



SARAH
COSMETIC TATTOO ARTIST
SMITH



*Consultation
Information
for clients*

AND GUIDE TO
HEALING



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01484 686701

MULTI AWARD WINNING



Sarah Smith

Experienced Cosmetic
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ABOUT THIS GUIDE

This booklet contains all the information you need to know about your treatment so **please read it properly so that you know what to expect.** It should answer any questions you may have, however should you still want to discuss the treatment prior to your appointment, a telephone consultation can be arranged.

Once you have read through the information in this booklet and completed your treatment it will also be useful to refer to during the healing process and when planning future retouches, so please keep it to hand.

You will be asked to confirm you have read and understood the information in this booklet at your first appointment as it forms part of your agreement with the clinic.

ABOUT SARAH

Sarah is considered to be amongst the most talented and experienced Permanent Makeup Technicians working in the UK today. She has won multiple awards for her work, including the coveted accolade Eyebrow Artist of the Year, awarded by permanent makeup industry body, Micropigmentation UK in 2019. She owns and works from The Yorkshire Cosmetic Laser Clinic, which was awarded the title of Aesthetic Clinic of the Year at the 2019 English Hair and Beauty Awards.

Sarah has a passion for permanent makeup and a reputation for perfectionism. Her work is in high demand and she has a loyal client base who travel from as far away as Norway, the U.S. and Dubai for treatment. She is well respected within the industry and has hundreds of 5 star reviews for her work on Google, Facebook and Trustpilot.

WHAT IS PERMANENT MAKEUP?

Permanent Makeup is a gentle form of tattooing, applied with a specialist device like a pen. It is not the same as microblading which is more invasive and slices the skin using a tool with a 'blade' similar to a scalpel.

Permanent makeup is also known as micropigmentation, semi permanent makeup and cosmetic tattooing (they are all the same!) Using a digital machine and needle, pigment containing micro particles of colour are skillfully implanted into the upper dermal layer of the skin at depth of a single millimetre (rather than 3-4mm as with body art tattoos). The pigment is implanted into the layers which naturally shed or 'exfoliate'. The body's natural immune action also slowly removes the pigment over time, resulting in the colour lightening gradually (this differs between clients).

The results typically last up to 12-18 months or longer before beginning to fade. The rate that fading occurs depends on factors such as skin type, lifestyle, and the colour used. Permanent Makeup requires maintenance much like other aesthetic and cosmetic treatments. We recommend that clients return around 18 months after their treatment for a 'refresh'.

Permanent Makeup can benefit those with sensitivities to everyday makeup and products, those with poor vision, active lifestyles or those who simply want to save time. Permanent Eyebrows are perfect for those who have over plucked or threaded, have sparse areas, want more definition or those with little or no hair due to medical reasons. It is also for those who just want to look their best!

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WHAT IS INVOLVED?

Permanent Makeup is a two step procedure. At the first appointment we will discuss the procedure, your expectations, what can be achieved and carry out the first treatment.

The first appointment takes approximately 2/ 2.5 hours in total and the tattooing itself approximately an hour to an hour and a half. After this first appointment there is a healing period of 4 weeks (see Aftercare).

Approximately 6-12 weeks later there will be a retouch appointment to perfect the result, lasting about 1.5 hours.

Permanent Makeup is not suitable for: Pregnant and nursing women, those with exceptionally oily skin, Lupus, impaired autoimmune system disorders, keloid scarring, those taking steroid treatments or antibiotics, active skin disorders, blood disorders, advanced diabetes. Those undergoing chemotherapy or other health issues will need to seek advice from their Doctor or Consultant beforehand. Please contact us prior to your appointment if you are unsure.

DO I NEED A PATCH TEST?

If you would like a patch test we can perform one at least 48 hours prior to the procedure. Please notify the clinic at the time of booking if you would like to arrange one to be sent via post. If you are happy to proceed without one then you will be asked to sign a waiver at your appointment

Allergic reactions to permanent makeup are **extremely rare**. However, if you have had any reaction to anaesthetics, tattoo inks or hair dyes, please notify us at the time of booking.

