

# KEEPING IT REAL WITH COSMETIC TATTOOING

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Jane Adler, CPCP



# My Secrets of Twenty-Six Years

- I am not perfect
- I am not a god
- I am not a plastic surgeon
- I am only as good as my canvas
- I am a cosmetic tattoo artist

# What is Permanent Makeup?

Permanent makeup is cosmetic tattooing and when properly done, it is most often used for an enhancement of a client's natural features. It should ***not be trendy*** or a total replacement for makeup. Topical makeup is for adding density and glamming up. I always consider how my clients might look when they wake up in the morning.

Cosmetic tattoo, permanent cosmetics, and permanent makeup, among many other names, is really not that new. In fact, it was being done ***80 years ago in England***. I also learned microblading 25 years ago. Back then it was called etching. Now microblading is the latest industry buzz word along with ombre eyebrows.

# Microblading

When discussing microblading, some will try to say it is not the same as permanent cosmetics. Indeed, ***microblading is a tattoo***. It is also not a semi-permanent process in that no one can predict the type of fading that will occur over time. Furthermore, the skin will never return to its pre-procedure, pristine condition.

Microblading is a manual technique. The traditional manual method generally taps pigment into the upper dermal (papillary) layer of the skin, whereas microblading strokes it into the same area. Success with any technique is dictated by the **artist's** ability over the tools.

