

# COSMETIC TATTOOING

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## **COSMETIC TATTOO TREATMENT INFORMATION**

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Thank you for your enquiry and as promised, here is the detailed information explaining the **Cosmetic Tattoo Permanent Makeup, 'Make-up Forever, Wakeup with Makeup' Treatments**. I know once you have read the attached information you will understand how beneficial these treatments can be for you and I know your many questions about the procedure will be answered.

**Appointments are necessary and can be made by telephoning me**, Please telephone 0407235240.

If we cannot organise a consultation prior to your treatment and you understand and are confident about details of the procedures, your consultation will be done on the day of your treatment.

**Those of you needing Treatments outside Mount Gambier please telephone or email for your appointment and we will inform you with dates of my next visit.**

I was trained by the pioneer of Cosmetic Tattoo Treatments in Australia, Val Glover-Hovan. Val introduced the service to Australia over 35 years ago, and she has specialised and treated thousands of very happy clients and trained many professionals in this technique. You can feel confident and happy to have chosen a practitioner to perform your treatment that is trained by Australia's leading specialist in this field.

Please read the attached information carefully and if you have any further questions, I would be pleased to answer them for you. I hope I have the pleasure of meeting you soon.

**Amy Fenton**

*Cosmetic Tattoo Specialist*

## **TREATMENT CARE INSTRUCTIONS**

You will need to purchase, from the chemist Bepanthen to use after each treatment. A detailed Home Care instruction sheet will be given to you at the time of your procedure.

**You will need to inform us when making your appointment of any existing or past MEDICAL CONDITIONS, are you currently on any MEDICATION, are you contemplating COSMETIC SURGERY. Any medical condition will require a letter from your doctor.**

## **IT IS NOW YOUR DECISION**

You can look glamorous 24 hours a day with a Cosmetic Tattoo creation. Save time each day in the application of your make-up, no more stress or frustration trying to correct your looks and be happy facing the world each day. **The cost per day** for a treatment that lasts 4 years is around **45 cents** per day, which is minimal, compared to the time saved and the happiness and confidence you will have gained. A Cosmetic Tattoo creation is one of the nicest things that you can do for yourself and...

### **WHAT A WONDERFUL INVESTMENT**

**YOU WILL BE MAKING – FOR YOU – IT'S TIME!**

**I'M LOVIN' IT**



**YOU WILL TOO!**

## **TREATMENT PRICES** (GST inclusive in Australian Dollars)

**2016**

<b>TREATMENT</b>	<b>Price</b>
<b>EYEBROWS – Powder Fill Brows</b>	<b>\$420.00</b>
<b>EYEBROWS – Hairstrokes – Feathering</b>	<b>\$520.00</b>
<b>EYELINER BOTTOM</b> <i>(thin line slight taper-normal line)</i>	<b>\$450.00</b>
<b>EYELINER BOTTOM</b> <i>(thick tapered line past outer corner)</i>	<b>\$520.00</b>
<b>EYELINER TOP</b> <i>(thin line slight taper-Eyelash Enhancement)</i>	<b>\$420.00</b>
<b>EYELINER TOP</b> <i>(thick tapered and extended)</i>	<b>\$520.00</b>
<b>LIP – Line Only</b>	<b>\$480.00</b>
<b>LIP – Line &amp; Blend</b>	<b>\$500.00</b>
<b>LIP – Full Colour</b>	<b>\$550.00</b>

**Prices may change without notice. Thank you.**

# IMPORTANT NOTICE

## PLEASE READ CAREFULLY

\*TERMS AND CONDITIONS APPLY

Fading of colour will occur over the years; a re-touch of colour will cost less than the price of the original full treatment.

If it has been ***less than 18 months*** since the treatment then the cost is between \$80 - \$250 depending on the treatment.

Please remember that lighter colours will fade quicker than darker colours.

If it has been ***over 18 months*** since the treatment then the cost is between \$250- \$420.

A price is available and can be quoted at the time of treatment.

PLEASE FEEL FREE TO CALL ANYTIME AND DISCUSS THESE TREATMENTS.

Please bring your eyebrow pencils, lip line pencils and Lipstick to your treatment visit. This way we can get an idea of the colours you like and match this as close as possible.

