

# Permanent Make-up Present and the Future

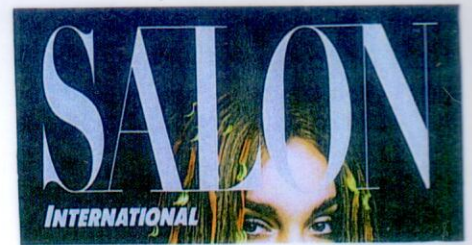


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Permanent Make-up, as a segment of the beauty industry, is at nascent stage. However, it looks promising as women across age groups are keen on 'waking up and looking beautiful everyday!' *Salon India* delves deep and shares the views of experts on the complete 'solution'

by Zainab S Kazi



If statistics are to be believed, today, permanent make-up is a reality and a budding segment of the beauty industry. Tracing the history of permanent make-up, we learn that it has its roots in the life and time of Queen Cleopatra. While the term

includes the term 'make-up', which technically makes it a part of the salon industry, in reality, permanent make-up is yet to foray into the list of services being offered at a salon. In India, the segment still remains confined to experts and medical

professionals and in a way rightly so. Permanent make-up is not just about 'make-up' a whole lot more.

Technically explaining, permanent make-up is a cosmetic technique which employs tattoos, that is,