

BEAUTY 101

PERMA-MAKEUP: A DO OR DON'T?



More young women are opting to have semi-perm eyeliner, lipstick, and eyebrow makeup tattooed on. But is it worth it?

IF YOU HAD THE CHANCE to swim with perfectly lined lids or rock berry-stained lips that could last through lunch, would you do it? Sure, we'd all love to wake up looking perfectly made up, but wanting it bad enough to go under the tattoo gun is another story.

Salons like Browhaus and Browlab are providing semi-permanent eyeliner and lip color (similar to that of brow tinting) without the pain that real-deal tattooing entails. Like lash extensions, there is minimal downtime—you just can't wet eyes for 24 hours after the service. Also, no use

of skincare or makeup for seven days, if you can bear it.

A procedure called Eye Define at Browhaus begins with a one-on-one consultation with a trained specialist who has undergone at least two years of mandatory training. The specialist discusses the design and thickness of liner that best suits the client's eye shape. There's even an option to choose between black or brown liner. Just like when getting a permanent tattoo, the specialist draws eyeliner onto lids with removable ink, making adjustments until the client is satisfied. Next, numbing cream is applied before using a single needle machine to create tiny scratches on the surface of the skin while depositing an all-

natural, vegetable-based dye (said to be 100% safe—think longer lasting henna for your face). Overall, the process takes 60 to 90 minutes, depending on whether both top and bottom lids are lined (P28,000 for top lids and P24,000 for bottom lids). Results last for three to five years, leading to the eventual fading (but not change) of color. This treatment is for "anyone who wants more definition or is tired of applying makeup everyday," says managing director of Browhaus Tab Abad, who's had the treatment done herself.

The semi-perm makeup trend has become so popular that when *Cosmo* reached out to Browlab mid-March, the salon was already fully booked for the entire month. Browlab's lip color tattoos are available in a wide range of shades from Hot Pink to Salmon Red for P15,000. Browlab owner Sarah Lim, shares that "semi-perm makeup has been around for years but the technology is better, pigments don't turn blue or red, and the technique has greatly improved. Skilled artists can even make semi-permanent makeup look very natural."

The burning question that everyone wants answered: Is it *really* painless? Both salons claim there's little-to-no pain,

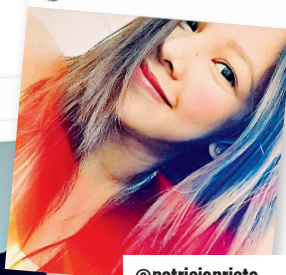
as celebs who've shared their experience via post-tattoo selfies on Instagram attest. Although, there is possibility of short-term side effects like minor swelling, redness or itchiness.

Semi-perm makeup that's heavy on the wallet but saves time and effort? Sounds tempting but let's be real—three years is a long time. Especially in a world where makeup trends are constantly changing. Remember the angst of growing out that pixie cut you just had to try? Could you live with staring at your cat eyes every day in the mirror? Or the realization that a nude, rather than hot pink lip would have been a better choice for your job interview? If you're dead-set on the belief that your face looks better with full brows and you've never been one to follow trends, this semi-perm makeup may be for you. But for those impulsive types who change style more often than underwear, you might want to take a rain check. Water-proof makeup anyone?

These celeb bloggers took the plunge and IG'd their results



@ericaparedes
"I can't wear eye makeup for a week but I don't even need it! This is just a little over an hour after—a little stinging but bearable."



@patriciaprieto
"I absolutely love the result! No swelling and no pain either!"

NOT READY TO COMMIT?
K-Palette Long-Lasting Eyebrows in Light Brown, P795, and The Best Ever Real Lasting Eyeliner in Super Black, P795, are both said to last for 24 hours!

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