

L to R:
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permanent pigmentation of the dermis. It is commonly known as dermapigmentation, micropigmentation and cosmetic tattooing. The scope includes doing up the eyebrows, tattooing an eyeliner on the eyelid, beauty spot, lip liner and lip colour. Where women and men indulge in permanent make-up to have a perfectly beautiful face without the need to have an everyday touch-up, the scope of permanent make-up has widened with its use in producing artificial eyebrows

and also enhancing the breast's areola in patients who have undergone chemotherapy due to breast cancer and breast surgery.

Understanding the art

Sharing the scope of permanent make-up, Dr Mohan Thomas, Chief Surgeon and Medical Director of The Cosmetic Surgery Institute Private Limited says, "Permanent make-up is a cosmetic technique which employs tattoos (permanent pigmentation of the dermis) as

a means of producing designs that resemble make-up, such as eye lining and other permanent enhancing colours to the skin of the face, lips and eyelids by rendering definition to the eyebrows, eyelids and lips with the use of colour. The end result will imitate topically applied cosmetics or can be quite unnoticeable, depending on the design and amount of pigment used. It is also used to produce artificial eyebrows, particularly in people who have lost them as a consequence of old age, disease, such as alopecia totalis, chemotherapy, or a genetic disturbance, and to disguise scars and white spots in the skin such as in vitiligo. It is also used to restore or enhance the breast's areola, such as after breast surgery."

Vinu Kriplani from Vinu's Hair and Skincare adds the medical aspect related to permanent make-up. She says, "In recent years, permanent colour techniques are being widely performed for camouflage therapy, such as, creating pigmentation for the areola and nipple restoration, vitiligo, hypopigmentation and hairline scars." Kriplani's foray into this genre of permanent and semi-permanent make-up began about two decades ago when at the Beauty Congress held in Basel, she came across a German company by the name Long Time Liner. Since then, Kriplani has been serving her clients with semi-permanent

make-up solutions offered by Long-Time-Liner. Kriplani began her India journey about a decade ago with experiences from Oman and Canada to back upon. For her, it is semi permanent make-up that works better than permanent make-up as, "What do you do when you have undergone permanent makeup and then you do not like it? Also, facial features change." Kriplani undertakes a lot many procedures to correct permanent make-up undertaken by her clients who either want a change in the way the procedure is done by their earlier skin expert or are looking at being in sync with the current trends and colours.

An important aspect that needs to be told to the client opting for permanent make-up is the effect post treatment. According to Dr Thomas, the result of permanent make-up may look darker. This could be due to the colour remaining in the outermost layers of the skin. This colour softens within a few days during the healing process as the upper layers of epidermis slough and is replaced by new epidermal cells. A foremost question that would come to mind would be about the longevity of permanent make-up. Dr Thomas explains, "A good procedure will last for many years and may begin to fade over time. While the permanent make-up pigment remains in

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