

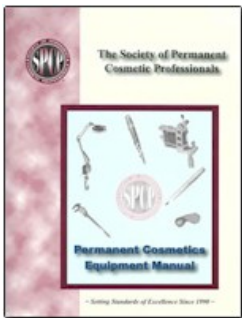
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Is Permanent Makeup Really Permanent?

The Society of Permanent Cosmetic Professionals, Inc. is the internationally known professional organization for the permanent cosmetic industry. We are a non-profit organization who provides education and sets ethical standards for the worldwide field. Our organization has worked with many American states and counties to develop acceptable legislation to ensure proper standards of sterilization and sanitation are met by those practicing in the field. Our members now are from many countries throughout the world, including Australia.

Permanent cosmetics are a form of cosmetic tattooing which should be thought of as being "permanent", however as is also true of body tattoo work, the degree of "permanency" varies with each individual.

Color can fade due to many factors, including over-exposure to the sun, a person's own body chemistry, and the degree of care taken to maintain the work. Any process involving the skin such as facials, peels, or certain medications such as acutane can adversely effect color integrity.

However, the lifetime integrity of the color has nothing to do with the permanent nature of any form of tattooing. Color is injected in molecules and the molecules remain in the skin permanently. Even when you hear about removals via laser, the pigment molecules remain in the skin but the color has been bleached, which is the same thing that happens, to a much lesser degree, from exposure to the sun.

Therefore, to properly classify this industry, using the word "permanent" is entirely appropriate and in fact recent legislation on state and county levels throughout the USA requires clients be informed that tattooing in any form is permanent in nature. Other countries throughout the world should begin to use these standards, as they are based on fact and law.

By Susan Preston – Co-Founder, Society of Permanent Cosmetic Professionals, Inc. and President, Professional Program Insurance Brokerage

