

BEAUTY  
*Permanent*

Everything you need  
to know before  
committing  
to PMU

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*Important!*

## WHY SHOULD I READ THROUGH THIS WHOLE BOOK?

Going into anything unprepared can make it stressful, difficult, and sometimes scary! Fully reviewing this eBook will ensure the best possible experience and best possible result for you. It benefits you and your artist. You'll be confident in your decision, be fully informed on contraindications/preparations, experience no surprises at your appointment, and know exactly how to care for your new PMU.



## What is it exactly?

Permanent Makeup (PMU) is a form of a tattooing that focuses on cosmetic enhancements. Types of cosmetic tattooing include but are not limited to: scalp micropigmentation, eyeliner, lipcolor, freckles, eyebrows, areola repigmentation, and camouflaging for scars and stretch marks.

## How is it done?

**MANUAL:** Using sterile, single-use hand-tools to create lines and/or pixels. This method is used for Microblading and sometimes Lashline Enhancement.

**MACHINE:** Using digital, rotary, or coil tattoo machines to create lines and/or pixels. This method is used for all of my services. I almost exclusively use digital machines (versus heavy coil machines traditionally used for body art), as they're meant to create lighter, softer results.

Unlike traditional tattoo artists, PMU artists are trained to work very shallow in delicate areas of the skin. This is how I achieve crisp, precise results that heal quickly and don't blur over time. Most PMU services begin with paperwork, consulting, "before" photos, and mapping/pre-drawing. I use numbing agents throughout to minimize discomfort, and finish with aftercare instructions, "after" photos, and booking a follow-up if needed.

## When is the right time?

Whenever you're totally, 100%, absolutely ready! Most of my clients debate for about a year before committing. PMU is not something to rush into! It's best to research the service you're interested in, how it ages, what it's like to have done, and most importantly: which artist is right for you. When you feel fully informed on the process, trust your artist, and can commit to proper aftercare, it's time.

### CONSIDER PMU IF YOU:

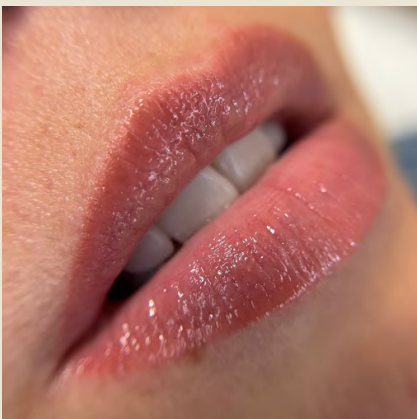
- Find makeup to be frustrating.
- Need to save time and energy in the morning.
- Lack confidence without makeup.
- Have a lifestyle that makes wearing or maintaining makeup difficult. Ex: Nurses, athletes, avid campers, on-call workers, new moms.
- Are unhappy with changes to their appearance resulting from injury, illness, or aging.
- Have unsteady hands or poor eyesight that make it difficult to apply makeup.

## Where should I go for it?

### 4 MAJOR FACTORS FOR SELECTING AN ARTIST

- By law, cosmetic tattooing is just that: tattooing! Don't be afraid to ask to see artist and facility tattoo licenses, and proof of insurance coverage. If these absolute-musts aren't available, it's safe to assume that this is not a safe or dependable environment to get tattooed in.
- Never bargain-hunt for what's essentially a face tattoo. A high price doesn't always equal a high quality, but "Groupon Brows" are usually discounted for a reason. While you may save initially, you'll likely end up paying 4x that initial investment on removals and corrective work, and still not end up with the look you wanted.
- There are two kinds of work examples that you might see in an artist's portfolio: "fresh" and "healed." Freshly-done work gives NO indication of what you'll be left with after your appointment, for years to come. The color is usually warmer and darker, the area is swollen, and the edges are super-crisp... This holds true for all freshly done tattoos. Artists love to see these photos, while clients might be a little afraid of them! But it's the healed result that counts. Look for photos of an artist's work that's at least 6 weeks healed, and be sure that you love most of them. I say "most," because a great artist adjusts their style a bit to fit each client's preferences, as they would for you. If you can't find any healed work examples, just ask!
- Reviews don't lie! If you check out Google and social media platforms and you're not impressed, you may want to look into a few other artists. If you hardly see any reviews on any of these platforms, that might also be cause for concern.

Choosing the right artist the first time is critical. If you "get it right from the start," you won't have to worry about costly & painful removals or corrections.