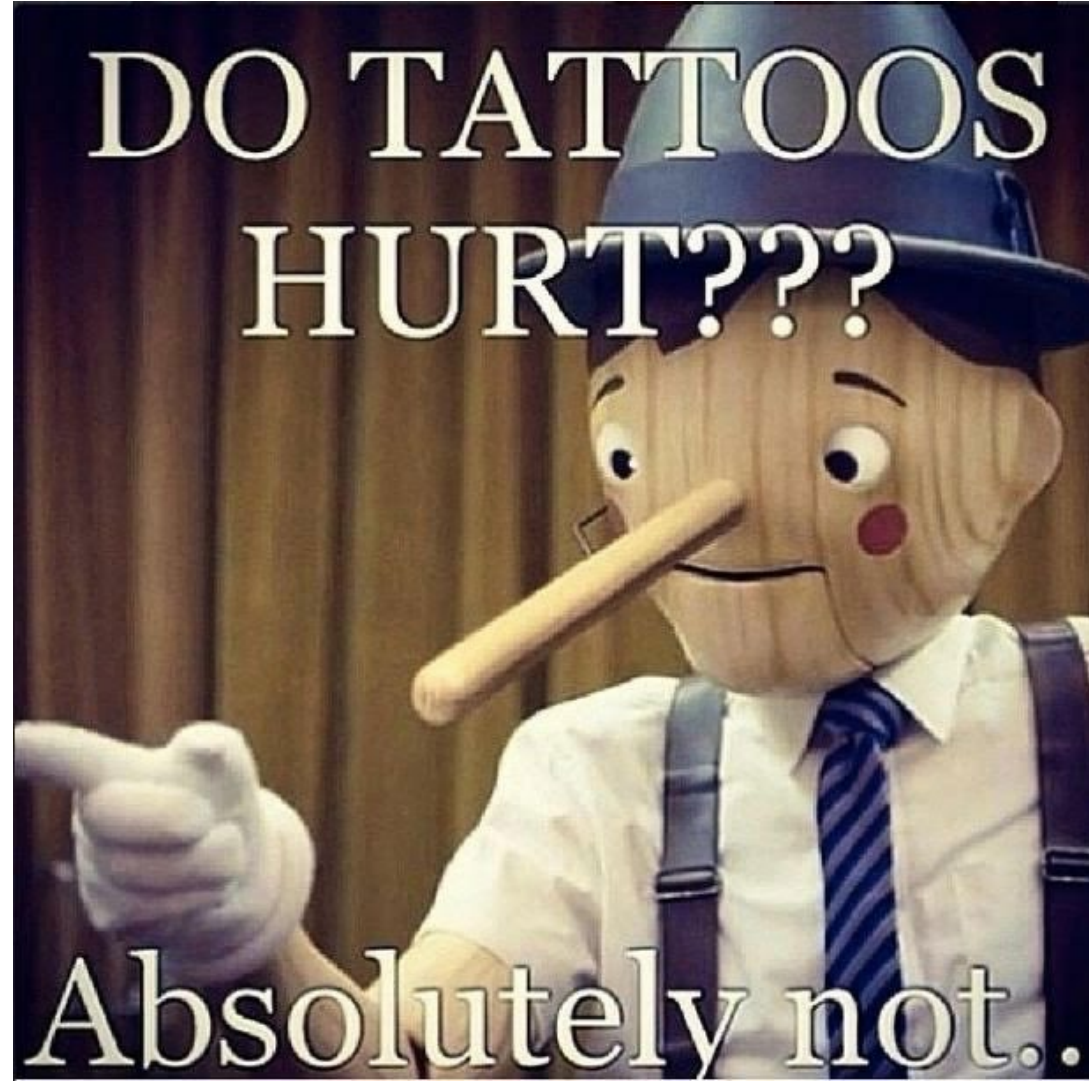


# Microblading: Another Manual Technique

- **It is not correctly done with a blade.** A manual tool with a needle grouping is used to create a hair stroke. Manual methods of tattooing have been used through the ages. Pre-modern tools were made with wood, bones, etc. Also know as ***Tebori***, which means to carve by hand or inserting pigment into the skin.
- The manual method can be a **tapping method or an etching** of this skin.
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# Things to ponder...

- The term microblading seems to have become **synonymous** for all permanent makeup, especially brows. In fact, most clients have no clue what it is.
- Etching pigment into the skin is not as long lasting. *Many* clients are not good candidates. It is crucial to understand skin types, textures, and the age of the skin.
- So when a client asks me if I microblade, my answer is always the same. **I specialize in natural looking textured brows that adapt to your facial features.**
- Eyeliner, lip liner, full lips, and areolas *should never be microbladed.*



YESSSSSSSSSS

# As artists we only use OTC topicals

- Every client is unique.
- Some clients find procedures very easy and tolerable.
- Some clients have more discomfort.
- And then we have clients that are very difficult to work on.



**Why would some clients be much harder to work on?**

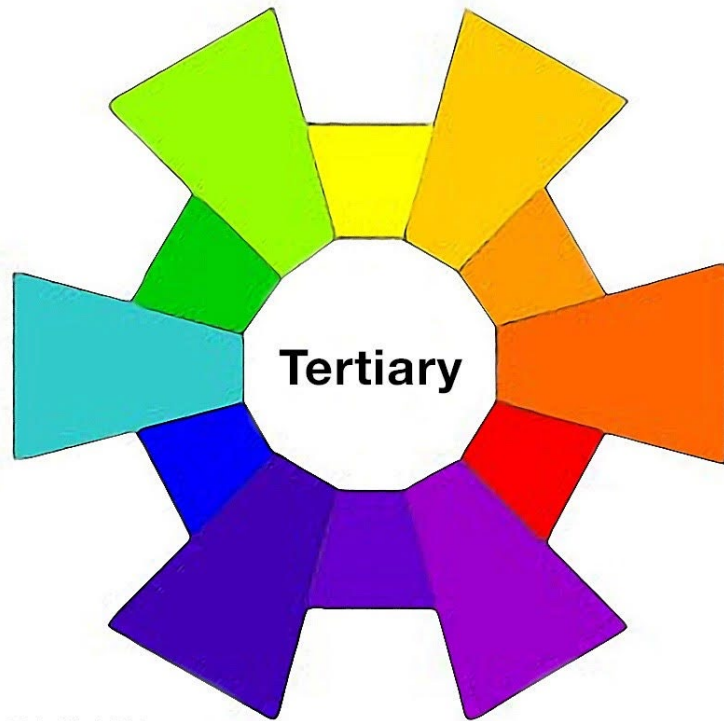
*Here are some examples...*

- Anxiety
- Clients on a lot of herbs, caffeine, including energy drinks
- Dehydration
- Some medical conditions like fibromyalgia
- Past or present alcoholics, or people addicted to pain medication
- Thick skin with large oily pores
- Redheads and people with a lot of red in their skin
- Blue eyes, then green eyes
- Fear from previous work
- Hormones

