

Micropigmentation

Considering adding permanent cosmetics services to your menu? Let these pros fill you in first. *By Rachel Kossman*



Purebeau USA has a medical spa in New York City where we employ three micropigmentation professionals, all of whom conduct trainings and offer client services.

“Regardless of whether the micropigmentation procedure is medical or cosmetic, the pigment must be safe—it should go through rigorous derma tests to guarantee the color won’t change once it’s injected into the skin. Needles that are laser-finished are the most advanced, and ensure the client feels less pain.”

Tami Doyle, national sales manager, Nouveau Contour USA: “At Nouveau Contour, we market to professionals in spas and salons, but it’s a personal choice for their business whether they want to bring on permanent makeup as a service. As a sales representative, it’s important to me that I get on the phone and speak directly with business owners about their specific needs. I give them details about the devices, and try and get

As 2015 approaches, micropigmentation is becoming increasingly popular. Whether you work at a medical spa that receives frequent requests from patients for scar camouflaging, or you own a day spa with clientele who want permanent makeup on their lips or eyebrows, there are several factors you need to keep in mind before offering such services. Here, two industry experts pinpoint the key considerations.

Beata Baranska, founder of Purebeau USA:

“I’ve been working with micropigmentation for 14 years, and I feel this is a perfect time for the U.S. market to embrace permanent makeup. I have a lot of female clients from all over the country who come to me for application of pigmentation to their lips. Many professionals don’t know how to use their devices on lips, as this part of the face requires a different procedure.

“Some people think of micropigmentation only as it relates to permanent cosmetics or makeup, but I also perform medical procedures, including the coverage and camouflaging of scars, burns, cleft lip, vitiligo and nipple-areola pigmentation, which is often applied following breast surgery.

a better idea as to why they’re considering going into the permanent cosmetics industry. We talk about the various devices and the different needle configurations that are best for the procedures that they’re looking to offer. They may want to perform very basic eyebrow fill-ins, or they may prefer paramedical procedures. Depending on what they decide, the equipment they need will vary. Most importantly, we offer education for spa professionals—they can come to us, or we will send one of our highly trained instructors to provide on-site training.”



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