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MAKEUP ARTIST: Dawn Wagner

BEAUTY

Looks That Last

Permanent makeup is growing in popularity for its camouflage appeal and shortcut to a professional look, 24/7. **By Tammy Minn**

Permanent makeup creates more than perfect pink lips.

"When you take a burn survivor or someone with a deformity and give them back what they had, it's rewarding," says Dawn Wagner, owner of Accent Permanent Makeup Studio in Redlands.

Wagner says "there's a lot of camouflage and repair work" that can be done with per-

manent makeup, including coloring bald spots caused by natural hair loss or medical treatments.

After 18 years in the business, Wagner says not much has changed in the ink or techniques used, but she has seen an increase in younger customers opting for permanent makeup.

"It used to be women 40 and older. Now we're getting women in their early 20s who want a professional look, but don't want to be bothered with putting on makeup every day," Wagner says.

Because the makeup lasts three to five years, Wagner says, getting the look you want should be carefully planned.

"Most women are not makeup artists. They learned makeup application at 16 and now it might not be an appropriate look," Wagner says. A good permanent makeup artist will be versed in color theory as well as a certain amount of skill with cosmetics, she adds.

Once the look is decided, the method is selected. Most permanent makeup is applied using one of three techniques – by hand, with a permanent makeup pen, or with a reciprocating coil tattoo machine, which is Wagner's first choice.

"It causes less bruising and swelling and takes less time," she says.

Permanent eyeliner costs \$375, lip color is \$425 and brows are \$375. The recovery time is about two weeks.

For more information, contact Accent Permanent Makeup Studio at 330 N. Sixth St., Suite 117, Redlands; (909) 307-6446. ●