## EYELINER

If you're hooked on eyeliner, mascara, lash lifting/tinting, or lash extensions, this would be a dream come true. Permanent eyeliner can be used to enhance the eye shape/size/color, fill out the lashline, and captivate. Unlike old-school eyeliner tattoos, modern methods look super soft and classy. I use high-quality pigments that last and the most delicate techniques, so your liner will look vibrant for years without blurring over time.

### STYLES (upper lid only)



#### Classic Eyeliner 3h / 650\$

Your lacey, nude lingerie set. It's sultry and feminine, yet appropriate for everyday. Classic eyeliner typically involves a thin and well-defined line along the lash line. This timeless style enhances the eyes with a subtle and natural look, providing a defined and polished appearance without appearing overly dramatic. It's a versatile choice that complements various eye shapes and preferences.



#### Lashline Enhancement 2h / 550\$

I like to call this one the "training bra" of permanent make up. This sweet service leaves you with a thin, subtle line only through the lashes, to create the illusion of a fuller lashline. It draws just enough attention to the eyes, in the "can't put your finger on it" kind of way.

Permanent eyeliner typically requires 2 sessions to complete, and then you'll need a "colorboost" every 2-5 years.

5-8 Week Eyeliner Touchup 1,5h / 200\$

Classic Eyeliner Colorboost 2h / 450\$

Lashline Colorboost 2h / 375\$



Permanent lipcolor is the next big thing. If your lips have lost color over time or you lack definition around the edges, you're about to fall in love. I don't believe in just lining the lips, as my goal is to achieve the most realistic, natural look possible.



**Permanent Lip Color**  
3h / 650 \$

A permanent lipcolor technique adds a soft wash of color over the entire lip, defining the border of the mouth and gently fading towards the inner edges of the lips.



**Frozen Lips**  
3h / 650 \$

A permanent lipcolor style that takes the 'lip blush' look to another level. Finishing layers of a light-reflecting/pearly pigment creates a shiny, almost diamond-like effect.

Permanent lipcolor typically requires 2 sessions to complete, and then you'll need a "colorboost" every 2 years.

**Lip Colorboost**  
2h / 450\$

**5-8 Week Lip Touchup**  
2h / 200\$

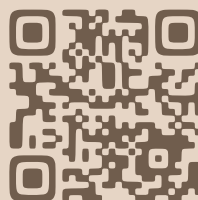
# BROWS

Permanent brow makeup is my most popular service, for one main reason: most women identify their brow pencil as the one cosmetic item they can't go without... and the most frustrating one! Filling in your brows for just 5 minutes per day adds up to 30 hours per year. Getting that time back and waking up with full, shapely brows that perfectly frame the face... is absolutely priceless.

Every artist's work looks slightly different on every client! Although we all have our favorite styles, I believe that brows should always be customized. Whether you're looking for super-natural or bold and defined, I'm here for you. View next page for different brow PMU methods.

Check out FAQ section for more commonly asked questions.

*My Portfolio*



I offer three methods of permanent brow makeup. This is a major point of difference between us and neighboring permanent makeup studios. While many of my clients request Microblading, it is only suitable for about 25% of them!

Learn the differences between each method, and which one is right for you. I will only perform services on clients that are suited for them, to protect your investment, maintain my integrity as artist, and provide you with the best possible result.

Beyond selecting the right method for you, I tailor my brow work to each client. When determining intensity, shape, size, and color, I consider your preferences, natural growth, natural brow color, skin type, and skin tone.



## Nano Brows 2,5h / 650\$

Nano brows (digital microblading), eyebrow embroidery, eyebrow feathering, or hairstroking are created with digital permanent makeup device and one single needle. "Strokes" are created on the skin to imitate the look of real brow hair, in a precise pattern that flows with your natural hair growth. Nano brows are not a substitute for makeup; it will not create a "filled in" look. It is best for normal/dry skin clients with evenly-distributed brow hair\*, and with skin that is not too thin, thick, or sensitive. Nano brows typically need refreshing every 1-2 years.

\*Brows with "evenly-distributed" natural hair do not have prominent gaps or super-dense areas. The hair is spread evenly over the desired brow shape.

NANO BROWS VS MICROBLADING - more about it on the next page!