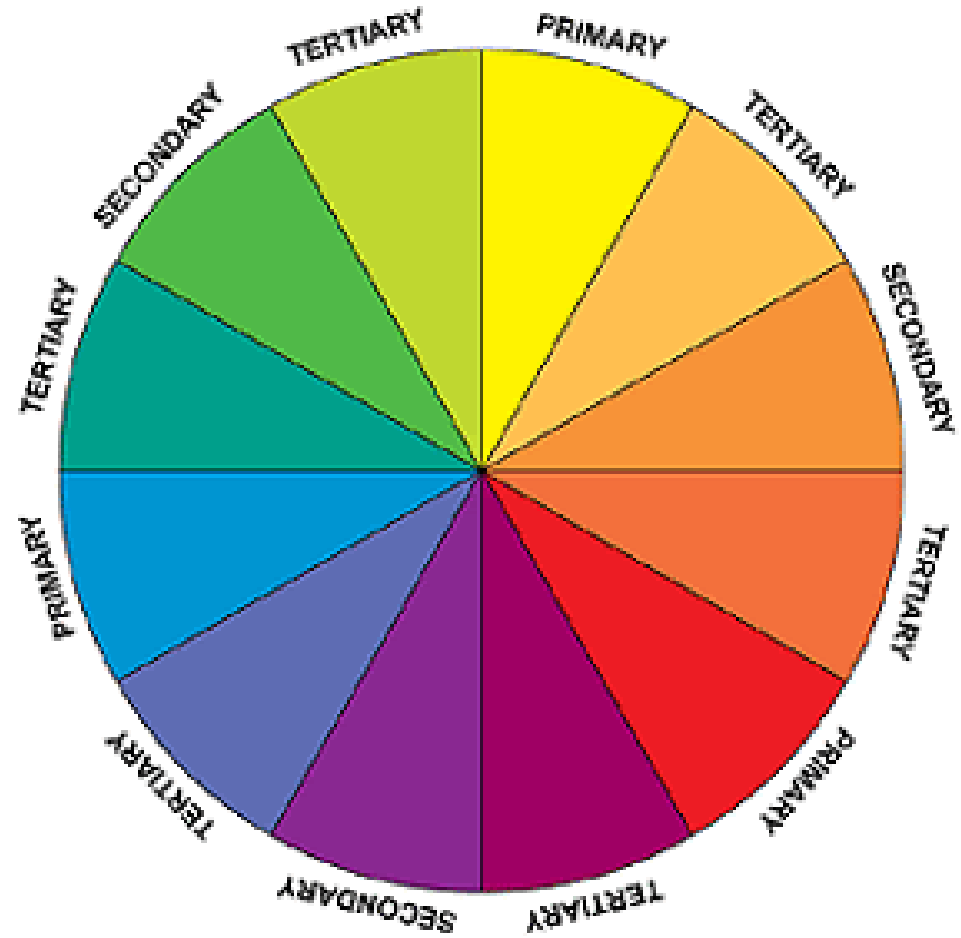
# Cosmetic Color Theory vs. Traditional Tattoo Work

- We work mostly with *tertiary colors*. Most of our brow pigments are usually cut with yellow, meaning browns, golds, etc., for brow colors. For example, yellow for softness rather than white for brightness. In traditional tattooing, more colors are cut with white than yellow.
- We largely work with *iron oxide pigments* that are very safe and inert. Organic pigments are also used.
- *The brighter colors* tend to have FD & C and D & C colorants. Also, some pigments are mixed. For example, some use eyeliner pigments that are a combination of iron oxide and carbon black.

# TERTIARY COLORS



© Color-Wheel-Artist.com



# Fitzpatrick Color Scale

*Type I, Type II, Type III, Type IV, Type V & Type VI, which is the darkest color*



**Skin tone and tattoos reference**

Most common procedures are **eyebrows, eyeliner, lips, and areola restoration**

## ***Common devices used for permanent makeup***



- Manual device
- Coil machine
- Rotary machine
- Cosmetic pen
- Microblading device (also manual)

***The manual method and microblading are different techniques but both manually performed.***

Artist choice based on what works best for them!

