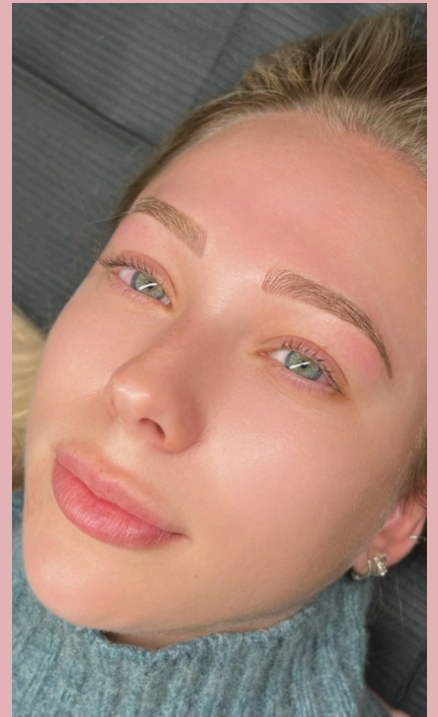




YOU LITTLE BEAUTY

Cosmetic Tattoo

Guide



Everything you need to know before
committing to permanent makeup

Microblading, Ombre and Combination brows explained

YOULITTLEBEAUTY.NET

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YOU ARE AMAZING!

Not everyone would take time to read a guide like this.
I am so excited to help you on your journey and provide you with
more information about cosmetic tattooing.

- Marika

Meet Marika



Hello! I am Marika and I have a passion for eyebrows. Before getting into the Beauty industry, believe it or not I studied Interior Design at Uni. I was working in the industry and wasn't really enjoying it so decided to jump into a nail course which I loved. From there I spent quite a number of years completing multiple beauty qualifications before opening You Little Beauty in 2012.

I found my true passion in 2014 when I completed my first cosmetic tattoo course and have recently decided to focus solely on PMU and training.

I am down to earth, love a chat and have a love for making people happy. I am a self proclaimed Eyebrow queen and can honestly say that I LOVE my job. When I am not working hard creating amazing eyebrows I am a mum to one adorable and very cheeky toddler and wife to a live away for work husband.

After working in the industry and being bullied in multiple jobs, I knew it was a true passion of mine to open a business that was inclusive and supportive. I wanted to create a space that was warm and welcoming not just for my clients but for my team as well. I am very proud of what I have built here at You Little Beauty.

I am an absolute perfectionist and an amazing listener which I think has teamed perfectly together for me to find my niche creating incredible eyebrows. .

I have completed 9 permanent makeup qualifications and am addicted to learning new techniques to ensure I am the best possible artist that I can be for my clients.

I hope you enjoy finding out more about the services that I offer and would love to see you and your eyebrows in the salon one day.

We get so many questions about Cosmetic Tattooing and I have noticed a theme with the same questions coming through so I wanted to create this guide to answer alot of the commonly asked questions to give you a better understanding of the services we offer and the differences between. We love talking about our services and Eyebrows so please reach out if you don't understand anything or if there is any information you would love to know that we haven't covered.

An introduction to Permanent Makeup



Ombre Immediately after

Is it really Permanent?

You should consider it a permanent tattoo as once pigment is deposited under the skin it can remain for years. However Cosmetic tattoos are deposited very shallow in the skin compared to a regular tattoo so cosmetic tattoos will fade considerably over time and might disappear all together after a number of years. UV light, wear and tear on the skin, age and facial products will all contribute to the tattoo fading.

Because of this reason, touch ups are required after your initial tattoo every 6-18 months. This time frame does vary depending on the individuals age, lifestyle, skin conditions and the technique chosen.

As the pigment breaks down in the skin over time the colour will often shift in hue, touchups are required to adjust the colour and to maintain the shape.

We like to say that Cosmetic tattooing is a low maintenance service, not a no maintenance service. We do not recommend having the treatment done if you are not committed to having touchups done as the pigment can fade to undesirable colours over time.

What is it exactly?

Permanent makeup is a form of tattooing that focuses on cosmetic enhancements. It's done either manually with a hand tool or with a cosmetic tattoo machine.

If you research PMU techniques it may seem like there are endless options, however the majority of the terms you'll come across essentially produce the same or similar end results. They are often the exact same technique just with a different name depending on the salon you are looking at. Many terms are just catchy names artist invent for marketing purposes.

It all comes down to the technique used which is either manual work such as Microbladed hair strokes and shading or machine work such as Ombre Brows.

Cosmetic Tattoo Vs PMU

This is an example of two different names being used to describe the same thing. Permanent Makeup is achieved through Cosmetic Tattooing.

Does it Hurt?

You will Pre numb the area before your appointment and I continue to use a numbing Gel throughout the appointment. Most clients find it very comfortable and a lot fall asleep during the service.