## Ombre - powdered Brows 2,5h / 650\$

Ombre Brows, as opposed to Nano Brows, do not feature hair strokes. Instead, a soft "background color" is added to the brow, that heals looking subtle and powdery. For the most natural-looking result, the color softly diffuses at the head of each brow; they are never harshly squared off. Clients with oily, sensitive, heavily creased, delicate, or thick skin will have the best healed result with this method.

It's also typically the best option for coverups and corrections (more on this soon!) This method typically needs refreshing every 1.5-3 years.



## Combination Brows 2,5h / 650\$

Combo Brows feature Nano Brows and Ombre Shading! It's the best of both worlds and more customizable than one of those two methods alone. This method is best for clients with little/uneven hair and normal/dry skin that is not too thin, thick, or sensitive.

Combo Brows typically require maintenance every 1.5-3 years.

5-8 Week Brow Touchup 1,5h / 200\$

Nano Brows Colorboost 2h / 450\$

Ombre Colorboost 2h / 450\$

Combo Brows Colorboost 2h / 450\$

## *Important!*

Most of my clients request Microblading, not knowing that more than one technique exists and as it's super popular and marketed as the most natural-looking method. But when it's done on the wrong client, the healed result is anything but natural.

- The strokes can "bleed" into a blurry mess.
- The strokes can heal to a very dark grey, almost-black color.
- Sometimes no pigment is retained and pink scars are left behind.
- It can be very obvious where there's real hair and where there's not.
- It can be painful.

Unlike other methods of PMU, Microblading is created using manual tool and should only be done about 5-6 times total, including touchups. If done improperly, that limit changes to about 1-3x. At this point, there is little negative space left between the hair strokes, so a shaded look is starting to take effect. Additionally, microblading can be quite traumatic to the skin. Even the most skilled artists often create scarring when using this method. When the strokes have become too thick, and the skin has been scarred, you do not need to quit having PMU done all together! You just need to switch over to ombré shading. This method will not only prevent further scarring, but restore the quality of the skin over time.

The vast majority of PMU horror stories come from artists that are only trained in microblading, and offering this method to every single client. It's a beautiful look when the stars are aligned for a proper healed result, but again, this is only the case with about 25% of our clients.

If you had your sights set on Microblading, please keep these two things in mind:

- I am looking out for your best interest! I only want you to have the best healed result possible.
- All methods are totally customizable. If soft & subtle is your goal, this can be achieved with an Ombré or Combo brow!

## *Note:*

### YOU CAN SWITCH BETWEEN THE METHODS!

You can switch back and forth! Many clients start off with Nano Brows, and later want the definition that can only be achieved by Ombré Shading. Those clients would book an Ombre Colorboost when their Nano strokes starts to noticeably fade.



## What is it and how is it done?

Anytime I am working over PMU that was previously done by another artist, it is considered a coverup/correction.

In most cases, additional time is needed to color-correct the old tattoo or achieve even saturation throughout the new shape. For this reason, cover ups and corrections are best done gradually: a first-timer session, a 5-8week touch up, and then another 5-8week touch up to perfect. In most cases, the Ombre method is best.

However, corrective work is not always an option. When doing cover ups and corrections, I can only add color, I can't take any away. This means that your desired result must be slightly thicker and darker/bolder than what you're starting with. So I unfortunately have to send many prospective clients away for removal. Some previously done work just can't be saved, and it'd be better to start fresh.

Particularly if your desired result is the hair stroke look, or overall softer than what you're starting with, pigment must be removed.



*Before & After*



Choosing the right artist from the start is critical. Most clients that need to seek out corrective work or removal, end up spending about 4x as much time and money on their PMU as they had anticipated. Yikes!

## *Get in Touch*

If you have previously done work that you'd like improved, please email photos and a brief history of the work you've had done to [permanentbeautyboston@gmail.com](mailto:permanentbeautyboston@gmail.com) ASAP.

That information will help me determine the best course of action for your unique case.

Note that "Colorboosts" are maintenance appointments for clients returning to the same artist. Clients that are visiting a new artist, should always book as first-timers.

## *Important!*

There are many contraindications to having PMU services done.

This is not only to ensure the best result possible, but for both your safety and ours. Safety is our absolute top priority, closely followed by predictable, world-class results. Please review this section in full.

