



as a rite of passage (sailors), declarations of brav-1900s, visible body art was our digital age, tattoos are more than needles on the skin; they serve as personal statements that may also esthetics, they can now be customized to create enhancements and corrective masterpieces for clients.

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Enhancing male allure with cosmetic tattoos

by Rose Marie Beauchemin

BETTER BROWS

Well-groomed eyebrows are no longer only sought after by women. More men are now focused on maintaining their brows without the feminine look of overtweezing or being overdone. This brow consciousness has also drawn attention to the missing hairs in their brows due to scars or simply aging. Permanent makeup is a great solution for filling in missing areas with hair strokes to complete a natural and customized brow shape, reclaiming a more youthful but still manly look.

Time: Approximately one hour. **Cost:** \$350-\$650, including one

touch-up.

Longevity of results: Two to five years. Longevity depends on depth of color selected.

GUY-LINER

Guy-liner has become quite popular in permanent makeup for men. A subtle and soft amount of color tattooed between the eyelashes creates a handsome frame and makes a man's eyes look more interesting, even making their lashes appear fuller. This is a desirable effect, as women's current obsession with full eyelashes has also permeated the male species. Guy-liner is a great option for men with very light eyelashes, as a taupe frame can be tattooed and platinum lashes can be tinted. This combination is powerful and handsome. It makes a particularly great solution for a natural blonde client.

Time: 45-90 minutes, depending on treated area.

Cost: \$550, including one initial

Longevity of results: Two to five years, depending on depth of color selected.

LIP TATTOOING FOR MEN

A natural lip shade can be tattooed on a man, just like a woman. Often, scars

from childhood that run through their lips take out their natural lip color. These areas can be filled in with a soft, natural and matching lip shade that conceals these scarred areas quite well.

Time: 45-90 minutes, depending on size of treated area

Cost: \$350-\$550, including one initial touch-up. Fee depends on size of treat-

Longevity of results: Approximately three years, depending on lifestyle (UV exposure, climate, tanning beds and retinols or glycolic acid can shorten lifespan of results).

SCALP MICRO-PIGMENTATION

Scalp micro-pigmentation is now very much in-demand! More than ever, men are deciding to shave their heads or wear a close buzz cut rather than hold onto thinning or stringy hair. Particular areas of the scalp and even full heads can be tattooed to create the convincing appearance of actual hairs. Scalp micropigmentation must be performed by a professional trained specifically in scalp tattooing, or a man can run the risk of having unsightly dots permanently tattooed on his head.

Another popular scalp procedure for men using permanent makeup is covering scars from hair transplants. Often, men begin hair transplant surgery only to later find they don't have enough donor sites or that they cannot afford the costly surgery. Once aborted, they are left with two or more residual scars going across the entire back of their heads, and sometimes even traveling around to the sides. These telltale signs are unsightly and can be camouflaged with tattooing.

Time: 45 minutes to several hours, depending on size of area being tattooed. Cost: Ranges from \$250 to several thousand dollars, depending on size of area to be tattooed.

Longevity of results: Two to four years, depending on lifestyle (UV exposure, climate, tanning beds and retinols or glycolic acid can shorten lifespan of results).

SCARS AND VITILIGO TATTOOING

Scar camouflage isn't limited to men's scalps. Residual scarring from accidents and burns can be camouflaged, as well as vitiligo, which is an autoimmune disorder affecting the melanin in the skin. Basically, areas that are void of color and create an undesirable contrast to the surrounding areas can be tattooed to match that surrounding skin.

Time: 45 minutes to several hours, depending on size of area.

Cost: \$250 to several thousand dollars, depending on size of area.

Longevity of results: Two to four years, depending on lifestyle (UV exposure, climate, tanning beds and retinols or glycolic acid can shorten lifespan of results).

BREAST CANCER SURVIVORS

Breast cancer in males is becoming more prevalent. Men who have had bilateral mastectomies require a 3-D nipple/areola complex that appears realistic. This procedure is convincing and helps restore a man's confidence.

Time: One hour.

Cost: \$350 per areola.

Longevity of results: Two to four years, depending on lifestyle (UV exposure, climate, tanning beds and retinols or glycolic acid can shorten lifespan of results).



Rose Marie Beauchemin is the owner and director of education for the Beau Institute of Permanent and Corrective

Cosmetics. She has 25 years of experience in makeup artistry and color theory. For more information, visit beauinstitute.com or call 888.763.2328.