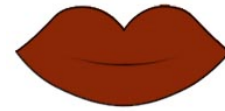




September pigment of the month: **Burnt Rose**

On sale for \$20 per bottle,
regularly \$27



Offer Valid September 1st - September 30th, 2015

Burnt Rose is a beautiful and neutral brownish-red lip color that can be used on both warm and cool complexions. It is the perfect shade for the Gloss & Go effect, since it blends beautifully with the natural lip color. It can be softened with Naked, warmed with Cayenne or deepened with a drop of Merlot or Brown Sugar.

The "Gloss & Go" look is the most popular trend in permanent lip color. This is due to the magic combination of having a permanently defined, natural lip shape while enjoying the low maintenance of only having to gloss them. These neutral shades combined with shading techniques allows for clients to simply wear a small amount of clear or tinted lip gloss for a soft, finished look.

Needle Tips...

With Gloss & Go, an air-brushed visual is extremely important since a smooth transition is critical from the outermost tattooed lip-line to the interior of the lip tissue. Proper blending and shading are required to insure the effect of a smooth transition with no lines of demarcation.

When I am using Burnt Rose, I will often use a **3-Liner** to outline and define the lip shape. I will reinforce this line with two to three rows of long ovals, not too deep, until an even band width is established. Then, I will go to a **4-Flat**, a **5-Slope** or a **9-Magnum** and add an additional one or two rows of ovals, blending these into the band width I established with the 3-liner.

The selection of my shading needles is dependent on a few things. If I am using a deep color, I may choose a **9-Magnum** to insure a more even air-brushed effect since it doesn't travel as deeply as the **4-Flat** or **5-Slope**. When I am looking for a dense application of color, I will use my **5-Slope**. This needle group is sharper, less blunt and will place more dense color into the lips.

Lastly, with small brush strokes, inward, I brush the color from the outermost line I created, in toward the center of the lips using the flat side of the needles. These brush strokes can also be diluted with distilled water to guarantee a soft effect, especially if you are using a deeper lip color. Be sure to lift off at the end of these strokes, being careful not to follow the lip too far down and around its curvature with your shading needle as this can and will create an unwanted line on the inside edge of your shading. .

For less than the crisper finish of the 3-liner, a 5 or 7-liner can be used. This will create softness to the perimeter, especially using the 7-Liner, but still deposits plenty of color. Then, proceed with the shading technique.

The effect of fuller lips is created by shading the color toward but not into the entire lip interior. This leaves the lip interior slightly lighter and makes the lips appear fuller. Sometimes, tattooing the entire lip with full color actually narrows them. This procedure allows exactly that with maximum fullness.

The BBI

Face Inks has created a Beau Blue Indicator Scale (BBI) for Lips that simply ranges from 1-6 much like the Fitzpatrick Scale. A BBI 1 would describe very pale lips with very little color or blue and a BBI 6 would indicate very deeply pigmented lips.

Remember...always view lips separately from one's complexion. A woman's complexion may be a #1 on the Fitzpatrick Scale but her lips can be a deep BBI 4 or greater, having a great degree of blue. Always, see them separately.

The suggestion for the use of these colors regarding the Fitzpatrick Scale describes how the person's complexion will look in the color. The BBI describes the degree of blue in the lips.

Always pre-mix your color and spread it over the actual lip tissue and wait for it to dry. This allows you to see how your color will mix with the degree of blue in the lips and prompt you if you need to add New Pumpkin or Pumpkin to your formula.

When I am tattooing lips that are greater than a BBI-4, my theory has always been to add Pumpkin just to be safe and eliminate it on the touch up visit if I didn't need it. Lips that heal a bit too light or too warm are easy to deepen or cool...**lips that heal too blue require a color correction.**

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