15 MINUTE CONSULTATIONS ARE FREE (extended consultations \$50.00)

**I love children but it is not possible to be having your  
Cosmetic tattoo procedure done whilst supervising a child.**

**Thank You.**

As you may be aware, my services are in great demand and bookings are several months in advance. If appointments are not kept and not cancelled with sufficient notice, the inconvenience is extreme and is accentuated by financial loss.

**AMY FENTON**

Phone: 0407235240

## **HOW TO SELECT A COSMETIC TATTOO PRACTITIONER**

*Please take the time to read this information*

Cosmetic Tattoo is fast gaining popularity as a Beauty Procedure and is accessed by many individuals who require certain standards to their appearance with the minimum of daily fuss.

The procedure involves depositing pigments into the skin which is achieved by a small pen-style machine and, when turned on, inserts small quantities of the appropriate colour pigment progressively in the required area with the expertise of a competent and skilled professional. The pigment remains in the skin indefinitely, however, the colour may fade due to aging of the tattoo, health or environmental factors, having a light or sheer colour, in which case 'retouches' will be necessary. The most common procedures accessed are: Eye Liner, Eye Brows, Lip Line, Lip Blend, Full Lip procedures as well as Corrective Procedures after surgery, or in the case of burn victims and breast cancer patients who may need scar camouflage tattooing.

**As a Professional in Cosmetic Tattoo I have put together the following information intending to assist you with appropriate guidelines when selecting a Practitioner for a Cosmetic Tattoo Procedure.**

1. When selecting your Practitioner we recommend a consultation. Ask to see their qualifications. Do they have certificates of training? When was it completed? Have they continued their education since? Do they have proof of further education? And how often do they update their skills?
2. Do they belong to an Industry Association? It is highly recommended they have completed an Association Cosmetic Tattoo Certificate Exam.
3. Do they have a current Professional Liability and Professional Indemnity Insurance policy?
4. Check and ask if they are using **disposable attachments and needles**. Ask to see how they are packaged.
5. Evaluate their personal grooming and appearance. Are they dressed in a clean professional manner including their shoes? How do their Cosmetic Tattoo treatments look? Ask who does them.
6. Is their treatment information documentation presented professionally? Does it explain the issues for and against Cosmetic Tattoo procedures?
7. Have they shown you a Portfolio of photographs of their work – before and after? How did these treatments look?
8. Does the Practitioner present in a professional manner? Are they attentive and courteous? Do they listen to what you have to say or is the consultation rushed? Do they want to do what they want? Do you feel like you can communicate well with them? Are they pushy?

**The bitterness of poor quality treatments lingers long after the sweetness of low price is forgotten.**

**Thank you for reading; I hope it has helped in your selection.**

## IMPORTANT INFORMATION YOU NEED TO KNOW ABOUT COSMETIC TATTOO TREATMENTS

Cosmetic Tattoo creations for EYEBROWS, EYELINER, LIPLINE, FULL LIP COLOUR and BEAUTY SPOTS are also referred to as Micro pigmentation, Pigment or Colour Implants, Derma graphics or Permanent Makeup. Val Glover-Hovan pioneered these revolutionary beauty treatments in Australia and New Zealand in 1985 after attending a Beauty Congress and training in France, then Hong Kong for further training in this exciting creative technique.

These treatments are not new, in fact treatments have been performed in the Middle East and Asia for centuries, yet they have only been available for around 25 years in the Western World. Many famous people like Michael Jackson, Phyllis Diller, Madonna, Cher, Liz Taylor, Whitney Houston and Raquel Welsh all have Permanent Makeup/Cosmetic Tattoo treatments done in the United States of America, so have many Australian celebrities.

Since Val commenced treating clients in 1985, thousands of people have enjoyed these enhancing and corrective make-up procedures. All the clients have been extremely happy with the results and are returning customers. I trained with Val at her clinic at Brookvale, in Sydney, which has been established since 1975, Val's name is well known throughout Australia and New Zealand as the leading professional in this field for Professional Treatments and Training. This is why so many professionals recommend clients and celebrities, to Val and her students for their treatments. Val has earned the **status** of being the most experienced **Specialist** in Australia **Performing** and **Teaching Cosmetic** and **Corrective Tattoo**.