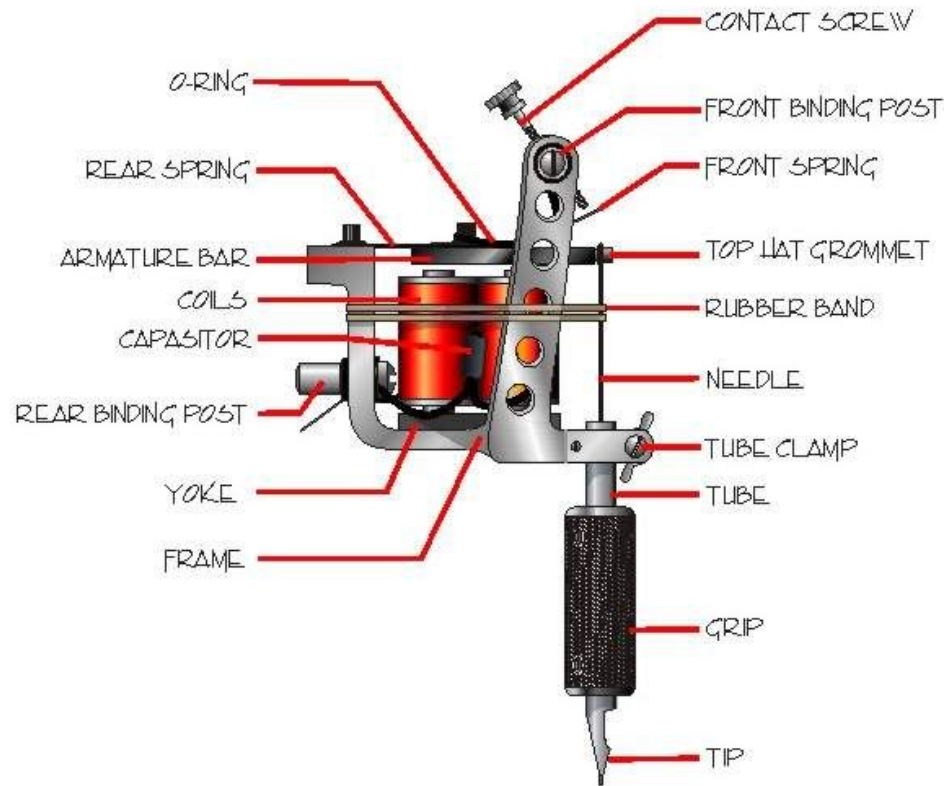
COIL



VS.



ROTARY  
MACHINES



# COIL MACHINES

# Many devices – Cheyenne Hawk Pen



Disposable cartridges  
go directly into a *sharps container* after each tattoo





**DISPOSABLE TUBES ARE SINGLE-USE  
METAL TUBES CAN BE PROPERLY CLEANED  
AND AUTOCLAVED**

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Manual tools – Courtesy of Chuck Eldridge  
**Wooden handles made in the 1960s**



# SofTap<sup>®</sup> Needles – Tapping and Etching

## NEW NEEDLES

Precise

Gentle

Maximum Coverage



My favorite eyebrow needle grouping is a  
***14 curve.***

There are many needle configurations!





## USE DISPOSABLE HANDLES AND NEEDLES FOR THE MICROBLADE / MANUAL METHOD.

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No margin of error; they come pre sterilized. **Use once, and toss the entire tool.**



**DISPOSABLE  
TRAY SET-UP  
– MANUAL  
METHOD**

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# Each set of brows is customized to each client

