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**The Beau Institute and the art of permanent makeup  
Beauchemin's talents are often used to help cancer patients**

Philadelphia Business Journal - by [Jeff Blumenthal](#) Staff Writer



Photo by Sharla Feldscher

Rose Marie Beauchemin applies a temporary template of lip liner on a customer.

## **Entrepreneur**

MOUNT LAUREL, N.J. — Rose Marie Beauchemin had worked in the salon business for 20 years when she decided that she needed to do something different. Beauchemin, who goes by the nickname Roe, let her friends know of her predicament and received a call from a radiologist who said he had several female cancer patients having difficulty with the aesthetic effects of cancer treatments.

She began looking into the concept of permanent makeup, which was unheard of on the East Coast but rising in popularity in California. So Beauchemin spent some time on the West Coast learning the skill, which has been popular for centuries in Asia.

Now Beauchemin is celebrating the 20th anniversary of The Beau Institute of Permanent & Corrective Cosmetics here in Burlington County and has built a reputation in the practice of applying permanent makeup and as trainers of these procedures to physicians, medical staff and aestheticians.

Beauchemin, founder and director of education of The Beau Institute, is an expert in permanent makeup, areola complex and scar camouflage tattooing. The South Jersey radiologist who got her started, Dr. Stephen Levin, came to her because he knew that some of his breast cancer patients were concerned about their breasts after surgery and implants. When Levin heard of the art of permanent makeup, he thought Beauchemin would be ideal to learn this skill and work with women on enhancing their areola and other scars with these techniques.

“I thought Roe would be a natural for this, and I knew she would make our patients feel better about themselves,” Levin said.

The Beau Institute services include hair simulated natural eyebrow, eyeliner and lash enhancement, scar camouflage, lip color and reshaping and areola complex re-pigmentation.

Not all clients are cancer patients.

“Some women tweeze their brows so much in their teens that they are left with little there,” Beauchemin said. “And they don’t want to be seen without brows. You are pretty expressionless without brows. For some people, it really is life-altering to have eyebrows.”

Beauchemin treats many people who need to feel good about themselves and can’t apply their own makeup, from women who are visually impaired to those with Parkinson’s disease or multiple sclerosis. She also covers scars — like men with scars from hair plugs — or people recovering from brain surgery and those with skin conditions.

She also volunteers her services for women who have had breast cancer. She applies an areola (the nipple) after reconstructive breast surgery.

She said she does not charge breast cancer patients so it is the other work that keeps the business sustainable. For example, permanent makeup for eyebrows costs \$600.

People come from all over the world — Egypt, Switzerland, South Africa, Venezuela, and the United Kingdom — to her South Jersey offices to learn this skill, she said. She supports them in their marketing strategies so they will become successful.

“We continue this support long after graduation and in many instances help them to prepare their presentations for interviews and teach them how to negotiate financial arrangements,” Beauchemin said. “All the while, we must consider the economic climate of their country or area and the setting where they will be working.

“They often need confidence when interviewing and negotiating with plastic surgeons and medical spas, and always when setting up individual practices. This takes an enormous amount of time in between my practicing and teaching.”

When she was starting out, Beauchemin rented space from a young plastic surgeon to build her client base. Beauchemin said she had to aggressively market her services because they were not well known in this region. She bought spots on television and big band radio stations and looked for as many free media opportunities as possible. Beauchemin said the business was on solid footing after only about three months.

“People see your work and referrals start coming in,” Beauchemin said. “Within six months of opening I was swamped and within two years I had seven locations, including ones in Chicago, New York and Ohio.”

Beauchemin said 18 months after opening she began teaching permanent makeup to others and the first graduates came about in 1992. In Pennsylvania, students are required to take a six-day class to become certified.

But in Philadelphia County, students must serve a three-year apprenticeship. New Jersey has less regulation. She said a permanent makeup artist can earn \$200,000 a year with a healthy client flow. She suggests those entering the field team up with salons to build a client base.

Two decades later, Beauchemin said permanent makeup is still not as popular here as it is on the West Coast. Her business consists of a third each practicing, training and distributing equipment.

She said she has learned that investing in unrelated businesses while practicing and teaching has not allowed them to thrive.

“For instance, I manufacture an incredible camouflage makeup, called Après,” Beauchemin said. “Although, it is one of the finest products and the best tattoo cover up, I was not able to give it the time and energy that it required to stand on its own. It does OK but I do believe it could have been another home run. I tried various partners but just needed someone without other obligations to take it all the way. Now, I remain focused on Beau Institute and plan on expanding it southward.”

## **Up close**

Company: [The Beau Institute of Permanent and Corrective Cosmetics](#) LLC

Address: 2000 Academy Drive, Suite 400, Mount Laurel, N.J., 08054

Owner and director of education: Rose Marie Beauchemin

Biggest Challenge to Date: Supporting our graduates from around the globe in setting up

their businesses in various economic climates and settings.

Lessons Learned: I have found that investing in unrelated businesses while I am still practicing and teaching diluted my focus in taking Beau Institute southward, toward Florida.

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