Val travels overseas at least five times a year to keep up with new products and techniques. She was the first Australian accepted into the four Cosmetic Tattoo Associations in the United States of America and appointed as the first International Ambassador for The Society of Permanent Cosmetic Professionals and elected on the Editorial Board for the American Academy of Micro pigmentation. She is also an approved Trainer Member by these organisations and the Australian Beauty Associations AABth and APAA.

For over 40 years Val had been a 'victim' of the '50's' when thin Eyebrows were fashionable. Like all teenagers she just had to follow fashion and plucked wildly leaving a thin line of eyebrow hair. Having fair hair Val always needed a touch of pencil to give stronger definition to the shape. As time passed she very rarely had to tweeze hairs thinking how lucky she was, until some years later when the fashion changed it was then Val realised her eyebrow hair wasn't growing back and that she would always need to pencil in a thicker brow shape. This frustrating, time-consuming task, trying to get the shape and colour correct, was very traumatic at times. Going to the hairdresser, swimming and hot weather were all nightmares and she was terrified of having her eyebrows washed off. Val was desperate and after she heard they could be tattooed on forever, Val couldn't wait to have this treatment no matter what it cost. Just to wake up each morning with eyebrows, looking like everybody else would be a real joy!

Immediately after Val's new eyebrows, lip-liner and eyeliner were Cosmetically Tattooed in 1985, she just loved the 'New Look'. It was the best beauty investment she had made for a long time and worth every dollar, never to be without eyebrows ever again. The next morning when she showered she was reassured they were there to stay. The few days they took to heal was nothing and the result after one

week was a soft defined colour. The colour lasted Val 5½ years before they needed to be redone. Val has since had them retouched with colour several times. It is very comforting to have three features on your face looking good at all times. Because of Val's passion and skill she runs a very successful college and fully functioning clinic all year round. This is why I have chosen to train with one of the best there is in the industry.

**BELIEVE ME, IT IS AN INVESTMENT.** It gives you confidence knowing you look good 24 hours each day, no matter what you do, and it saves you so much time in makeup application and as you get older, it's the best treatment ever. It is a fabulous feeling to **"WAKEUP WITH MAKEUP"**

### **HOW CAN COSMETIC TATTOO ENHANCE MY APPEARANCE**

Cosmetic Tattoo Creations will save you time and frustration, you look good 24 hours a day and you don't need much makeup anymore. You can swim, sleep, perspire, have a sauna, play sport, wash your hair, eat and still look GREAT! It won't wash off and lasts for years. All the treatments are performed in very CLEAN, HYGIENIC conditions. The finest quality equipment is used and needles are individually packed in sterile packets - the needles and the attachments are all disposed of after each treatment in a Sharps container - **EACH CLIENT HAS A NEW NEEDLE, NEW MACHINE ATTACHMENTS AND NEW PRODUCT.** When in operation the needle vibrates up and down and implants colour into the Skin creating your Cosmetic Tattoo Treatment. Your protection is our priority.

### **WHAT ARE THE PIGMENT LOTIONS**

Most of the Pigments used are **Iron Oxide and Titanium Dioxide**, a safe non-reactive substance. The Pigment Lotions are specifically manufactured for implantation into human skin. Most of the Pigment Lotions are **inorganic excluding some of the Lip Colours which are organic.** A coloured powder is suspended in a solution of distilled water, alcohol, and glycerine, which results in a smooth, fine, creamy liquid. There are over **400** pre-mixed colours and more colours can be created by mixing colours together ranging from very light to dark for lips and eyebrows. I create or select the colours as close to your requirements as possible. I use colours imported from four reputable manufacturers in the USA, all tested and proven for over 30 years. Product ingredients are listed on our bottles. The difference between our lotions and tattoo inks - **Cosmetic Tattoo Pigment Colours are softer**, and have been blended to **create soft colours for the face**, all are pre-mixed and pasteurised. Tattoo Inks are bright colours used for decorative purposes and too bright for the face and camouflage treatments.

