



LESLIE CALKINS/Redlands Daily Facts

Dawn Wagner applies permanent lipstick to her client, Caro Hamstead of Apple Valley.

Tired of putting on makeup? Salon can make it permanent

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REDLANDS — Some youthful indiscretions don't have to haunt you for a lifetime.

Dr. so says Accent Permanent Makeup owner and artist Dawn Wagner, who for the past seven years has been helping people with ill-conceived tattoos, and other once indeleble scars and markings gain their goodbye for good.

Former gang members turned aspiring corporate executives often crowd Wagner's space inside the Rose of Sharon salons, hoping that she can work her magic and remove everything from the small scoundrels representing time served, to the large imprints of afflictions.

On more than one occasion, Wagner has had to remove from various parts of clients' anatomy the permanently tattooed names of lost loves.

"People think they're going to be in love forever, then ... guess what?" said Wagner.

But removing the once permanent follies of youth is not Wagner's only order of business.

The more serious side of her work is helping those disfigured in accidents or by serious surgeries, reconstruct their appearances — and self-esteem.

Wagner is perhaps proudest of the work she has done for women who have had surgical breast cancer

traumas. Incredibly, through tattooing, Wagner can permanently recreate a nipple damaged during surgery.

People with major facial disfigurements can also come to Accent for help. Applying permanent, flesh-colored makeup over scars can help ease the pain of many who have suffered horrible accidents, said Wagner.

Permanent makeup procedures comprise the bulk of Wagner's work, though. Women who tire of applying makeup every morning can come to Wagner for permanent lipsticks, eyeliner, and other makeup procedures.

"Women especially take their appearances very seriously," she said. "It can be very important in rebuilding one's life after an accident to get your looks back."

Even the most life-changing of procedures should be done at a fair price, as permanent makeup is a reasonable alternative to very costly laser surgery, said Wagner.

Local business profile

Rates vary according to the scope of the work, but after the initial visit, the cosmetically-mandatory touch-ups are free.

"I make the prices fair, because a lot of people need these procedures for employment purposes, and other important reasons, it's not all vanity," said Wagner. "It's really the difference between spending hundreds as opposed to thousands for laser surgery."

But as a free gift to those in need before the New Year, Wagner wants to help as many reconstructive clients as she can — free of charge — through the holidays.

"There are so many people out there that need help," said Wagner. "I've been so blessed, that I want to give something back."

Local business profile is a regular feature of the Daily Facts highlighting unique and interesting businesses in the Redlands area. If you know of a business that should be featured, contact Andre Herrndon at 793-3221.

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