*By Jane Adler*



# BROWS *by Jane Adler*





# BROWS *by Jane Adler*





# BROWS

BY MARY RITCHERSON

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# BROWS

*BY ANNA WITT*

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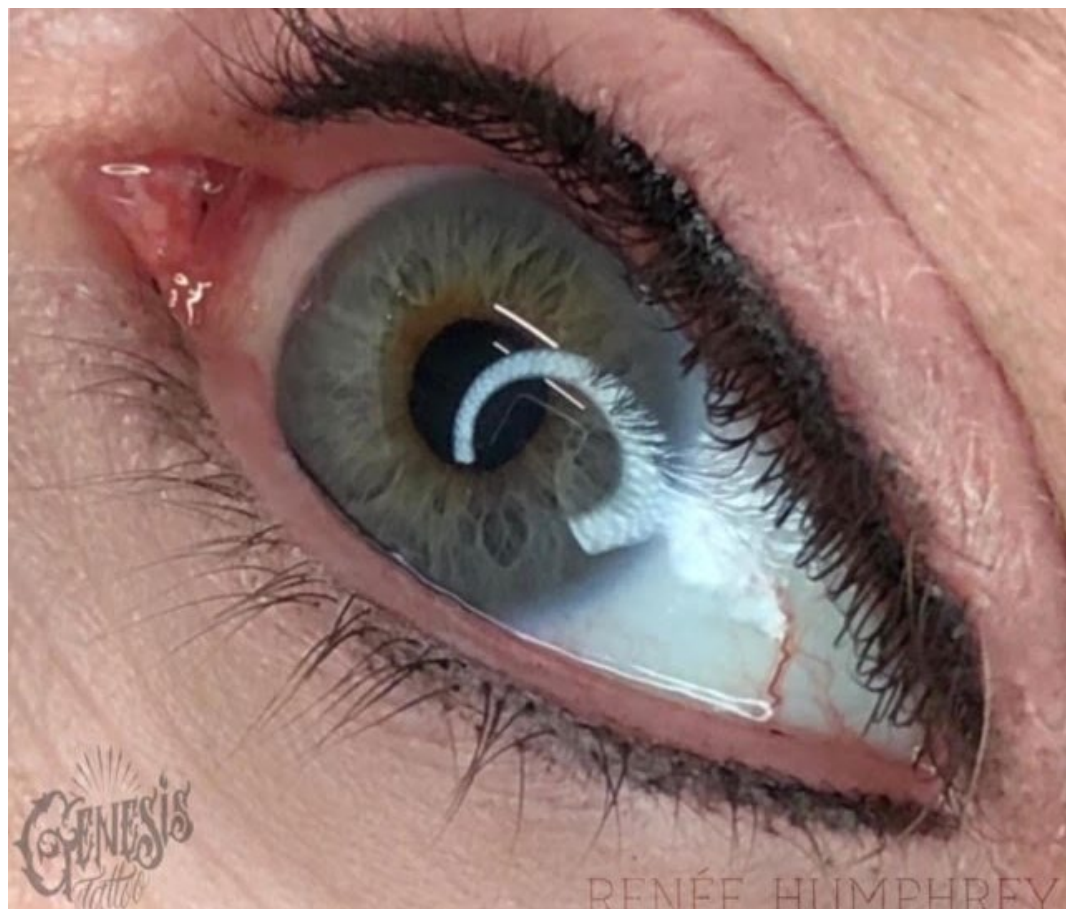
# Brows

by Jane Adler



# Eyeliner immediately after by Jane Adler





# EYELINER

BY RENEE HUMPHREY

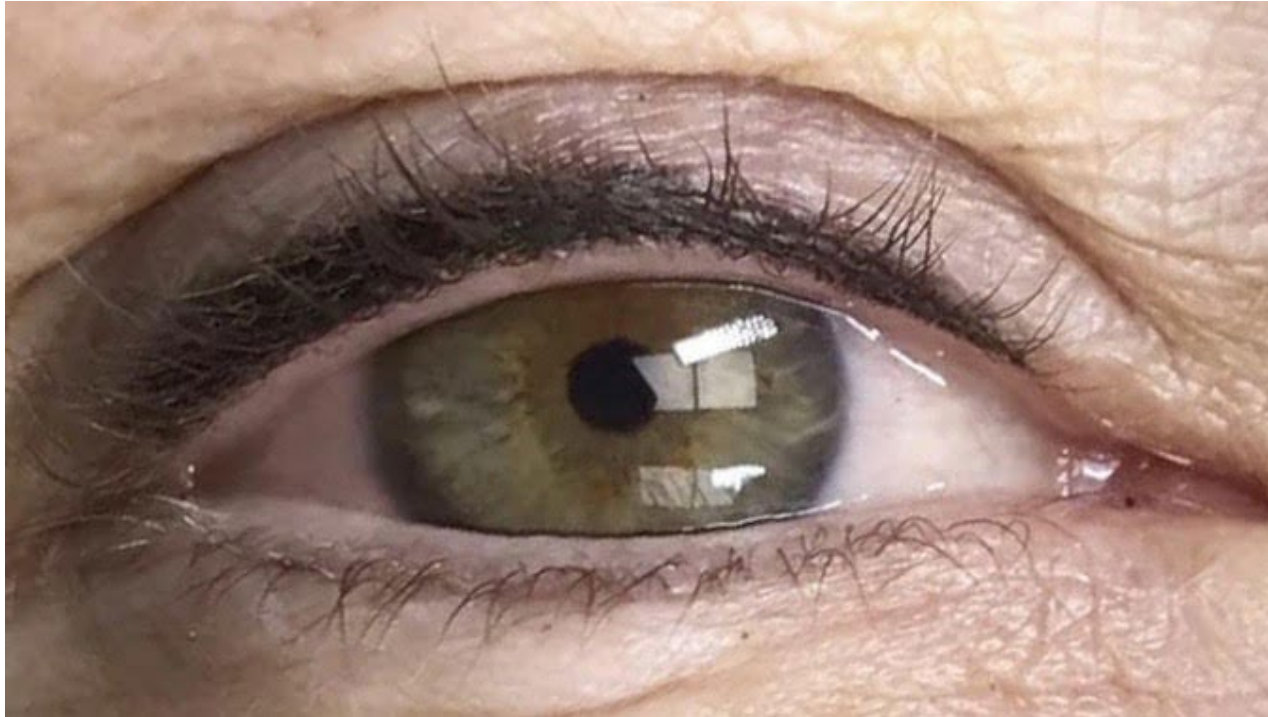
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# UPPER EYELINER

