



January Pigments of the Month:

Purple Rain and Indigo (organic)

Purple Rain on sale for \$25.00 (reg. \$30.00)

Indigo – New Organic color on sale for \$55.00 (reg. \$60.00)



Makeup artists and fashionistas, we are finally going to see a new pop of color for 2018! Pantone has named **Ultra Violet** as its color of the year. **Ultra Violet** is a dramatic & beautiful **Purple** color.

Did you know that purple is a universal color, meaning it compliments all skin tones and eye colors? Everyone looks great in Purple!

Face Inks is excited to bring you the most beautiful purples, Purple Rain and Indigo.

Purple Rain is inorganic and the subtler of the two purples that Face Inks offers. Indigo is an organic color, more intense and dramatic, deeper purple.

- For green eyes, Purple Rain or Indigo will make them appear a brighter green and will also tend to bring out the gold that is often mixed into green eyes.
- For brown eyes, Purple Rain or Indigo will bring out the depth and make the whites of the eyes appear brighter and whiter.
- For blue eyes, Purple Rain or Indigo will make the blue appear more blue, while also bringing out other subtleties like green or gray that is often mixed into blue eyes.

Every eye color will dance and become more interesting when a little purple is placed around them.

For top eyelids, I especially like applying Purple Rain or Indigo directly above a black eyeliner or lash enhancement. The black creates a beautiful frame that gives the lashes a lush look and the purple tattooed above it brings in the perfect amount of color.

For bottom eyeliner, if my client is fair, I may use Purple Rain straight. It is subtle and beautiful. For more drama for my fair client, I will use the Indigo, straight.

For darker complexions and darker eyes, I apply a black bottom liner and then tattoo Purple Rain or Indigo outside the black. It is a more dramatic effect.

Try using a micro-brush to apply a little Purple Rain or Indigo on your client and watch their eyes light up.

For more subtlety, Purple Rain or Indigo can be added to Flagstone. They can also be added to Almost Black or Black Noir to give them the hint of purple.

Needle Selection:

I will use a 3-liner when my client wants to see more intensity of color. When I want to apply Purple Rain or Indigo as a second color, I use a 7-Round or 5-Magnum. This will create more of a powder effect.

Topical Anesthetic:

Pre- numb with Eyz-A-Blue for 30 minutes for maximum comfort. Then, wipe it clean and draw your shape. Trace with your machine or hand-tool to capture your shape and thickness.

Use the micro brush to apply Magic and/or Duration Ultra once skin is broke. Then top with a thin coat of vaseline to accelerate the effects of these topical anesthetics. Allow this to remain on the lid while you go to the other eye and trace your outline.

Go back to first eye, wipe and proceed to fill in your eyeliner.

Big Eyeliner is in the House!

Wider top eyeliner is quite popular, this year. Yes, wide eyeliner is beautiful and a true work of art and fun to do but they also take much more time for the artist, especially if you are doing a double color. Be sure you charge accordingly! Remember, this procedure requires a touch-up and generally 2 needles. Your time is valuable as well as your artistic skills. Be sure to increase your fees to accommodate your extra materials, as well.