EYEBROW STYLES

At the first appointment it would be helpful for you to have an idea of the result you hope to achieve. We have treated clients from 18 to 80, all of whom have had their own idea of what they want. Permanent eyebrows are truly bespoke to you and as a result we have variety of styles:

Hairstroke - a delicate look to replicate natural eyebrows with individual tattooed hairs. Not designed to replace makeup, Hairstrokes are not suitable for oily skin.

Hairstroke with shading / Combination - a natural look with subtle shading through the body/ 'spine' of the brow to create more depth. If you want more defined brows, more shading can be added.

Powder/Ombre/Shaded - a softly shaded brow. These can be made more sheer or bold to suit the client. This style suits all ages of clients and skin types and has the best healed result.

Take a look through Sarah's Facebook and Instagram photos to look the different styles and bring pictures or screenshots of her work (or other brows you like!) to your appointment so she can gain a good understanding of your tastes and expectations.

Remember this is not a 'one style suits all' treatment, I will work carefully with you to create a look bespoke to you. If I feel the style you want is not suitable I will advise and discuss alternatives. Please note I will not tattoo block or 'fashion' brows (i.e. un-naturally shaped or placed, too thick or too dark for your complexion).

At the first appointment, you will be asked to come how you 'wear' your eyebrows normally on an everyday basis - whether this is pencilled, powdered or nothing at all. This is so I can see what you are used to and how you look everyday.

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BEFORE THE FIRST APPOINTMENT

Have a good exfoliation of the area to be tattooed to remove any dead skin, this will help the pigment implant and not be exfoliated away by flaky or dry skin in the brow or lip area. We cannot treat dry or chapped lips so please moisturise them if necessary.

Have a good look in the mirror at your face, your bone structure and your natural brows/ lips.

Everybody's face is asymmetrical to a degree and eyebrows and eyes are different from each other, often significantly so! We can improve symmetry and make brows and lips look as near perfect as possible however slight variation will occur. Even the most beautiful women in the world have slight facial asymmetry!

Play around with brow shapes using a pencil or brow powder, so that you have a better idea of what shape you like and what suits you. When you come for your appointment you need to have an idea of what results you would like (see Eyebrow Styles) although if you are unsure, Sarah can advise you!

PREVIOUS PERMANENT MAKEUP

Please notify us if you have had Permanent Makeup (this includes microblading) done before elsewhere, even if it was years ago.

We will not carry out any correctional work from other technicians or refreshes of previous Permanent Makeup unless they are well faded to barely anything and/ or you are completely happy with the colour and shape (i.e. they don't require any shape/ colour correction).

We will advise on an individual basis as to whether we can carry out the work and **will need to see them first**. We do offer an excellent Permanent Makeup removal service at The Yorkshire Cosmetic Laser Clinic, so please get in touch with us if you are interested in this.

WHAT HAPPENS ON THE DAY?

When you arrive for your first appointment you will complete your consent forms and we will discuss what you are hoping to achieve from the treatment.

We will look at pigment colours and choose something that will complement your skin tone. We may test these by dabbing small amounts on your skin.

We then pre-draw the shape. For brows, Sarah will measure several points - where they should start, the peak of the arch and end, whilst balancing and levelling the brows. We will work together on getting the right shape, so she will ask you throughout if there is anything you would like to change or tweak. **You will get to see/ alter the shape of the brows when they are pre-drawn on your face before we start to tattoo** We do not shave or remove the eyebrow hair, we will only tidy any stray hairs around the brow tattoo. Once we are happy with the shape, we will begin tattooing.

During the tattooing, I need to be able to fully concentrate without any distractions. I also ask that mobile phones are on silent and put away. If you bring a friend along they will be able stay with you until I begin tattooing then they may be asked to wait in reception until the treatment is completed.

DOES IT HURT?