### MEDICAL CONTRAINDICATIONS THAT WILL REQUIRE A DOCTOR'S NOTE:

- Epilepsy
- Diabetes
- Artificial heart valves
- Current or completed chemotherapy treatments (within the last 2 years)
- Heart, blood, and/or liver disorders /diseases

### MEDICAL CONTRAINDICATIONS THAT WILL PREVENT US FROM PERFORMING YOUR SERVICE:

- Allergies to dyes and/or numbing agents: Please make us aware of any allergies upon booking.
- Uncontrolled hemophilia.
- HIV/AIDS, hepatitis, lupus, any immune disease/disorder, active staph/mrsa infections, and uncontrolled blood pressure issues: We do not anticipate desirable healed results when any of these concerns are present, and we cannot ensure that this will be a safe procedure for those with compromised immune systems.
- Acutane usage within the last year: The skin will be too thin/delicate to achieve a desirable healed result.
- Current antibiotic use.
- Active psoriasis/eczema breakouts within 1" of the area to be treated.
- Current steroid use.
- History of keloid scarring after even minor injuries.
- Over-filled lips (lip clients only): The risk of pigment migrating under the skin is too high.
- Pregnancy and/or breastfeeding: As tattoo inks/pigments are not regulated by the FDA, we cannot assume responsibility for the effects that they may have on non-consenting minors. Additionally, anytime the skin is broken, there is a risk of infection. I cannot risk the transmission of a infection to an unborn or newborn baby. And finally, I cannot use numbing agents on pregnant/ breastfeeding clients. Numbing agents not only make these services comfortable, but are typically necessary for us to create the best work possible.

### CANCELLATION FEE

If any contraindications listed above prevent you from getting your service done on the day of, a cancellation fee must be processed, so please be sure to read this page thoroughly, and reach out with any questions right away. Additionally, if you choose not to follow through with your service after arriving for any reason, a cancellation fee must be processed.



## BEFORE YOUR SERVICE:

- Remove any piercings obstructing the area to be treated.
- Do not exercise on the day of your service.
- Avoid caffeine, alcohol, vitamin E, Advil, and ibuprofen for 24h prior.
- Do not take fish oil or CBD oil for 1 week prior.
- Do not have electrolysis, laser hair removal, or any waxing done in the area within 1 week prior in case of burning/irritation.
- Minimize sun exposure and avoid tanning beds/booths for 2 weeks prior (we cannot work on sunburn skin). Do not have Botox or fillers done within 2 weeks prior. Lip clients, do not have fillers done within 1 month prior.
- Do not use retinol or retin-a products on the face within 3 weeks prior.
- Take extra precautions 2 weeks prior to ensure there will be no broken skin or lesions in the area to be treated.
- If you are on an aspirin regimen, please speak with your doctor about possibly taking a break for the 2 weeks leading up to each service (initial and touch up). If possible, this will mean a much better healed result. If you're unable to take a break, we can still perform the service, but may have to alter it and cannot guarantee optimal results.
- Do not schedule any spa-grade peels within 6 weeks prior.

## LIP CLIENTS ONLY:

- If you're concerned with deep wrinkles around the mouth or desire noticeably fuller-looking lips, we highly recommend having fillers done 1+ month prior to your service. Deep lines around the mouth can result in a jagged-looking lip line. And as I do not tattoo outside the natural lip line, permanent lip color will not make the lips look significantly fuller.
- In the 3 days prior to your service, you may want to begin a regimen of Arnica tablets (found at Whole Foods) & pineapple. Both of these will help to prevent excess swelling, which means a better healed result. (I am not medical professionals; These suggestions are based on personal experience and my advanced education. Always consult your doctor before using any new vitamins or supplements.)
- Clients with medium-deep complexions should anticipate needing 3 sessions to achieve a desirable result. The first session will involve color-correcting only. At the second session I will begin laying down the target color, and at the third session we will perfect.
- If you have ever had a cold sore, you must partner with your PCP to begin an oral antiviral regimen at least 2 days prior to your service, and plan to continue treatment until 5-7 days after. The trauma to the skin is likely to cause breakouts for those that have experienced them in the past, and can even trigger breakouts in those that have never experienced them.

## BROW CLIENTS ONLY:

- Brow growth serums: You must be off prescription serums for 4 weeks prior to your service, and off over-the-counter serums for 2 weeks prior. To protect your investment, do not continue using brow growth serums until 4 weeks after your touch up.