BY RENEE HUMPHREY

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# UPPER EYES

*BY CRYSTAL PORTER -EARLE*





# HEALED EYELINER



*Eyeliner*



*Eyelash Line Enhancement*



*Permanent Makeup by Chrystal*

# EYELINER

BY CHRYSTAL

## **Lip Liner** by Jane Adler

Directly after and will soften during healing





LIP  
LINER  
ONLY  
WITH  
SOFTAP®

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BEFORE



# BEAUTIFUL SUBTLE LIPS

BY RENÉE HUMPHREY



# LIPS

BY RENÉE HUMPHREY



# LIPS

*BY ANGIE KWIATKOWSKI*



# AREOLA RESTORATION

BY JANE ADLER

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POST BREAST CANCER



# UNILATERAL AREOLA RESTORATION

*BY VICKI MARTIN*



# BILATERAL AREOLA RESTORATION

*BY VICKI MARTIN*



# AREOLAS

*BY VICKI MARTIN*

*3D Nipple w/ areola shading*



*Areola Restoration by Chrystal*

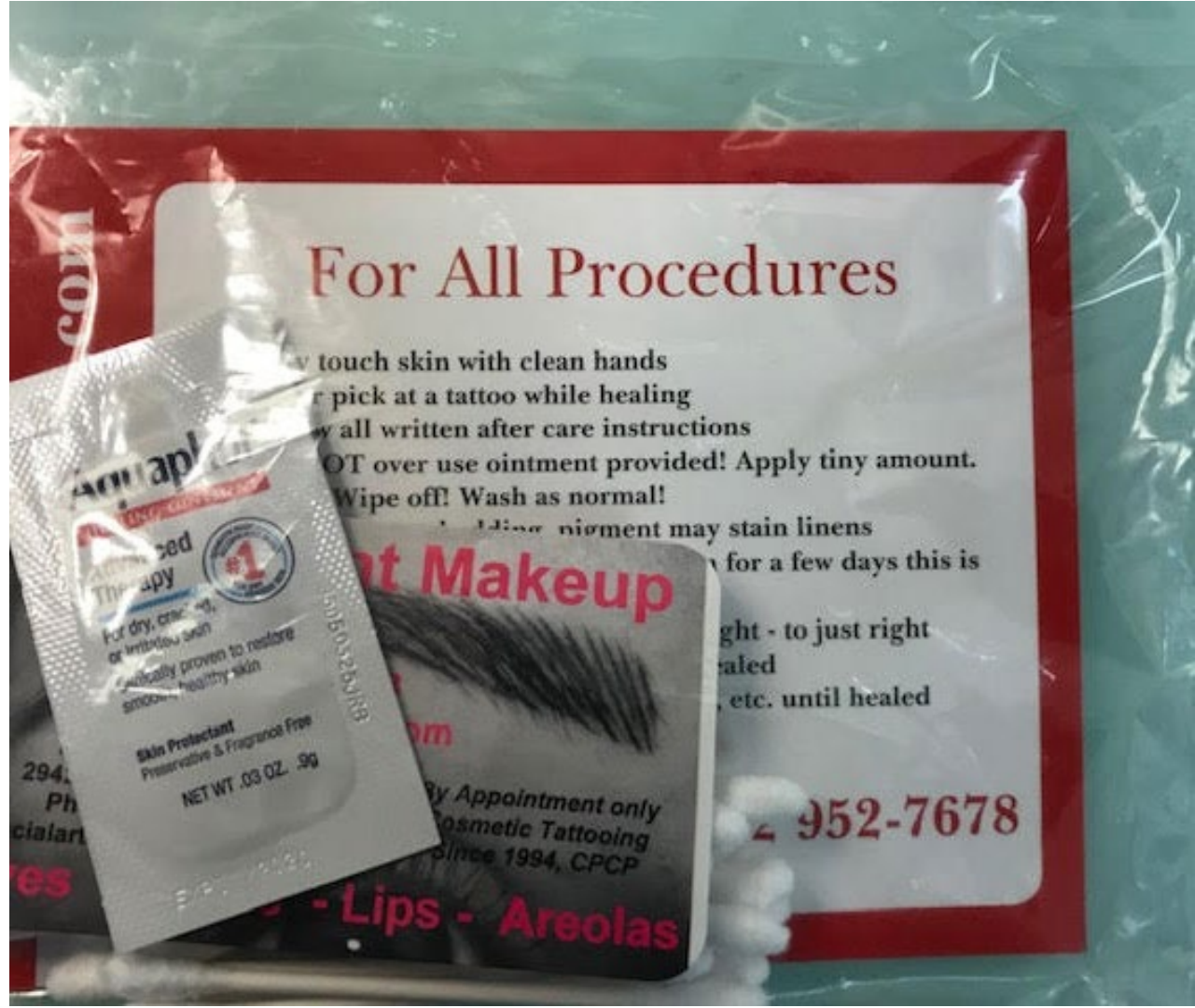
**AREOLAS**  
BY CHRYSTAL PORTER-EARLE

Client records are very important



# Every client must fill out a client questionnaire and sign informed consent

- Paperwork for each client and each procedure *must contain* before and after pictures, informed consent – including photo consent, procedure policies, and medical history, before any tattooing is performed.
- Must inform all clients in writing the aftercare protocol, touch up policies, maintenance fees, pricing, etc.
- Keep a record of all pigments and needle sizes used, etc.
- We should not make claims that permanent makeup is not permanent (such as semi-permanent), or is pain-free.
- We must be able to prove all clients are at least 18 years old.
- We must document everything. All clients' files are confidential!



# CLIENT AFTER CARE INSTRUCTIONS

SEND HOME  
WITH WRITTEN  
INSTRUCTIONS  
AFTER VERBAL  
EXPLANATION



**AFTER CARE AND  
WOUND HEALING  
SHOULD BE LIGHT, OIL-  
FREE, AND PREFERABLY  
UNSCENTED.**