We provide some numbing, however the initial part of the tattooing is bearable. It is quick and light and only feels a little scratchy. Once the template of the brow has been done, a gel is applied to the area to make it completely numb. Many clients find it quite relaxing, some even fall asleep! Afterwards, Your brows may feel a little tender but any slight discomfort doesn't last long.

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D O N T

- Take painkillers or drink energy/caffeine/alcoholic drinks before your appointment - this can thin the blood slightly or increase your heart rate enough to encourage bleeding which will make the treatment harder to do and affect retention.
- Use the sunbed at least 3 weeks before, this increases sensitivity and will affect the healing process.
- Book an appointment if you are pregnant or breastfeeding, we cannot tattoo anyone who is expecting. If you are planning on getting pregnant or actively trying, remember the process is lengthy (there are at least 6 weeks between treatments) and this may affect your ability to complete treatment.
- Go on a sun holiday for at least 2-3 weeks after the procedure due to the healing process and risk of fading the pigment. **If you want Permanent Makeup completed for your holiday, please allow enough time for both procedures and the healing process afterwards.**
- Have your eyebrows waxed or threaded before the appointment. Your eyebrows will be tidied as part of the treatment and it is useful to see where your hair naturally grows.
- Be unnecessarily nervous - Sarah is very experienced and skilled - you are in safe hands! Her focus on the day will be to help make your expectations a reality and she will work hard to do this and to make you feel comfortable during your treatment. Clients generally really enjoy the process as well as the result - as her many 5* reviews attest!

D O

- Get someone to mind your children - this treatment is classed as tattooing therefore under 18's are not allowed in the room. In addition to the law and insurance considerations, we need to be able to concentrate fully and for you to not be distracted.
- Bring reading glasses if you need them - the consent forms have a lot of information to read through. If you are having eyeliner tattooing and wear contact lenses, please take these out prior to your appointment.
- Bring a friend (over 18 years old) if you are feeling nervous or need the extra advice from someone familiar.
- Bring a list of medication - especially any medication that may affect you having a tattoo or the healing process. We also need this information for your records.
- Come on to your appointment on time, please try not to arrive too early as I may still be with the previous client.
- For LIPS ONLY - if you have **ever** had a cold sore then it is likely that you will be affected by a cold sore/ cold sores on or around the lips after treatment. This is because the herpes virus stays dormant in your system and is triggered by the treatment. It is important that you prepare by taking a preventative course of oral (tablet form) anti viral medication such as Aciclovir, 5 days prior and 5 days post treatment. These can be obtained online and will help to prevent or reduce the likelihood of experiencing a cold sore outbreak post treatment. If you have never had a cold sore, you do not have to take preventative anti-virals.
- We cannot treat you if you have any active skin conditions affecting the area to be treated.

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AFTERCARE

In order to get good retention of pigment and the best results, the aftercare needs to be followed very strictly and carefully.

After the procedure your skin needs to repair itself. For the first 7 days, keep the area dry and leave well alone so there is no risk of infection and secondly to retain as much pigment in the skin as possible. It takes 48 hours for your skin to create its own natural barrier against infection.

For the first week or until the scabs come off

- Be cautious when washing your hair to not get any water on brows or allow the jets of the shower to directly fall on the treated area.
- Apply makeup (foundation/moisturiser) as normal but avoid the treated area. Your face can also be cleaned, just avoid your eyebrows/ eyes/ lips.
- Don't put any creams, ointments or oily products on the treated area during the healing unless we have supplied it to you.
- Try not to sleep on your brows - sleep on your back or off the side of your face so that the ends of the brows are not rubbed on your pillow during the healing process.
- Don't get hot and sweaty at the gym - it takes 24-48 hours for your skin to create its own barrier to infection and sweat will cause the pigment to prematurely fade.
- Do not go swimming.
- Wait to have the brows tinted, waxed or threaded for at least 2 weeks after the procedure
- For eyeliner, avoid wearing mascara for 10 days post procedure as it is an infection risk.

