

# PERMANENT BEAUTY

COSMETIC TATTOOIST RITA PORRECA EXPLAINS HOW PERMANENT MAKEUP AND RESTORATIVE COSMETIC TATTOO TECHNIQUES CAN BRING PERMANENT BEAUTY TO THE FACIAL FEATURES.

Defined eyebrows, contoured lip lines and long-lasting eyeliner – these are no longer confined to high-fashion runways. Rita Porreca from Sydney Permanent Make-up Centre says cosmetic tattoo treatments can create hassle-free mornings for those whose lifestyles don't allow the luxury of free time between work and kids, and for women who have undergone reconstructive surgery.

With a range of pigments to choose from, eyeliner tattooing provides permanent makeup that allows the wearer to sleep, swim and exercise without the smudge factor. This, combined with eyebrow tattooing, can restore vibrancy to the entire eye area and help those who have plucked too much, or have scars or gaps in their eyebrows. Similarly, lip tattooing can be ideal for women lacking a definite lip shape, have pale lips or just want to enhance the look of their pout.

Porreca says clients should be aware that the colour may seem stronger at first but this will fade back to a more natural-looking colour. 'Immediately after the treatment, the cosmetic tattoo will appear brighter in colour, however in most cases clients lose approximately 20 to 40 percent of intense colour throughout the healing process,' she

explains. Final results are usually apparent after around two weeks.

Cosmetic tattooing can also be used to enhance the areolas of the breast. Women who have recently undergone reconstructive breast surgery often opt for this treatment. 'Paramedical cosmetic tattooing can help restore a woman's self-confidence, particularly for those who have undergone a mastectomy – it can really help them during their healing process,' says Porreca.

Cosmetic tattooing can also improve the appearance of vitiligo, a disease characterised by patches of skin discoloration where there is a loss of natural skin pigmentation, by camouflaging the diseased spots. It can also recreate the look of hair for alopecia sufferers; a health condition deriving from the immune system (white blood cells), which results in the arrest of the hair growth stage, including facial hair.

'For eyebrow tattooing, the brows are first shaped with an eyebrow pencil so the tattoo will be flattering to the client's face shape and individual features,' says Porreca. 'The pigment of choice is then applied in one of three different methods: a hair stroke technique for a more natural

look; the solid method for a more dramatic look; or soft shading for a more full look.'

Porreca also performs a skin relaxation treatment, Multitrepannic Collagen Actuation (MCA), which helps to rejuvenate scar tissue and stimulate the skin to produce its own melanin in areas where surface scar tissue is present.

When seeking help with skin and hair conditions such as vitiligo and alopecia, Porreca emphasises that patients should seek the help of a cosmetic tattooist with experience in paramedical tattooing to avoid unsafe conditions and unsatisfactory results.

'Whether for cosmetic or paramedical reasons, when performed by an experienced and highly skilled practitioner, long-lasting cosmetic tattoo treatments can significantly enhance a person's appearance and, in turn, their self-esteem.' **acsm**



BEFORE



AFTER cosmetic tattoo camouflage treatment by Rita Porreca



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– Rita Porreca, Founder & MD  
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