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# Procedure Follow Ups

- Most clients are scheduled for a follow up session in a *45-day (to 60 days)* time frame. No sooner than 30 days is ever acceptable. Skin cells need a month to rejuvenate, at minimum, in that we renew skin every 30 days, and it takes even longer as we age. |
- Color updates (touchups) over the years, range on an individual basis from 1 to 3 years for maintenance. Some clients can go up to ten years or more. |
- It is important that client paperwork informs clients of policies and fees. |
- Most new procedures include a complimentary follow up. |

# Contraindication examples

- Accutane and all similar oral acne medications – clients must be off of for a year
- Sunburn, skin blemishes, etc.
- False lashes, lash growth products, or contact lenses for eyeliner
- Cold sores / fever blister history - must obtain a prescription for an oral antiviral medication if having lip tattooing. Clients need to understand it may still happen.
- Use of any skin care with any acid type ingredients, or prescription anti-aging skin care on the procedure area, etc.; also over the counter products
- Red flags such as unrealistic expectation, inability to make a decision, etc.
- Directly prior to a major event like a wedding, or vacation in the sun

# In conclusion...

- It takes time to become a well-trained cosmetic tattoo artist.
- This cannot be learned in a *two or three-day* class.
- We must understand skin tones, medications, and medical conditions that affect the skin.
- It is necessary to have knowledge of undertones and overtones of the skin.
- Know the undertones and ingredients of inks/pigments.
- Posses artistry skills and understand face shapes.
- Recognize that this artform takes much practice and dedication to master.

Thank you all,  
I love my job!

## Q & A

Jane Adler, CPCP Facial Art by Jane

<http://www.janeadler.com/>



**The End**

