

Make new look last forever

Cosmetics can be permanent

By Alicia Amodio
Poughkeepsie Journal

With the hustle and bustle of today's busy world, more and more women are exploring the world of permanent cosmetics.

Permanent cosmetics, also referred to as intradermal pigmentation, is a process where natural pigments are inserted into the second layer of the skin and are applied with equipment used by professional tattoo artists. With the procedure, clients are able to fill in eyebrows, have permanent eye and lip liner, fill in lips, hide embarrassing scars and rebuild areolas following a mastectomy.

Permanent cosmetics have served many people for all sorts of reasons since its inception, which is believed to have dated to Cleopatra in ancient Egypt.

The procedure not only raises self-esteem and makes for an easier lifestyle, but is also a great alternative for active women.

Worry reduced

"I don't have to buy eyebrow pencil any more," Laura Doyle, 53, of Brewster said. "It's great to know that when I get up in the morning, I don't have to worry about putting eyebrows on."

Doyle is a client of Andrea Hammerling of Color Me Beautiful Permanent Cosmetics in the Town of Poughkeepsie, where clients come for everything from permanent eyeliner to thicker eyebrows.

Hammerling began her business here in 1999. Prior

PROFILE

ANDREA HAMMERLING

Age: 42

Company: Owner of Color Me Beautiful Permanent Cosmetics in the Town of Poughkeepsie.

Education: Certification in cosmetic dermatographics, permanent cosmetic makeup and sterilization and cross contamination from the American Institute of Intradermal Cosmetics in Texas.

Logging on

■ New York state Department of Labor: www.nycareerzone.org

■ American Institute of Intradermal Cosmetics: www.premierpigments.com

■ The Society of Permanent Cosmetic Professionals: www.spcp.org

to starting her own business, Hammerling was applying permanent cosmetics for customers in a salon in Mahopac, Putnam County, following the completion of her certification in dermatographics, and permanent cosmetic makeup from the American Institute of Intradermal Cosmetics in Texas.

Although these certifications are not required to practice this service in the United States, certification in sterilization and cross contamination is now mandated through the Occupa-

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Darryl Bautista photos/Poughkeepsie Journal

Andrea Hammerling of Color Me Beautiful Permanent Cosmetics in the Town of Poughkeepsie enhances the eyebrow of client Allison Ackerman of Hyde Park.

Procedure can cover deformities, scars

By Alicia Amodio
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Every day more and more people are taking advantage of permanent cosmetics to not only make their lives easier, but to also improve areas of their body that have been scarred through congenital deformities and surgical procedures.

"Patients have expressed a need for permanent cosmetics," said Mary Luvera, an oncology nurse manager at Vassar Brothers Medical Center.

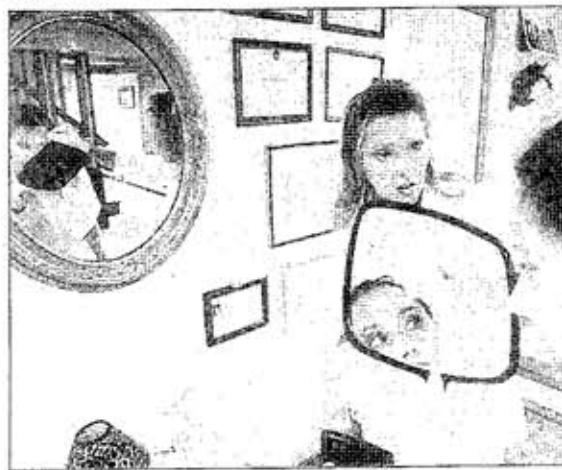
Luvera said that the hospital is looking for individuals who can provide this service for their patients.

Body Wurks in Bellevue, Wash., has a Web site that among its many offerings on cosmetic surgery provides information on permanent cosmetics, including procedures, technicians and other helpful listings. The site highlights the benefits of the procedure, especially for the post-operative patient who wants to use micropigmentation appli-

cation to cover scars.

Breast cancer survivors and those who have been afflicted with diseases such as alopecia have come to Andrea Hammerling of Color Me Beautiful Permanent Makeup in Poughkeepsie, to improve their appearance.

"Right now I'm trying to do volunteer work through Vassar Brothers Medical Center," said Hammerling. "My goal is to help women achieve easier lifestyles and enhanced self-esteem."



Andrea Hammerling looks at her work with client Allison Ackerman after enhancing her eyebrows.

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Look: Cosmetology demands training

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tional Safety and Health Administration and the Center for Disease Control.

Being a practitioner in permanent cosmetics falls under the specialized services umbrella in the cosmetology industry, which has more than 35,000 workers in New York, according to the state Department of Labor.

According to the Society of Permanent Cosmetic Professionals' Web site, "Permanent cosmetics has come into its own as an exciting, viable career. As more people become educated to the benefits of permanent cosmetics, more people will enter this industry."

As in any field of cosmetology, Hammerling was required to complete, in her case, 40 hours of hands-on training, and also sought the advice and techniques of tattoo artists to help perfect her craft.

"Practice is what it's all about," Hammerling said. "After all, it is somebody's face and you don't want to mess it up."

She said many strides have been made in the industry in terms of safety and improvement of products and urges those who plan to enter into the field to keep abreast of new technologies and trends. She attends many conferences

"Smiles and thanks are the reward."

Andrea Hammerling
Color Me Beautiful Permanent Cosmetics in the Town of Poughkeepsie

throughout the country to keep up with the changes.

"For me this business is really interesting because I never stop learning," Hammerling said. "The quality of the pigments used for tattooing have become more advanced throughout the years. The pigments I use are less likely to cause allergic reactions and require less touch-ups."

Fixing eyebrows

Sharon Neubeck of Kingston, an avid eyebrow plucker, actually removed her eyebrow hairs to the point where they either wouldn't grow back or come back in symmetrically.

"It would take me 20 minutes to put on eyebrows," Neubeck said. "Then in the summer I would sweat and swim and I didn't want the embarrassment of them (eyebrows) coming off anymore."

In addition, women with conditions such as alopecia, a disease affecting hair growth, or those who have conditions affecting their coordination, have sought per-

manent cosmetics to make their lives easier.

Born with a skin deformity herself, a port wine stain that covered a portion of her face, Hammerling wanted to help other people feel their best when they look in the mirror.

"My situation made me realize how women can be helped to feel better about themselves and make them feel pretty," Hammerling said.

Although she has become successful with time, Hammerling admits that this business was not an easy one to start.

"It's been a slow go," Hammerling said, "But I'm finally above even."

Hammerling had to use her own money to start the business and, even though at times business was slow, she never let her lack of income get her down.

"I'm not giving up," said Hammerling. "I've invested too much time and money in this business."

She said being a permanent cosmetics technician is not something she does only to pay the bills. It has helped her to connect with all types of women on a very personal level.

"Smiles and thanks are the reward," Hammerling said. "It's nice being able to work one on one with women."