## EYELINER CLIENTS ONLY:

- Lash growth serums: You must be off prescription serums for 4 weeks prior to your service, and off over-the-counter serums for 2 weeks prior. To protect your investment, do not continue using lash growth serums until 4 weeks after your liner touch up.
- In the 3 days prior to your service, you may want to begin a regimen of Arnica tablets (found at Whole Foods) & pineapple. Both of these will help to prevent excess swelling, which means a better healed result. (I am not medical professionals: These suggestions are based on personal experience and my advanced education. Always consult our doctor before using any new vitamins or supplements.)
- Do not wear contact lenses to your appointment.
- If you wear lash extensions, they must be removed. If you plan to have them chemically removed, please do so 3 weeks prior to your service. If you plan to have them removed manually, or remove them at home with oil, they can be fully removed no less than 1 week prior to your service. Note: oil removal at home can take quite a few nights of repeated soaking to remove all extensions. To protect your investment, keep extensions off until at least 3 weeks after your touch up.
- If you are not certain that you can stay relaxed and in control of your eye movements throughout your service (no squinting, squeezing, fluttering or opening unexpectedly), you may want to partner with your PCP to discuss an anxiety-reduction plan for the day of your service. The risks of permanent eyeliner services are magnified when clients cannot relax, and your safety is my number one priority.

Most of my clients report that the healing process was much quicker and easier than they expected it to be! Will it look a bit bolder and more makeup-y at first? Absolutely. But there's no need to take any time away from work or socializing during the healing process. It's over before you know it, and truthfully, you may be the only one that even notices something's off! Easy healing is a result of us working shallow in the skin, only performing services on the right canvases, and providing you with specific, time-tested aftercare instructions.



## How to take care of your eyeliner?

### WHAT TO EXPECT VISUALLY:

Most clients leave their liner appointments with slightly swollen lids. This is a normal reaction, and nothing to be concerned about. Swelling and redness can be a bit worse the following morning, but typically starts to subside within a few hours. Swollen lids may also appear asymmetrical. Light peeling can occur between days 3 and 10. When the peeling is complete, the liner can often look much lighter. But by the time the skin fully heals through each layer (4-6 weeks), the color will have blossomed back up a bit.

### WHAT TO DO:

For the first five days, gently wipe the area with a damp cotton ball twice daily. For the first two days keep the area dry (no ointment). Many clients like to ice the area to reduce swelling, just be sure to keep a clean towel between the skin and the ice, and don't over-do it. On day 3, you can begin applying a very thin layer of Aquaphor with clean hands, if the skin feels tight, dry, or irritated. The skin should then feel hydrated, but never look wet. You should not need to apply Aquaphor for more than a few days.

### WHAT TO AVOID UNTIL PEELING IS COMPLETELY DONE, OR FOR 10 DAYS IF NO PEELING OCCURS:

Saunas, steam rooms, tanning beds, tanning booths, excessive steam/sweating, makeup or skincare within 1", picking, scratching, itching, sun, swimming, and spray tans.

It's also critical that you avoid very hot showers or baths and any other source of steam, to prevent pigment migration (color bleeding under the skin).

### WHAT TO AVOID INDEFINITELY:

Retinols/ acids/ exfoliants within 1\*, and unprotected sun exposure.

## How to take care of your new lips?

### WHAT TO EXPECT VISUALLY:

Most clients leave their lip appointments with noticeable swelling, bold color, and sometimes bruising. This is a normal part of the process, and nothing to be concerned about. Swelling and bruising typically starts to go down within just a few hours, and almost entirely by the following day. Peeling occurs between days 3 and 10. When the peeling is complete, the lips can often look much lighter. But by the time the skin fully heals through each layer (4-6 weeks), the color will have blossomed back up a bit.

### WHAT TO DO:

Immediately following your appointment, feel free to apply generous layers of Aquaphor with clean hands as often as you'd like. Hydrated lips will heal more comfortably. Blot as needed between applications. Many clients like to ice the area to reduce swelling, just be sure to keep a clean towel between the skin and the ice, and don't over-do it. You should not need to apply Aquaphor for more than 10 days.

### WHAT TO AVOID INDEFINITELY:

Retinols/ acids/ exfoliants within 1\*, and unprotected sun exposure.

### WHAT TO AVOID UNTIL PEELING IS COMPLETELY DONE, OR FOR 10 DAYS IF NO PEELING OCCURS:

Saunas, steam rooms, tanning beds, tanning booths, excessive steam/sweating, makeup or skincare within 1\*, picking, scratching, itching, sun, swimming, and spray tans.

