

Face Inks Pigment of the Month



Soft Ash...June, 2012

Face Inks Pigments are not only *predictable* and *easy to use* but the *most economical* line of colors available, today. Our philosophy is quite different from other pigment companies. We developed a much smaller line of colors that allows any practitioner to easily master color selection without having to purchase a ridiculous number of unnecessary pigments. Face Inks pigments are a quick learn and *save practitioners a tremendous amount of time, energy and money*. They are mastered very quickly. Make your permanent makeup life and your color decisions as easy and fast as possible with Face Inks.

Soft Ash is one of Face Inks' best sellers and it heals into a beautiful, mid-range taupe shade. My personal method of application is to always warm up my taupe shades with a drop of Butterscotch on the initial procedure, especially since I work so much with the Slope® needles.

The deeper the color is placed, the cooler it will heal in the skin and the Slopes® place the individual hairs deeper than round needle configurations.

Tired of seeing those orangy eyebrows? Cover them up once and for all with Soft Ash! I still add ½ drop of Butterscotch, initially. This slight touch of warmth does not interfere with Soft Ash's ability to cover the orange and it prevents over-correcting and making the brows too ashy or gray. I have such a strong aversion to gray eyebrows. When I use any taupe shade, my goal is to always have them heal slightly golden and not gray.

Face Inks eyebrow colors are highly predictable, so it is easy to get into a groove with color selection.

When I have a blonde client, Fitzpatrick 2, with a cool undertone, I may add up to 2 drops of Butterscotch, if I am going to use a Slope® needle. I want her to heal in a true taupe shade because warm eyebrows on her will tend to walk into the room first. If I am using a round configuration for a powdered effect (5-round), I will stay with one drop of Butterscotch. It comes back gorgeous! No gray, just a beautiful Taupe shade that heals with about a 10% fade with a Slope® and slightly more with a 5 or 7 round.

This formulation can actually be considered neutral. I use this combination on blondes and light brunettes with both warm and cool undertones, especially those who tend to hold onto the warmth in the color. It is perfect in every case.

I have always liked Soft Ash for my Asian clients. I never use black and never use gray on my Asian clients, regardless of their hair color. I have always approached them as dark blondes, or a medium ash brown. The dark blonde formula is always Soft Ash and a drop of Butterscotch and the medium ash brown was always Chocolate Mousse and 1 drop of Butterscotch.

Silver haired women...I use Soft Ash and just 1 drop of Butterscotch. If I want a grayer shade, I leave out the Butterscotch but not on the first visit. Remember, it is always more difficult to warm up a gray or ashy eyebrow color as opposed to cooling a color down. My rule of thumb has always been...Lighter, Warmer and Less. When I work in this manner, I find I never paint myself into a corner. I always have options.

So, in short, one of my favorite brow shades is Soft Ash and Butterscotch! It works beautifully on so many women.

Call toll free 888-763-2328

www.beauinstitute.com