing evidence of a CPD? (Continuing Professional Development)

6. **TESTIMONIALS** - Does your technician have recent client testimonials on their website to show you to back up their photographic portfolio of previous work. Written and video testimonials are a great way to see the technician's previous work and their client reactions to the work they have carried out.

7. **REALISTIC EXPECTATIONS** - Permanent Make Up is designed to be natural, and your technician should never promise to deliver anything that is a fad or popular at the time, I.e. scouse brows, or bigger lips! Your technician should be taking time to talk to you about desired shape and colour, showing you pictures and shapes that they feel would suit you, and coming to a decision together to suit you. Each area should be drawn on prior to procedure in order to demonstrate the shape, and for the client to look at in the mirror to ensure they are totally happy before proceeding. After first procedure, the permanent make up can fade up to 50%, so if more colour and definition is required, this will be carried out on the top up treatment, ideally six weeks later. Don't adopt a trendy look that may look out of place in 5-10 years time. Choose a look that suits YOU and your face shape!

8. **FREE CONSULTATION & PATCH TEST**- Permanent Make Up is never an easy decision, and it is very important that you are happy to have you

treatment carried out by the technician that you feel understands your needs. Sometimes practitioners will make a small charge for a consultation, however, a consultation is a time to meet the technician and be given a full patch test to check for any allergic reactions to pigment or anaesthetic cream. This can be done as close as 24hrs before treatment. By having a free consultation, you are under no obligation to go ahead with treatment, and can therefore make a fully informed and unpressurized decision about your journey into permanent make up. Has your technician informed you on what to expect straight after treatment? If you are happy to proceed after your consultation, it is then normal practice to take a booking fee of £50 per procedure at the time of booking your appointment.

9. FIRST IMPRESSIONS COUNT - Is your technician working from a sterile clinic/salon/spa? How do they present themselves? Do they seem knowledgeable in their profession? Have they answered all your questions and concerns? Have they got a good rapport with clients? Do they have a professional website with all their details and point of contact? Have you learnt your technicians background and training? Are they happy to show you their license and insurance certificates? Would you be confident and happy with receiving your procedure from this technician?

These are just some of the questions you need to think about, and if they are offering a FREE no obligation consultation, this gives you the opportunity to answer all these questions.

10. HOW IS THE PROCEDURE CARRIED OUT? You should be given a patch test 24hrs+ in advance to ensure there are no allergic reactions to product, even though they are Hypoallergenic. At this time a full consultation will be given into medical history and expectations. On the day of your procedure, your technician will go through the consultation to check for any changes in medical history or expectations, and a shape will be drawn on to check and discuss with you. Once the shape has been agreed, you will be required to sign the form to say you are happy to proceed with shape and colour shown. Anaesthetic cream is then applied for 20 mins + before procedure commences. Your technician should be wearing protective and sterile clothing, i.e. a lab coat, face mask, vinyl/latex gloves.....

The needle should be shown in its STERILE packaging to ensure only one needle is used per client! Sensation and what to expect is discussed,

although most clients comment that it is similar sensation to having you eyebrows plucked!

The procedure can take between 1-2 hrs depending on shape/ preferred result etc. Anaesthetic cream should be applied regularly to ensure client comfort at all times.

After the procedure is complete, your technician will apply aftercare cream. A full list of aftercare instructions will be given to you, as well as a day by day 'what to expect' checklist, and aftercare creams to use at home.

Your top up treatment should be booked before you leave, ideally about 6 weeks after your first procedure. This is in order for the technician to check if there are any areas that need to be touched up, refined and perfected.