It's also critical that you avoid very hot/acidic/spicy foods, having dental work done, smoking, excessive stretching or rubbing of the mouth, teeth whitening, topical cold sore medication, sleeping on the face (if you can help it), applying any lip product not recommended by your artist, or excessive sexual contact.



## How to take care of your new brows?

### WHAT TO EXPECT VISUALLY:

When you leave, your brows will look bigger due to swelling, much warmer in color, darker, and more defined. This is normal. On days 3-5, your brows will begin to lightly peel and this will last for a few days. When the peeling is done, the brows will look lighter, cooler in color, and softer around the edges. By the time the skin fully heals through each layer (4-6 weeks), the color will have blossomed back up a bit.

### WHAT TO DO:

For 10 days or until peeling begins, cleanse twice daily with plain antibacterial soap, and follow with a thin layer of Aquaphor. When you're cleansing, you want to be gentle, but do cleanse as if you're trying to remove something. When you're applying the Aquaphor, you'll only need about the size of a grain of rice for both brows combined. If you have thick/coarse brow hair, be sure to press the Aquaphor through to the skin. Once the peeling begins, you should stop cleaning and applying Aquaphor.

### WHAT TO AVOID UNTIL PEELING IS COMPLETELY DONE, OR FOR 10 DAYS IF NO PEELING OCCURS:

Saunas, steam rooms, tanning beds, tanning booths, excessive steam/sweating, makeup or skincare within 1\* picking, scratching, itching, sun, swimming, and spray tans.

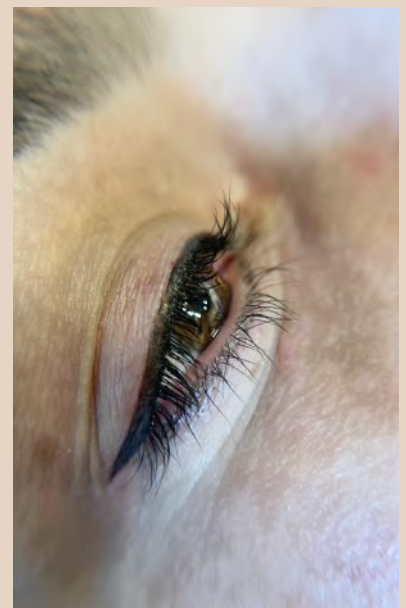
### WHAT TO AVOID INDEFINITELY:

Retinols/ acids/ exfoliants within 1\*, and unprotected sun exposure.

## NEVER ATTEMPT TO ALTER YOUR OWN PMU!

If at any point you experience discomfort or signs of infection after any PMU service, contact both your artist and primary care doctor immediately.

PMU takes a full 4-6 weeks to heal, and goes through many changes in that time. It can't be judged or adjusted any sooner than this. It's critical to patiently trust the process.





## Is it really permanent?

PMU is sometimes referred to as semi-permanent makeup. This can cause a lot of confusion! It's permanent in the sense that it can't be washed or exfoliated away. Anytime pigment is placed under the skin, and lasts more than 6 weeks, it's considered to be permanent/tattooing. However, it's semi-permanent in the way that it will fade over time and need refreshing. For some clients it may fade away completely, and for others it may not.

## Is it safe?

Tattooing of any kind is considered to be totally safe, as long as:

1. It's done in a properly licensed facility, by a licensed and insured artist.
2. It's not done on any clients that are not considered good candidates (see contraindications above).
3. Proper aftercare instructions are followed closely.

## Should I bring in pictures of what I like?

This can sometimes be helpful, but it's in no way necessary. Either way, I ask that you come in to your appointment with an open mind. What you love on someone else, may not be realistic or suitable for you, or match with your artist's style. This is one reason that it's important to select an artist who posts mostly healed work that you love!

## What if I don't like it after?

After reading through this eBook, browsing through my social media pages, and checking us out on Facebook, and Instagram... You'll have a pretty good idea as to whether or not Permanent Beauty Boston is the right PMU studio for you! When you've decided on an artist, you should feel confident in their ability to create the best look for you. If you don't feel that just yet, maybe sit on it for a few weeks! But if you do, the key is to come to your appointment with an open mind. I set out to create the most timeless look for every single client. Be prepared to fully trust the healing process, every step of the way. If you're fully healed from your touch up and still not in love, don't stress! There are tons of ways to adjust your look, and I'll be there to help.

