

YOUR HEALTH TODAY

A WEEKLY FEATURE ON ACTIVE LIVING

Permanent makeup winning converts

Subtle touches can refine your appearance

DONNA GRAY
FOR NEIGHBOURS

Imagine waking up every morning, your lips are already tinted to the perfect colour, your eyelashes and brows are perfectly lined and accentuated. All you need to do is apply a little foundation, blush and eye shadow, and you're ready for the day.

Permanent makeup has become a convenient alternative for many women and men who are looking for an easier way to apply makeup, but also, to compensate for some medical conditions that suspends the growth of hair.

Known as micro- or dermapigmentation, the process uses similar equipment to tattooing but on a much less painful scale. A fine point needle gently brushes on permanent colour along the lash line, eyebrow or lips, giving the appearance of a finished cosmetic look.

Natty Wong, owner of Natty's House of Beauty in Calgary, says many people will take advantage of the procedure simply for the convenience of spending less time in front of the mirror.

"It's a great invention for a busy woman," she says. "I think it's basically because people are tired of applying makeup every day. It looks so natural. It's also good for people who have permanent hair loss. It gives them confidence."

Terry Free, 56, was taken by the natural beauty of a woman she met in her doctor's office. Free asked her what her secret was. The woman told her

about permanent makeup.

After making a few inquiries, Free found herself in the hands of Wong, ordering the "full meal deal".

"She looked absolutely fabulous and that appealed to me," she says. "I used to be a beautician and hairdresser. I just don't go outside the house without makeup on. It's freed up a lot of time."

Free did have her fears though. She discussed the safety of the procedure as well as the pain quotient.

"I didn't want to have the look of a Geisha," she says. "When I talked to Natty about it, I didn't understand that it heals to a normal state. I wanted the effect to be very natural looking. Afterward, my face was bright and fresh and I didn't look tired anymore."

Wong says the sting of the application is bearable for most people and the recovery time is usually one or two days.

"Because we use a very small needle and a topical anesthetic, the discomfort is minimized and the person feels instant numbing," she says. "Sometimes the colour fades a bit, so we often get people to come in and get a second application."

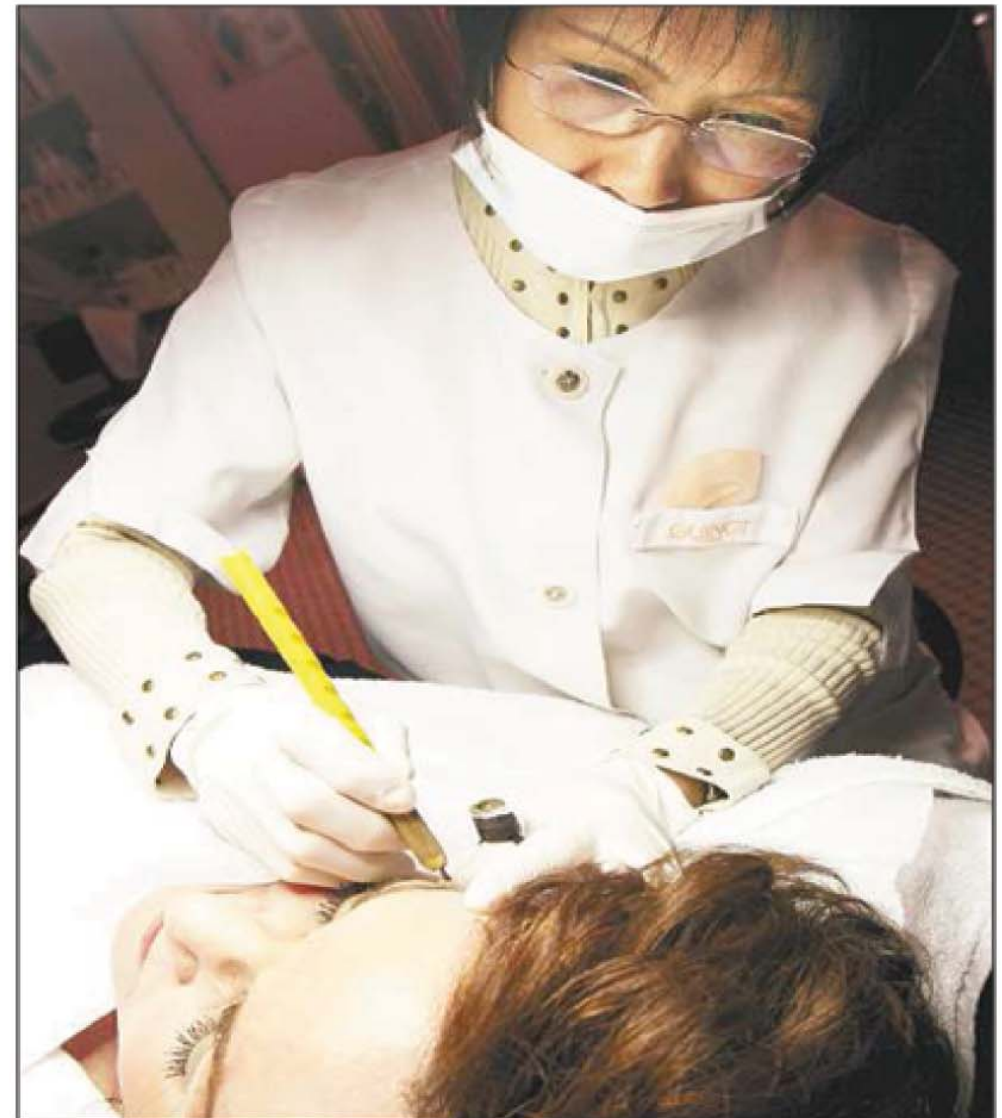
Men who want to have scars covered up or eyebrows shaped will often pay a visit to Wong's shop.

"When they were young, they may have fallen and cut the half of the eye brow," she says. "They want their eyebrow to join. I put a few hair strokes in to cover the gap."

For more information on permanent makeup, contact Wong at 283-8222

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**TERRY FREE,
PERMANENT
MAKEUP
CONSUMER**



Jenelle Schneider, Calgary Herald
Natty Wong of Natty's House of Beauty gives a client permanent eyebrows through a feathering ink application process.