

Adding a Permanent Cosmetics Offering Can Dramatically Increase Revenues and Retain Business

by Rose Marie Beauchemin, CPCP

A slew of articles have noted that despite the present state of our economy, women continue to invest in their appearances, just not as much. Across the US, women are spending less on expensive laser skin treatments and surgical facelifts, but more on *less* expensive procedures such as peels, botox injections (up 18% from 2007*) and permanent cosmetics.

Have your doubts that women aren't spending on permanent cosmetics? At The Beau Institute of Permanent Cosmetics (Mt. Laurel, NJ) sales of Permanent Cosmetic equipment and supplies are up 15% over 2008. Practitioners are reporting a continued strong demand despite the lagging economy. Jaclyn Peresetsky notes "my business continues to grow. I attribute this to two factors: the aging baby boomer market looking for anti-aging treatments and the highly restorative value of permanent cosmetics".

Offering Permanent Cosmetics allows you to gain new revenue from your existing clients and attract new clients. Your target market walks into your Medical Spa every day. For example, the clients your aesthetician sees each day are penciling in eyebrow arches, tails, fronts or full brows. Many will wash their eyebrows off at the end of day. A mention of permanent eyebrows and a simple introduction to the artist will most likely result in a booked appointment.

The most popular permanent cosmetic procedures are eyebrows, eyeliner and lip color. Requests for these procedures are growing at a steady pace and their lower price point (\$300 - \$1000 per procedure) makes them recession proof. Permanent Cosmetics also brings repeat business since clients require touch-ups every year or two. As referrals build outside of your clientele, you will also gain new customers for other Medical Spa treatments.

"My experience working in a medical spa confirms the positive business growth based on reciprocal referrals," adds Gail Tullio, CPCT, an experienced practitioner from Ohio. "Women who have a permanent cosmetic or medical spa procedure are generally so pleased that they often become regular clients. I found Permanent Cosmetics to be a natural fit in a Medical Spa environment."

Adding a Permanent Cosmetic Practitioner to Your Medical Spa

A certified, experienced practitioner will have her own equipment, insurance and can be hired as an independent contractor. When hiring, ask about certifications, training hours and continuing professional education. In the US, most states require practitioners to have passed the local Board of Health's blood borne pathogen exam.

You can also send a current and loyal employee for training. The investment for training and equipment will cost between \$10-12K. The return on your investment is quickly recovered.

Aestheticians, cosmetologists, nurses and laser technicians have great backgrounds for training in permanent cosmetics. Comprehensive, in-depth training is offered by experienced, certified

trainers in very small classes – usually two students per instructor with training lasting six to seven days. A significant amount of hands on work is completed and post-training, ongoing support is offered to each student to ensure their success.

To ensure a high standard of practice both professional organizations and all equipment manufacturers recommend all practitioners be trained by an experienced, certified trainer and participate in continuing education classes.

With advanced training practitioners can offer para-medical procedures such as scar camouflage, areola complex tattooing following mastectomy, areola scars following breast reduction surgery, and other skin re-pigmentation. This specialty further expands your patient/client base. Plastic surgeons typically employ or refer their patients to permanent cosmetic artists.

Medical Grade Equipment

Most certified training institutes provide medical grade, digital equipment to graduates and practitioners. Today's state-of-the-art digital equipment provides a stable, automatically adjustable needle frequency resulting in more accurate pigment placement for a long lasting, natural look.

The practice of permanent cosmetics is not new and there are several generations of equipment on the market. Beyond features and ease-of-use, look for certifications such as ISO 9001 and EN 13485 certified (European medical standard) production facility. The US currently doesn't certify PC equipment. The average device price is \$3,500. Pigments, needles and other supplies (gloves, pre and post care solutions and topical analgesics) are an ongoing, nominal cost.

In closing, I would like to draw a parallel to consumer spending during the Great Depression. In a widely cited statistic economists have noted that when the economy tightens up, consumers spend money on things and activities that give us a lift. During the Depression of 1929, movies, nightclubs and hair salons prospered. Lipstick sales soared 25%. "I believe the current growth in permanent cosmetics procedures are a reflection of this "Lipstick Effect" trend. Don't miss out on this great addition to the beauty industry."

About Rose Marie Beauchemin, CPCP

Rose Marie Beauchemin brings over 30 years of experience in makeup artistry and paramedical cosmetics to her clients and students. She is a well-known educator, popular speaker and has contributed to several industry publications and a medical textbook. She is the Founder and Director of Education at The Beau Institute of Permanent Cosmetics where she has trained students from all over the world including physicians, medical staff, aestheticians, make-up and tattoo artists, and lay people. For more information on the industry and Rosemarie, log onto <http://www.beauinstitute.com/>

* A small survey of analysts and dermatologists by Brand Week (Oct. 5, 2008, "Beauty at Any Price: Cosmetics Still Strong) stated that the sweet spot for cosmetic procedures is currently in

the \$100-\$1,000 range. Above the \$1,000 range (where laser skin treatments and surgical facelifts thrive) practitioners are seeing a downturn.