## Does it hurt?

I know, I know. How could it NOT hurt, right? Wrong! Although PMU is a form of tattooing, I work so shallow in the skin to create light, powdery results. I just barely hit the 2nd layer of the skin. On top of this, I use numbing gel throughout our services to make you as comfortable as possible. Many clients even fall asleep during their services. Not kidding! Once that numbing gel takes effect, it's smooth sailing. 95% of my clients say their services were much more comfortable than they expected.

## How long have people been doing this?

Evidence of PMU actually dates back over 2,000 years! Then, in the early 1900s, the first PMU services were officially documented (in Europe). However, the industry has undergone major changes in just the last ten years. The techniques, pigments, and tools that are now available are more advanced than we ever thought possible. Permanent makeup is not what it was a decade ago!

## Why is it so expensive?

Behind the scenes, there is a lot that goes into offering these services! To name just a few: supplies, insurance, licensing, education, accountants, rent/utilities, cleaning services, biohazard disposal etc.. But we do our best to keep costs low, to give a gift of confidence to as many clients as possible! But consider this: Can you believe that permanent brow makeup only works out to about \$0.24 per day? Let me explain. One of the hottest brow products is Anastasia Brow Wiz (\$21, 6 week supply). That's \$0.50/-day plus time, energy, and frustration, to wake up with perfectly crafted brows. Ombre brows, my most popular brow method, are \$650 for session 1 + \$200 for session 2. After that, you shouldn't need maintenance (\$450) for 1.5-3 years. That breaks down to \$1.22/day. So for just an additional \$0.72/day, you can trade that pencil for hitting snooze + never stressing over your brows. Not in the morning, not at the beach, not at the gym, and not in the rain. If it sounds like a no-brainer now, that's cause it is!

## I've seen so many scary brow tattoos, I'm worried it can't ever look natural...

10+ years ago, women (and men!) that were interested in permanent makeup were not seeking out natural-looking methods (as they weren't even available yet), and were often visiting traditional body tattoo artists for it. So those old, dark/discolored, misshapen brows that you often see on older women, aren't a representation of today's PMU, but yesterday's; a time when any PMU was better than none! Today, our techniques are wildly different. We're able to customize your result more than ever before. Whether you're looking for something natural, bold, full, thin, wispy, defined, light, or dark... It's achievable. That being said, there are absolutely artists still out there that can and will produce dark, thin, "old school" brows... As there are some clients that still want them! That's the beauty of modern PMU; there's an artist for everyone. Choose wisely!

## How do I know what would look good on me?

That's where I come in! It's hard to be objective about your own brows, and envision different looks on yourself. As artist, I'm able to narrow down the shape, size, color, and method that'd be best in your unique case, and satisfy your preferences. You can leave the heavy lifting to me!

Why do some brow photos look so dark and sometimes orange?

Permanent brows almost always heal cool. That means they become a little (or a lot) more ashy 1-2 weeks into healing. Certain skin types are even more prone to this. That being said, adding warmth will almost guarantee a more neutral healed result! And as we all know, it's the healed result that counts. A week of warm-toned brows, is better than a lifetime of grey/blue brows. The pigments that I use with our brow clients are pre-modified. That means I don't have to add in any warmth; these pigments arrive with the perfect amount already added. And not only does this protect you from a too-cool brow now, but it also keeps them looking warm/neutral for longer. That means less refreshing needed.

Should I come in wearing makeup how I like it, for you to see?

This can sometimes be helpful, and we understand if you're not comfortable traveling to the studio with no makeup on. But we ask that you do not wear any complexion makeup to your appointment. This makes our photo-editing process much easier!

I know I'm supposed to avoid unprotected sun exposure forever but I go tanning a lot. Will that affect my results?

You absolutely can't go tanning within 10 days of your appointment. But even tanning after that will impact your long-term results. Clients that go tanning regularly find that their PMU fades and cools in color much more noticeably than clients who limit sun exposure.

Will I still have to pluck my brows after having them done?

Yes, you will still need to groom any hair that grows outside your desired shape. Once your brows are a few weeks healed, you can thread, wax, tweeze... Whatever you'd like!

Is it normal to be nervous?

Absolutely! Most clients say they're nervous about pain & the result looking natural. Even after reading this eBook, you may still have anxiety over these things! It's completely normal. When you're ready to trust the process, you'll be more focused on how badly you want the service done.

What if I have it done, then never get a colorboost?