Who is it for? Anyone who:

- Finds drawing their brows on frustrating
- Needs to save time and energy in the mornings
 - Lacks confidence without makeup
 - Has a lifestyle that makes wearing makeup/maintaining makeup difficult
- Has over plucked brows that never grew back
 - Wants more definition in their brows
- Has gaps in their brows or sparse hair growth

Techniques *Explained*



Microblading immediately after

Microblading

Microblading, often referred to as feathering or feather touch eyebrows is a tattooing method used to imitate the look of real eye brow hair. We create a precise pattern that follows the natural hair growth to fill the natural brow creating more definition, shape and fullness.

Microblading is best for clients:

- With normal to dry skin and small pores
- With evenly distributed brow hair
- With skin that is not too thick, thin or sensitive.
- Under the age of 50

How is Microblading done?

Microblading is done using a small hand tool called a Microblade. Very fine cuts are made in the skin that are then filled with cosmetic tattoo pigment. The skin then heals over the top of the pigment. Microblading is the most natural looking of the brow techniques, however if the clients skin is not suitable, a crips healed result can be very difficult to achieve.



Microblading healed

Microblading before and immediately after

How often do I need to get Microblading done?

When Microblading is first done you will need to have a touch up done in 6-8 weeks time. This is to reinforce the strokes we created at the first appointment and add extra dimension to the tattoo. Slight changes to the shape and colour can be made if necessary and adjustments can be made to any areas that has any colour drop out. After this touchup, we recommend touchups every 6-18 months to maintain the look of your tattoo. Anything over 2 years is recognised as initial tattoo again.



Microblading immediately after

Techniques *Explained*



Ombre immediately after

Ombre

Ombre brows is a technique that creates a much fuller look than Microblading. It is still possible to create a very natural and soft look with an Ombre brow, but you must keep in mind, regardless, Ombre brows do start out a lot darker than when they are healed. The photos can look daunting for clients who are wanting a very soft natural brow, but rest assured the pigment fades as it heals and the brows shrink to create a stunning natural filled in brow.

How is Ombre done?

Ombre, also sometimes called shading, is created using a small cosmetic tattoo machine and a sterile, single use disposable needle. The machine lowers the needle at high speed and pricks the skin to deposit the pigment. Ombre technique fills in the entire brow, and creates a soft powdery look once healed that is not unlike the look you get when you pencil your brows in.



Ombre healed after 12 months

How often do I need to get Ombre done?

Much the same as Microblading, when you first have your Ombre brows done, you will need to have a touch up done in 6-8 weeks time. This is to deposit more pigment to ensure you have a beautiful even saturation with your tattoo. Depending on how the tattoo heals, most clients only require a very small touch up. Slight changes to the shape and colour can be made if necessary and adjustments can be made to any areas that has any colour drop out. After this touchup, we recommend touchups every 1-2 years to maintain the look of your tattoo. Anything over 2 years is recognised as an initial tattoo again.



Ombre healed before touch up

Techniques *Explained* Combination



Fresh Combination

We like to look at Combination brows as the best of both worlds. using the fluffiness of feathering with the fullness of shading. Combination brows are the mixture of the two techniques with Microbladed hairstrokes at the front of the brow, blending into shading through the rest of the brow to create a fuller result than Microblading by itself.

How is Combination done?

To create combination brows we implant Microbladed strokes at the front which beautifully blends into shading throughout the rest of the brow. Combination brows can be tailored to the individual and can have more of one technique than the other depending on the desired look you are hoping to achieve. Combination can be good for clients who really want that fluffy look but do not have suitable skin for Microblading or have wrinkly thin skin towards the tails of the brows.



Before and after Combination



Fresh Combination

How often do I need to get Combination done?

Much the same as Microblading and Ombre, when you first have your Combination brows done, you will need to have a touch up done in 6-8 weeks time. This is to deposit more pigment to ensure you have a beautiful even saturation with your tattoo. Depending on how the tattoo heals, most clients only require a very small touch up. Slight changes to the shape and colour can be made if necessary and adjustments can be made to any areas that had any colour drop out. After this touchup, we recommend touchups every 1-2 years to maintain the look of your tattoo. Anything over 2 years is recognised as initial tattoo again.

What Technique is right for you?

Microblading

- Suitable for clients with Dry skin
- Very soft healed result
- Not suitable for clients with oily, fragile or sun damaged skin
- Not suitable for clients who sweat a lot

Ombre and Combination

- Suitable for all skin types
- Suitable for clients wanting a full brow as well as a very soft natural result
- Suitable for clients who are used to drawing their brows on
- Suitable for clients who have previously had Microblading done that has turned an undesirable colour

Note:

Marika's signature style is a natural looking daytime look. If you desire a bold make up look, then Marika may not be the right artist for you.



Microblading immediately after

Will they be really dark?

We get asked this question a lot. In short, when the brows are first done, yes, they will be darker than what you are probably wanting. Brow tattooing fades by anywhere from 30-50% during the healing process which is completely normal and expected. For this reason, the brows do need to start darker to allow for this fade off. They are also quite sharp to begin with so it can be a little bit of a shock for some people. We have a huge range of pigment colours to choose from so we most definitely will not be putting a black sharpie looking eyebrow on your face.