WHAT TO EXPECT DURING THE HEALING PROCESS

BROWS: During the first week they will heal over and lightly scab, around day 8 they will begin to peel and flake like dry skin, see pictures below.

Do not pick or pull at the scabs, **let them come away on their own.** This stage is quick and will last around 2/3 days. They may itch during this time, which is completely normal, you just have to bear with it and trust the process! The scabbing is only a very light layer not usually thick or very obvious to look at.

The scabs will have all come away around day 10 and the pigment and skin underneath may initially look very pale and ashy (see images below). This milky, opaque layer of new skin is masking the pigment underneath. As it heals over the next couple of weeks the pigment will gradually resurface. Do not worry that they look really light or even like they have disappeared - this is completely normal! **A week is far too early to judge the results of the tattooing.** It takes a minimum of 4 weeks for everything to fully heal and settle.



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HEALING DAY-BY-DAY (BROWS)

This is a photo diary of what you might experience during the healing process, the timings are just a guide as **everyone heals differently**. Note - These photos are of an annual refresh therefore pigmentation is darker.



The pigment used is natural, mineral-based and implanted very shallowly in to the skin therefore the tattoo (once fully healed) will appear as a tint of colour. Permanent makeup will never be as dark and vibrant as when it is first done (it is designed to fade over time after all!) or give the same coverage as conventional makeup which sits on top of the skin rather than within it. Whilst Permanent Makeup is a fantastic unique treatment, it is important to be realistic about the results and to understand that we are working with a natural, often imperfect canvas (skin) that often brings its own challenges.

Permanent Makeup is a cosmetic treatment and the 'true' results are not instantaneous. You will not see these until at least 4 weeks after the top up. After the first session, it is normal for the brows to be patchy and need adjustment - this is exactly why the process requires 2 treatments! Until the top up, makeup can be used to fill the shape and top up the colour if required.

The results of your procedure will be dependent on how well you follow the aftercare advice and your individual skin type. If you have any concerns with the healing process of your Permanent Makeup, please contact me.

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IMMEDIATELY AFTER

Immediately after the treatment, the brows/lips or eyes can look a little red around the edges and feel a bit tender, don't panic, this doesn't last long!

Your treatment may look too bold initially, but don't worry it will fade and soften significantly (around 40%) during the healing process.

TOP UP APPOINTMENT

Between 6 and 12 weeks later you will return for a 'retouch' or 'top up'. The pigment will have faded and we will build upon the healed result from your first treatment to ensure the final result will meet your expectations.

This might mean adding hairstrokes where they have faded for brows or building density through shading for liner or lips. Your treatment will not fade as much after this second treatment.

We consider the retouch to be the 'perfecting stage' so if you have decided that you would like to go darker or bolder or adjust the colour or shape we can do this then.

HEALING AFTER THE TOP UP

The second session is a shorter appointment because there is no measuring and designing required, we are simply perfecting what has been done previously. You will normally find that there is less tattooing done in the second appointment, therefore everything will usually heal more quickly afterwards.

Usually you are fully healed within 14 days of the top up, but again this could take longer depending on how much work has been done.

MAINTENANCE AND REFRESHES

We aim to complete all treatments in two sessions, however in some cases a third session maybe required. This is more common for those with very fair, oily, thick or damaged skin, redheads and sunbed users. Those who wish to change the style, colour or have not followed the correct aftercare will be charged an additional £50 (within 12 weeks).

Despite the name, permanent makeup isn't a truly 'permanent' treatment, it needs maintenance to keep its colour and shape, similar to treatments such as nails, eyelashes, botox, fillers and hair colour.

You should expect to have a refresh appointment at around 18 months after your retouch or when your brows, lips or liner has faded by around 40 to 50%. We recommend allowing your treatment to fade before refreshes as this allows room in the skin for more pigment to be implanted and reduces the risk of pigment saturation which can make the result very fake looking.

Refreshes after 24 months may require 2 sessions depending on how much pigment is left in the skin but usually it is just 1 session. If in doubt, please email a clear picture of the area, with no makeup, in good natural light and Sarah can advise.