In most cases, PMU lightens and shifts in color as time goes on. Regarding the color shift, it usually cools, but can sometimes become warmer instead. This is around the time that a colorboost is necessary to refresh the tone, clean up the edges, and darken the overall appearance. But if you were to let your PMU go, the fading and color shifting would just continue. Many clients would see their PMU completely fade away within 5 years, but some would not! There are so many factors that contribute to how your PMU ages. In short: You'll survive, but you may want to start applying some makeup again.

What happens at a colorboost appointment?

It's very similar to a first-timer session, but with less consulting, and less mapping/shaping.

Note: I believe in waiting as long as possible between color-boosts.

A) I don't want your skin overloaded with color

B) Why cause trauma to the skin when it's not totally necessary yet? Less is more.

Just be sure to come in while we can still see the general shape/ outline.

Does PMU cause scarring?

Scarring can occur one of two ways: during your appointment, or after. If your artist is properly trained, skilled, and using an appropriate technique on you, the risk of causing scarring during your appointment is very low. However, scarring can easily be caused during the healing process if aftercare is not followed, for example: if a client was to pick or scratch at their new PMU.

Why can't I use retinols/ acids/ exfoliators near the area after my PMU is healed?

This will fade your PMU faster, and may cause it to cool more in color! But if that's not a huge concern for you, then you can absolutely keep using those products.

Can you tattoo blush, foundation, or concealer?

We do not recommend seeking out these high-risk services. The pigments typically used for them are prone to aging very poorly.

Choosing a PMU artist can be scary! There are so many to choose from. And you've learned by now, that choosing the right artist from day one is important!

We could talk all day about my high safety standards, continuous education, and advanced artistry... But instead, take a look at what my clients have to say!

”

## PROFESSIONAL ARTIST

As someone who works in the beauty industry myself I am very picky on who I trust to touch my face. I'm so glad I met Inga because not only is she a wonderful and sweet human being but she also possesses the very important technical skills a permanent makeup artist MUST have, armed with her natural eye for symmetry and beauty. Look no further, she is THE ONE..

Epya M.

”

## BEYOND EXPECTATIONS

Inga is the Boston area's best kept secret! She's so diligent in her craft and a true artist. I fully trust Inga and her talent and expertise. She's incredible! I have recommended family and friends to her and they all look amazing after visiting Inga. She's such a beautiful person inside and out! You are in good hands with her. I had my eyebrows and lips done and I am beyond thrilled with the results.

Annie T.

”

## MY COMPLETE TRUST

Inga recently did my "classic eyeliner " and I love it. She was so personable, receptive of what I wanted, meticulous & professional. The eyes are of course an incredibly sensitive area and I trusted her completely. She is a true artist and can not recommend her enough I look forward to going back to her to have my lips done in the future.

Julie G.

”

## MASTER AT HER WORK

I feel like I need to shout this from a mountain top, do not go anywhere else for PMU, INGA is the BEST! She is a perfectionist and a master at her work. I'm so impressed with my brows and so lucky that I went to Inga first for PMU. Thank you Inga I'm in love with my brows! Can't wait to do lips next!

Ashley H.

”

## INSANELY TALENTED

For years I was unhappy with my eyebrows and after receiving Inga's brow shading skills I am beyond pleased with the results!!! Her knowledge on permanent brows, eyeliner and lips is prestige and I would highly recommend Inga's services to people of all ages with all types of brows! You won't be disappointed.

Shaina A.

# INGA URBONAITE



## About me

### *Professionally*

With over a decade of dedicated experience as a Micropigmentation Artist and licensed Body Art Practitioner, I have traversed Europe and the United States to participate in numerous PMU seminars, sharpening my skills under the mentorship of some of the industry's most renowned and talented professionals. My journey in the beauty and fashion world began at a young age, and it was a personal experience with permanent makeup that ignited my passion and prompted me to embark on the path of a micropigmentation and paramedical tattooing.

You've waited long enough already.  
It is time to wake up with your makeup!

## What's next?

Email me if you still have questions! I want to help you make an informed decision as to whether or not PMU is right for you. I'm here for you every step of the way.

Book your appointment! Since you've made it this far, it's clear that you're super serious about PMU. It might be time now, for you to wake up with confidence, enjoy an easier morning routine, and kiss your most frustrating cosmetic items goodbye. It might be time for gym-proof, summer-proof, kid-proof, double-shift-proof, over-sleeping-proof makeup.

BEAUTY  
*Permanent*

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