

As seen in **SOUTH JERSEY**
MAGAZINE

SUPER WOMEN



Rose Marie Beauchemin

It was a local radiologist who first approached Beauchemin, a makeup artist in 1990, about the concept of permanent makeup. All she knew was the stigma attached to the word "tattoo," not the healing power it can provide for those whose features have suffered due to illness or injury.

After learning more, she received extensive training and opened up The Beau Institute of Permanent Makeup and Corrective Cosmetics in Mount Laurel, where her work includes camouflaging scars and redefining features for burn victims. But what she's really known for is three-dimensional areola tattooing, which she performs for free for breast cancer survivors, a practice she now teaches around the globe. "A blank canvas does not allow these women to feel complete or feminine, yet alone confident," Beauchemin says. "Nothing gives me greater pleasure than to be able to restore some of this vitality."

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