### **IS IT LIKE A TATTOO?**

It is basically the same procedure and result when you puncture the skin with any object, inserting colour, it is called tattoo. The difference can be the Machines used. The Tattoo Artists use a Coil Machine and Power box, which has much more power than the Rotary Pen Style Machine used by most Cosmetic Tattoo Practitioners. The Rotary Machine runs quieter with less noise, is lighter, easier to handle and control and our Universal Machine uses all disposable attachments. The difference can also be the depth of the needle when inserted into the skin. Cosmetic Tattoo usually doesn't go quite as deep. Cosmetic Tattoo Treatments are a work of Art - just like Body Tattoos. Always choose a Cosmetic Tattooist to work on your face - they should understand the skin, facial structure, have experience with makeup designs and have the variety of suitable colours to work on the face for successful long-

lasting results.

### **WHAT DOES IT LOOK LIKE ON THE SKIN?**

Most of the time it looks as if you applied a pencil, a softer look and more muted. **The colour immediately after the treatment will be stronger, brighter and possibly darker than your desired colour.** In most cases you do lose approximately 20-40% of intense colour during the healing process within 4-14 days. Full Lip Treatment colour loss can be up to 60%, after the healing process. Colour retention depends on the colour used, type of skin and if you have followed the Home Care instructions. Colour retention is individual. It is best to wait 6-8 weeks to judge and see the final colour result and you need to return then for your adjustment appointment.

### **DOES IT HURT?**

I do use pain control products to alleviate any discomfort. A pre-deadener is used in most treatments prior to the procedure on intact skin, after puncturing the skin I apply an anaesthetic gel and together they are very effective. Clients say it's tickling or irritating. Every person has a different pain threshold, and yes, it can hurt one person more than another but the results far outweigh the short time of discomfort. Some clients choose to take pain relieving tablets prior to having a treatment. In the case of a lip treatment a local anaesthetic is administered by a Dentist where you feel nothing. Every client says it's worth it.

### **ARE THERE ANY OTHER IMPORTANT THINGS THAT I SHOULD KNOW?**

**YES, colour matching** can be difficult but we do endeavour to get the match close to your colour request. Many things can alter the healed result of the Pigment colour in the skin – client's skin undertone, acid, and oils in your skin and neglecting to follow the HOME CARE INSTRUCTIONS. **Some dark skins are unsuitable for tattooing.** We do not use black alone on the eyebrows, brown and orange is mixed, the reason being black can take on a black/blue effect, as you have seen in body tattoos.

**All blacks tattooed into the skin will eventually look a little bluish. This could be immediately after the healing, months or even years later - on eyeliner and body tattoos.** The darker the skin tone, particularly olive skin, the less obvious black pigment will look and the more chance it could take on a bluish hue. We have also seen black and blue colours when implanted for Eyeliner, in some skins, spread a little under the skin, giving a hazed, smudged, bruised effect of colour. It has only happened in a very small percentage of people but I feel you must be aware that it can happen and is beyond our control. This can happen during the treatment, or days after the treatment. However we do take every precaution, depositing small amounts of Pigment lightly in that area. Colour implanted around the corners of the eyes may last indefinitely. Colour feathering around the Lip line has occurred with a few clients.

**If you suffer with severe allergies we recommend a patch test of products prior to your treatment.**

The Treatments can be Permanent or Semi-Permanent, it is a tattoo and tattoos are permanent. In most cases colour has still been obvious in some skins for over 24 years, which means some skins hold the colour more permanently, especially in the

eye area, whereas others fade leaving a lighter residue of colour in the skin. These treatments have only been performed in the Western world for around 30 years, and the colours lasting in the skin is still under consideration. It is recommended a retouch of colour be done about every 17 months to keep the colour refreshed but this depends on the colour first implanted.

**IT IS IMPORTANT TO INFORM US AT THE TIME OF MAKING YOUR APPOINTMENT IF YOU ARE PREGNANT, ARE ON MEDICATION, OR HAVE ANY MEDICAL PROBLEMS** (where a doctor's letter will be necessary), that may be a contra-indication to having a treatment, or suffer with keloid scarring on the face. Extended sun exposure, using Retina-A, Glycolic Acid Peels, Laser will fade out colour from all treatments. Sun block is necessary at all times.