We have a sliding scale of top up prices depending on the length of time since the first session:

Brow Refreshes:

Up to 18 months £170*

Between 18-24 months £220*

Between 24-36 months £270*

*If an additional session is required these will be charged at £100

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COST

EYEBROWS - £400

Ombre/ Powdered/ Hairstroke/ Combination

This includes 2 treatments, spaced approximately 6-8 weeks apart and can be paid by instalments (£50 at booking, £250 at the initial treatment and the final £100 at the top up, 6 -8 weeks later).

EYELINER - £450

Lash enhancement/ Classic/ Winged or Shaded - inc. lower liner if requested

This includes 2 treatments, spaced approximately 6-8 weeks apart and can be paid by instalments (£50 at booking, £300 at the initial treatment and the final £100 at the top up, 6 -8 weeks later).

EYELINER LOWER ONLY - £200

Full or Graduated

This includes 2 treatments, spaced approximately 6-8 weeks apart and can be paid by instalments (£50 at booking, £100 at the initial treatment and the final £50 at the top up, 6 -8 weeks later).

LIPS - £450

Full Lip Blush or Lipstick Effect

This includes 2 treatments, spaced approximately 6-8 weeks apart and can be paid by instalments (£50 at booking, £300 at the initial treatment and the final £100 at the top up, 6 -8 weeks later).

MAINTENANCE PRICES (1 treatment only)

Up to 18 months £170*

Between 18-24 months £220*

Between 24-36 months £270*

*If an additional session is required these will be charged at £100

Payments can be made by either cash, card or bank transfer. Please get in touch if you would like to book 2 or more treatments at the same time, as more time will be required. We do not offer discounts for multiple treatments.

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HOW TO BOOK

The easiest and quickest way to check availability, book and amend appointments is via our booking system:

www.yorkshireclc.co.uk/book-online

If you have any questions or concerns about treatment please let us know and Sarah can arrange a time to telephone you to discuss them. If you would like a patch test prior to your treatment, please contact the clinic directly and we can get one posted out to you.

Please ensure you book 2 treatments with a minimum 6 week gap between them,

Be aware that Sarah can have a wait of around 3-4 months for an appointment and her normal working hours are:

Monday 10am - 2.30pm
Tuesday 10am- 2.30pm
Wednesday OFF
Thursday 10am - 8pm
Friday 10am -5pm
Saturday OFF

We are aware that the wait can be off putting for some however, please be reassured that it is because Sarah is in high demand and the wait will be well worth it!

COVID 19

We have enhanced our hygiene protocols in response to the recent Covid-19 pandemic. If you would like more information about the steps we take in clinic to keep our clients and staff safe, please get in touch.

KEEP IN TOUCH

Website: www.yorkshireclc.co.uk
Facebook: [Facebook.com/yorkshireclc](https://www.facebook.com/yorkshireclc)
Instagram: sarah_smithspmu

ADDRESS AND PARKING

Our full address is:
The Yorkshire Cosmetic Laser Clinic,
98 Huddersfield Road,
Holmfirth,
HD9 3AX.

There is a large Co-Op supermarket car park adjacent to the clinic. Parking costs just 90p for 3 hours and is free after 4pm. The clinic is on the main road, next door to Ramsdens Solicitors on the corner of Co-Op Car Park.

A LITTLE REQUEST...

As a small, independent business I rely on the recommendation and support of my clients, YOU! - to thrive and grow.

If there is any way I can improve my service to you or if you are in any way dissatisfied, please let me know so that I have the opportunity to rectify this. Otherwise, once you have completed your treatment and are thrilled with the results, **I would be very grateful if you would leave me a review** on either the Facebook page above or on our Google listing for The Yorkshire Cosmetic Laser Clinic (or both if you're super happy!). You can do this by typing The Yorkshire Cosmetic Laser Clinic into Google and clicking the review button. This feedback helps drive the direction of my business and helps new clients to find me via Google's search engines. Thankyou!