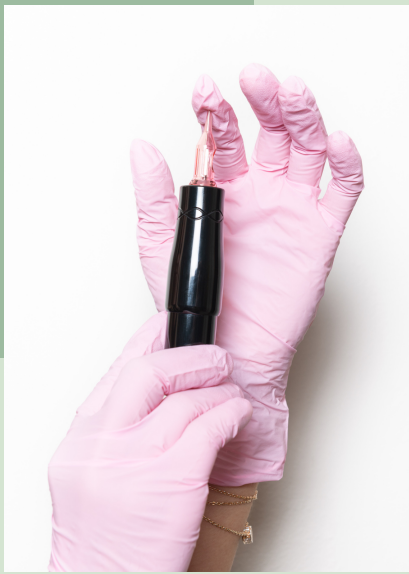




# Permanent Makeup



## What is it?

Permanent make-up is essentially a tattoo. It differs from a traditional tattoo slightly because we use semi-permanent pigments, not permanent inks, and we don't tattoo permanent makeup as deep into the skin as we do with a traditional tattoo. Permanent makeup is meant to fade out over time as your face changes and styles change. After your very first appointment, a touch-up is needed within 6-12 weeks and then every year or two thereafter to maintain best results.

## Does it hurt?

Mild discomfort may occur. At ICE & INK, we pre-numb for 20 minutes before we even begin with a 5% topical anesthetic. Throughout the procedure more secondary anesthetic is applied periodically to keep you very comfortable. Our clients often fall asleep because they are so comfortable.

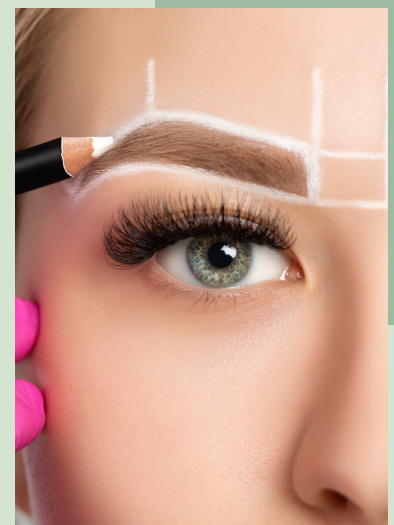


## How long does it take?

Appointments take 2-3 hours. Usually touch-ups don't take quite as long but it's a good idea to make sure you have no other engagements scheduled until at least 2-3 hours after your appointment time, just in case.

## How long does it last?

Permanent makeup can last a long time, however, they do gradually fade over time and the rate they fade is different for everyone. Touch-up appointments are usually done every year or two. If you get permanent makeup by ICE & INK, there are special loyalty prices if its been 24 months or less since your last appointment. .



## Whats the healing process like?

Permanent makeup is an invasive procedure so it has to heal just like any other open wound or cut. Your healed results depend on how you take care of it so make sure to follow your instructions. Please find our aftercare instructions for detailed stages of healing and instructions.

## Am I a candidate?

The best way to determine if you are a good candidate is to schedule a free consultation. The most common contraindications are: pregnant or breastfeeding, blood thinner medication, nickel allergy, uncontrolled diabetes, cancer currently or within the last 12 months.

