

PERMANENT Beauty



Makeup artist Jacqueline Burkowski of That's My Color in Plymouth uses a delicate touch in applying permanent colored eyeliner to the eyelids of client Marcy Arakelian.

HILL DRESLER/Staff photographer

Artists use ancient idea for long-lasting looks

By Loraine McClish
staff writer

Permanent makeup was used as far back as 6,000 years ago. At least, legend has it that it was applied on young Chinese and Japanese girls who were being trained in the art of palace and court dancing.

Much the same techniques have been adapted to suit modern tastes and were introduced on the West Coast about seven years ago.

It cropped up in the Detroit metropolitan area about two years ago and, said three makeup artists who are offering it here now, the popularity of permanent makeup is a steadily growing facet of their business.

"I RESEARCHED this for seven full years before I told my clients about it," said Tamara of Tamara's Institut d'Beaute in Farmington Hills.

"There is that California woman who wants youth and glamour at any price. She was the first with the tummy tuck, the first with the breast implant.

"But the Detroit woman is a different breed. She has got to have it proven to her before she tries it. When she asks me about permanent makeup I am ready with the answers."

"I have never had a dissatisfied customer. Not one," said Pam Martin of Rochester Hair Removal. "I think it's because I give my clients as much time as they want or need to think about it."

"I don't want anyone going away looking like a clown. I want them to look as good as they can look. After all, this is going to last them for at least 10 years."

"This is big in all the big California cities, and Houston, Dallas, Denver, but I understand the salons that are really working overtime doing permanent makeup are in Hawaii," said Jacqueline Burkowski of That's My Color in Plymouth.

"Well, that makes sense. They are surrounded by water, but then so are we. It's about time it arrived in Detroit."

TAMARA USES the equipment and products of Tinny, a Japanese company. The marks are lasting but not irreversible because the pigments are injected sub-epider-

mally, not intradermally. The color gradually fades over a 10-year period. The color can be altered by another application, to follow changes in fashion or the client's wishes.

Martin and Burkowski both use the equipment and products of Perma-Derm. Although compared to tattooing, the process of micro pigment implantation is different in several ways. Most notable is that it can be corrected.

WITH BOTH methods, due to the subtlety of the probe, which is less than half that of an electrolysis needle, it is almost painless. It causes a fast revival sensation, described at the worst "like a mild plucking."

All methods must follow sterile procedures that require complete sanitation and safety of the recipient.

"Natural beauty is a gift," Tamara said. "Every woman wants to be beautiful. This privilege of nature is now within your reach."

"This is for the everyday person who wants to look good and that includes pretty much all of us," Burkowski said.

"I'm good at this and I feel good about doing it," Martin said.

THE THREE makeup artists had many things in common as they talked about their permanent makeup clients, but the most sig-

nificant of all was that they talked as though in one voice as they gave a warning to women who are contemplating having it done: Have your permanent makeup done by a makeup artist.

There are lay people who are certified to do permanent makeup that is technically perfect and artistically nowhere.

Tamara said she has had women come to her crying and begging to have their permanent makeup changed, which can be done.

Tamara told of one woman who had a technician follow the natural lines of her eyebrows with permanent makeup, when her eyebrows would have been the first thing any makeup artist worthy of the name would have changed.

AND SPEAKING of eyebrows, there seems to be a lot more women without them than one might expect, the makeup artists say.

Martin thinks it might be a throwback to Jean Harlow. The star of the '30s had hers shaved and penciled in. Many women followed that lead and never had their eyebrows grow back in.

Burkowski told about having one consultation with a man who was inquiring about having his wife go through the procedure. He said he had spent enough time of his life waiting for his wife to put on her eyebrows.

BUT EYEBROWS are not on the top of the permanent makeup list. Eyeliner is. It's the one facet of permanent makeup that is there when you wake up in the morning and gives you an immediate "I'm alive" feeling.

The eyeliner remains when you get out of the pool. It remains when you sweat or when you cry.

Other permanent makeup all of the women offer, in no order of preference, is lip liner and the covering of scar tissue, birth marks and facial lines. Color that is matched to the skin is put into the facial line and acts much like an Erase Stick.

"I WANT it known that is not exclusively for the rich and famous," Tamara said. "My clients are people whose eyebrows are thin or non-existent, people with poor eyesight, athletes, people with scars, women who are allergic to makeup, busy women."



Pam Martin of Rochester Hair Removal uses the equipment and tools of Perma-Derm in applying eye makeup for client Cathi Salach.

"My clientele runs the full gamut, from 20-60 and a great many of them wear either bifocals or contact lens," Burkowski said. "I don't do fads. I'm not making anything like that permanent. I'm enhancing your natural beauty with my own good sense of aesthetics."

"A lot of my clients have had

very light blond brows — and lashes — and need a bit of color, a little more drama there," Martin said.

"I don't hustle anybody. I guide them, with five, six applications if that's what it takes, let them fool around with makeup for a month to make sure they leave here happy."



Tamara of Tamara's Institut d'Beaute in Farmington Hills discusses touching up the shape of the eyebrow, using permanent color, with client Gabrielle Friedman.

DUDDAS SUGAT/Staff photographer

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