We recommend if you are not used to having your brows drawn on, that you start penciling your brows in prior to your appointment to get used to the look. Please rest assured though that the brows do soften and fade quite a bit so the immediately after result is not what your healed brow is going to look like!

Not sure which technique is right for you? No Problem! Every service starts with a consultation and together we will figure out the best technique that suits you, your skin type, and the look you are hoping to achieve.

Rest assured you are in very fussy hands and our main objective is to give you the brows of your dreams, so we are here to listen and help. No question or concern is silly.

What to Expect from a Cosmetic Tattoo at YLB

Pre-care and aftercare

Prior to your appointment there are a number of pre-care instructions that you must follow. This includes avoiding caffeine and alcohol. It is important to follow the pre-care to the T to ensure you get the best result from your Cosmetic Tattoo. Your pre-care will be e-mailed to you at the time of booking so you know exactly how to prepare for your tattoo.

Your aftercare is just as important for getting a great healed result and you will be required to keep your brows dry for 1-2 weeks during the healing process. You will be given all of your aftercare information and how to look after your brows at your tattoo appointment.



Microblading before and immediately after

How Long will it take?

Microblading:

Initial tattoo: 2 hours (\$650)
6-8 week touch up: 1.5 hours (\$150)
6-18 month touch up: 1.5 Hrs (\$350)

Ombre:

Initial tattoo: 3 hours (\$650)
6-8 week touch up: 2 hours (\$150)
6-18 month touch up: 2 hours (\$400)



Microblading in process

Will I get to see the shape before we start? ?

It actually shocks us how often we get asked this! Absolutely! We do not tattoo anything on your face until you have approved of the shape and thickness. We fully measure and map your brows before we start so you will get to see exactly where your brows will be sitting as well as the shape and thickness. We do not touch that tattoo machine or microblade until you are 100% happy with the shape.

It is important to remember that you are the one who has to walk around with the tattoo on your face, if you see something in the pre-draw that is not what you were hoping for, always speak up. We won't be offended.



Microblading immediately after

Immediately After VS Healed

We get it, sometimes the immediately after results can be a little bit intimidating. Especially if you are wanting a really natural result from your brows. It is important to remember that each brow is bespoke and has been designed for that specific client and their requests as well as the result they were wanting to achieve. Brows can be made to be as bold or as natural as you want. That being said, it is important to understand the difference between a healed brow and a freshly done brow as they do vary quite a bit.



Microblading immediately after



Microblading healed after 6 weeks



Microblading healed after 6 weeks



Microblading immediately after



Microblading immediately after



Microblading healed after 6 weeks



Combination Immediately after



Combination healed after 6 weeks

Healed Results



Microblading healed before touch up



Microblading healed before touch up



Feathering healed before touch up



Feathering healed before touch up



Feathering healed before touch up



Feathering healed before touch up

Contraindications

Am I able to get a

cosmetic Tattoo?

Medications

Different medications, including blood thinners can cause issues with Cosmetic tattooing and may be a contraindication. It is important to list all medications on your consultation form and discuss medications with your tattoo artist to ensure they are not going to cause any issues during the procedure or effect the healed result.

Recent changes to medications or health concerns can also effect the healed result of the tattoo so it is important to discuss this with your tattoo artist.



Microblading before and after

Doctors approval required

Written Doctors approval is required for any clients who suffer from Epilepsy or seizures, diabetes, blood clotting problems. Recently completed chemotherapy or radiation treatment.



Microblading immediately after

Not suitable

There are a few contraindications that will prevent us from being able to perform a tattoo on you. These include:

- Pregnant or breastfeeding
- Unable to stop taking blood thinning medication
- Blood pressure issues that are not currently controlled
- Currently undertaking chemotherapy or radiation
 - Facial surgery in the last 3 months
- Recovering from recent surgery or major health issues



Microblading immediately after



Microblading healed

How to:

Choose your artist

- Look at before and after photos to see if the results are suited to what you want for your own brows
- Look at healed results, healed results are very different to immediately afterwards
- Avoid artists who only put up heavily edited work or with filters over every image. This can be to hide poor work
- Chat to the tattoo artist and see if you feel comfortable with them

Where to next?

We hope this guide has given you the answers to everything you were hoping to find out about our cosmetic tattooing.

We have lots more information on our website as well as photos of our work on both of our social media platforms.

If you still have questions, please feel free to reach out to us by calling (03) 53 394 889 or message us on social media. We also offer complimentary consultation if you would like to discuss your brows or any concerns in person.

Ready to book?

Please visit our website www.youlittlebeauty.net to book online or call (03) 53 394 889

Please note a \$100 deposit is required at the time of booking which is taken off the cost of your appointment.

Thank you for taking the time to learn more about Cosmetic Tattooing.
We are excited for you....and your brows.



Ombre immediately after



Microblading before and after



Microblading immediately after

Lets get Social



You Little Beauty - Ballarat



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