**IF HAVING A LIP TREATMENT, START CONDITIONING THE LIPS 2 WEEKS AHEAD, NOURISH AND PREPARE SKIN FOR THE TATTOO TREATMENT.**

The healing time is minimal for all treatments (4-14 days), hardly noticeable and a small percentage of people do have some swelling, itchiness and tenderness but work and all other activities can continue immediately. It is only with the full lip treatment swelling can last for 24-48 hours or a little longer and the lips will be dry. Some mature age clients may experience very sore and rough lips for approximately 7 days. Please note: Dental Braces must be removed before tattooing can be performed as they can alter the lip shape.

For mature clients who bruise easily, we suggest Arnica tablets before Lip and Eyeliner Treatments. Lip clients, if you are on BLOOD THINNERS, it is recommended that you either ask your doctor if you can go off the tablets to have Lip Tattooing or perhaps re-consider having the treatment, due to excessive bleeding which means the skin doesn't accept the pigment very well but again this does depend on the colour used.

### **LET ME EXPLAIN WHO NEEDS THESE COSMETIC TATTOO TREATMENTS**

#### **EYEBROWS – DESIGNING EYEBROWS**

People who have over-plucked the hairs from their eyebrows, have gaps or scars and the hair has not grown back, people suffering with Alopecia, loss of hair, people who have visual problems, arthritis or people just wanting a definite shape to their eyebrows. Colour is implanted to your desired shape framing the eyes with a beautiful defined brow. Everybody is meant to have eyebrows. Eyebrows frame the eyes. Colour can be implanted as a solid look or hair strokes for a softer result. If you have hair, we can tattoo background colour. I can lift the brows giving the face a lift and a younger look. Val always say "Eyebrows are like bras -they are the first thing you put on in the morning and you would never be seen without them".

#### **LIP LINER - DEFINE THE PERFECT POUT**

People who have no definite lip shape, pale lips, sun damaged lips, uneven lips or lips that have lost the shape as a result of cold sores or injury, people who like a definite lip shape to emphasise or enlarge the mouth. Ideal for ladies with 'crease lines' or ladies who have had lip augmentation. Colour implanted in a fine or thick line on the outer edge of Lips, giving a lovely-defined shape to the mouth. Lips are a sensuous feature of your face. *Kissable Lips for you!* And so easy to apply lipstick.

#### **EYES – DESIGNER EYELINER: ENHANCE SOFTLY OR EXOTIC**

People with sparse or short eyelashes, oily skin causing makeup to smear, small eyes needing definition and shape, contact lens wearers, allergic eyes, people with poor

eyesight, or people who like to wear eyeliner to enhance their eyes, who care about their appearance and want a better public image 24 hours a day, no matter what they are doing. Top and bottom eyeliners can be fine or wide lines, tapered or dotted in between lashes, giving the eyes beautiful definition, makes eyelashes look thicker. Eye shadow, shading over the lines and above, colour will enhance eye colour. For men and women – *Beautiful Eyes, Natural or Dramatic.*

## **CAMOUFLAGE TREATMENTS – MEDICAL TATTOOING - COMING SOON!**

### **NIPPLE - AREOLA CREATION**

Following post-mastectomy breast reconstruction a three dimensional 'NIPPLE and AREOLA' can be created using various colours. Excellent results can be achieved with this procedure giving a more balanced look to breasts. Multiple treatments are necessary for successful and very pleasing results. *Look Good –Feel Good!*

### **SCARS - BREAST REDUCTIONS - FACE LIFT - SURGICAL**

General Face, Neck and Body Scars can typically be camouflaged. Multiple treatments are required.

### **SCALP SCARS RECOLOURED**

For men who have been left with long white scars, where hair has been surgically removed for hair implants. Scars from scalp reduction surgery, colour shading after transplants. Multiple treatments.

### **RECOLOUR OR ENLARGE AREOLAS**

For women with pale or small areolas, a successful treatment giving a very natural cosmetic look. Multiple treatments are necessary.

### **SCARS - BURNS**

Scars or burn scars can be re-pigmented with various skin colour pigments, the white scar can be toned down to natural skin tone but will always be visible. Only in some cases can we help Vitiligo sufferers, usually small white patches but not large areas. To give a more even skin tone, multiple treatments are necessary.

Thank you for your enquiry and I hope this information has given you more of an understanding into the amazing world of cosmetic tattooing and has answered any questions you had.

Regards Amy Fenton