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# FIGO

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BY MARISSA REICH



Book

# Welcome!

Hello! I am Marissa, a mother of 2, born & raised in LA. I am passionate about helping people look & feel their best, which is why I have been in the beauty industry for over half my life. I have studied skin care & facial technique extensively, becoming a Master Esthetician in 2018. In 2019, I expanded my scope & became certified in Permanent Makeup. I have always LOVED eyebrows because they really help shape the overall look of your face. I decided to focus on brows & skin so that I can help my clients achieve their dream brows & best skin!

XO, Marissa



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# An Introduction to Permanent Make-Up (PMU)

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What is it exactly? —

Permanent Makeup is a form of tattooing that focuses on cosmetic enhancements. Types of cosmetic tattooing include but are not limited to: scalp micropigmentation, eyeliner, lip color, freckles, eyebrows, areola repigmentation, and camouflaging for scars and stretch marks.

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How is it done? +

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# Microblading

Microblading is a form of permanent brow makeup originating in Japan, also referred to as eyebrow embroidery, eyebrow feathering, or hairstroking. “Strokes” are created on the skin to imitate the look of real brow hair, in a precise pattern that flows with your natural hair growth. Microblading is not a substitute for makeup; it will not create a “filled-in” look. It is best for normal/dry clients with evenly-distributed brow hair, and with skin that is not too thin, thick, or sensitive. Microblading typically needs refreshing every 1-2 years.

## BOTTOM LINE:

Unlike other methods of PMU, microblading should only be done about 5-6 times total, including touchups. If done improperly, that limit changes to about 1-3x. At this point, there is little negative space left between the hairstrokes, so a shaded look is starting to take effect.

Additionally, microblading can be quite traumatic to the skin. Even the most skilled artists often create scarring when using this method.

When the strokes have become too thick and the skin has been scarred, you do not need to quit having PMU done altogether! You just need to switch over to ombré shading. This method will not only prevent further scarring but restore the quality of the skin over time.

# Powder Brows

Powder Brows, as opposed to microblading, do not feature hair strokes. Instead, a soft “background-color” is added to the brow, which heals looking subtle and powdery. For the most natural-looking result, the color softly diffuses at the head of each brow; they are never harshly squared off. Clients with oily, sensitive, heavily creased, delicate, or thick skin will have the best-healed result with this method. It’s also typically the best option for coverups and corrections (more on this soon!) This method typically needs refreshing every 2-3 years.


# Combo Brows

Combo Brows feature microblading and ombré shading! It's the best of both worlds and more customizable than one of those two methods alone. This method is best for clients with little/uneven hair and normal/dry skin that is not too thin, thick, or sensitive. Combo Brows typically require maintenance every 2-3 years.

With this method, I like to use NANO strokes. These are similar to Microblading but done with a tattoo machine. Leaving less trauma on the skin and more opportunity to have more color boosts over the years. It is also better for more skin types than Microblading.

## Contact Me

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