



HELEN WALKER
Manchester Permanent Makeup

12 THINGS TO CONSIDER WHEN CHOOSING YOUR PERMANENT MAKEUP ARTIST

Manchester Permanent Makeup

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12
THINGS YOU
MUST
CONSIDER, WHEN
CHOOSING YOUR
PERMANENT
MAKEUP
ARTIST!

FREE REPORT

Manchester Permanent Makeup - by Helen Walker

Full Price List is towards the End of this Report

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Disclaimer

This report is based on the experience and views of Helen Walker, a well educated and experienced permanent makeup specialist, who has been performing safe procedures on many very satisfied clients. The author is not responsible for any permanent makeup procedure done which does not meet any individual's expectations.



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12 Things to Consider When Choosing Your Permanent Makeup Artist

1. Is the permanent makeup artist fully qualified? Please ask to see the hard copy of her qualification during your consultation.
2. Make a note of the training centre and date in which she qualified in and ring them up for confirmation, just to be sure.
3. Ask questions during your consultation, e.g. how long will the treatment take? Will it hurt? Ask as many questions as you feel are necessary.
4. A detailed medical form should be taken, to find out if permanent makeup is suitable for you.
5. Ensure all after care is explained to you. You should be given a sheet to take away with you explaining this so that you remember what to do.
6. Ask your permanent makeup artist where she gets her pigments from, to check if they're suitable for permanent makeup. You should be able to find manufacturers information online.
7. Ask her if the needles she uses are safe and disposable.
8. Ask her how she keeps all other equipment that is non disposable sterile.
9. Ask to see a portfolio of her work, to see what her ability is like.
10. Ask her if she wears gloves whilst she's tattooing your face.
11. Ask her if she has past clients that would be happy to be contacted to verify they were happy with the treatments and you can find out what their experience was like?
12. Ask her if she's had a permanent makeup treatment herself, if not, why not?



HELEN WALKER
Manchester Permanent Makeup

Meet Helen ...

Manchester Permanent Make Up is the newest venture by permanent make up artist Helen Walker. A qualified teacher with a passion for the very best in natural looking beauty, Helen spent 15 years working and training with luxury beauty and skincare brands such as Nars, Hourglass, Chantecaille and Rodial.

Completing advanced colour and skincare training with Clarins UK in 2002 Helen quickly found and began to perfect the personalised style of beauty she was passionate about..

“Every client I worked with, I wanted to enhance her eyes, brows and lips so they still looked completely like her own- but at their very best! This empowering ethos is at the heart of MPMU and reflected in the work I do in every treatment.”

Helen continued her career as free-lance make up artist, collaborating with magazine publications and ITV, working throughout the North West to help women feel their best on camera. Experiences working alongside professionals and the public on TV shows such as Desperate Housewives of Cheshire or 1-1 with beautiful brides preparing for their special day, Helen believes it takes more than ‘just’ a super skill set to be successful.

She credits having a natural ability to connect with people and an ability to nurture each working relationship positively as being an important part of her practice . I love to get to know the client so I can give them my very best service, I take time to listen to them and discuss what they would like , they

may have certain preferences or make lifestyle choices which can determine the best treatment option. I have always found that, as women, we want plenty of time to ask questions, to look and consider shape and colour options. I understand this helps a client to feel confident and relaxed about the treatment they wish to have. That is why MPMU offers every client a FREE Consultation.

Previously working as a Skincare specialist for Selfridges and Brand Ambassador for Space NK using high-tech beauty products and the latest technology in the industry, Helen became not only determined in offering her clients the very best the market has to offer but felt inspired by the women she met to create MPMU

“Over the years I have met 100’s of women who love the look make up can give them but are frustrated with constant reapplying or the time it takes. They are looking for longer lasting results- and that is what I can give them!”.

Wearing PMU herself from 2004, Helen knew the unbelievable results that can be achieved creating natural hair strokes of colour pigment using micropigmentation (machine) and microblading (hand tool). She initially studied for her diploma in PMU with the prestigious Lillian Maund school of beauty. She then trained 1-1 with Katy Jobbins, the nations most celebrated Permanent Make Up artist at The Permanent Make Up Training Academy and gained her advanced qualification in eyebrows, eyeliner, lips and microblading.

Finally, with a lot of love and hard work MPMU was born!

Helen_{xx}

Manchester Permanent Makeup Treatments

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Permanent Treatment for Eyebrows



Permanent Makeup can transform your eyebrows and take years off you. Whether you have over plucked, patchy, sparse brows, are suffering from a hair loss condition or have been through chemotherapy, or if you simply want to enhance what you naturally have. At

Manchester Permanent Makeup I work with your natural brow, incorporating the perfect shape and colour to match your skin tone and hair colour, applying the technical skill that is essential to achieving the eyebrows you have always wanted.

The Importance of Eyebrows

Eyebrows are one of a person's most prominent facial features because of the many functions they perform. They help accentuate the eyes, shape the face, and play a powerful role in communication.

Look More Youthful

Beautifully-groomed eyebrows are a lesser known anti-aging secret. As one of the first things people notice when they look at you, no amount of make-up can atone for bad brows. What permanent makeup on your brows can do is give lift to your face and make the eyes appear larger and more youthful.

Frame the Eyes

The right eyebrow shape can frame and flatter the eyes. The wrong one can make you appear aged, tired, or angry. However, there is no one "right"

eyebrow shape. We'll establish the right brow shape for you by examining your face and eye shape.

Refine Your Look

A well-groomed brow can create a polished look that enhances your appearance. Even without a drop of makeup, a woman with well-kept eyebrows will typically appear more clean and refined.

Balance the Face

No human has a perfectly symmetrical face but most of us aim to have one. Eyebrows that are unsymmetrical can throw off your facial balance, making one eye appear larger than the other or changing your entire look altogether. Well-structured brows that are more symmetrical in nature are pleasing to the human eye.

Correct Flaws

Eyebrows have the power to completely change the look of the face by correcting minor flaws such as small eyes or eyes that are too far apart. The right brow shape can add length and definition to your face. It can also draw the eyes to the upper portion of the face to distract from imperfections on the bottom portion.

I always custom blend my pigments to match your skin tone and hair for a natural look even for those with blonde, white, and grey hair.

All treatments include: A free consultation, Full aftercare treatment, and A top-up appointment after 6 weeks.

Brow Treatments:

1. Microblading

Natural Hair Strokes: Permanent Eyebrows - Microblading:

Natural hair strokes - colour pigment is planted into the skin with a hand tool in crisp natural looking single strokes that mimic real hair. These strokes will be skilfully placed amongst your natural hair, almost hidden, and following your natural direction of hair growth. Alternatively, the strokes of colour pigment can be placed in specific areas of the brow to either create the appearance of a fuller brow or to replace missing hair in the brow.

2. Ombré Brows

Designer Brows: Permanent Eyebrows - Ombré Brows:

Colour pigment is planted into the skin with a machine and hand-piece to create natural-looking shading and definition. This gives the effect of wearing a soft brow pencil and the intensity of the colour can be so very natural or can be built up as desired. Some parts of the brow and tail can be slightly more built up and other parts, towards the front of the brow, left shaded softly. This style of brow is called an Ombré Brow.

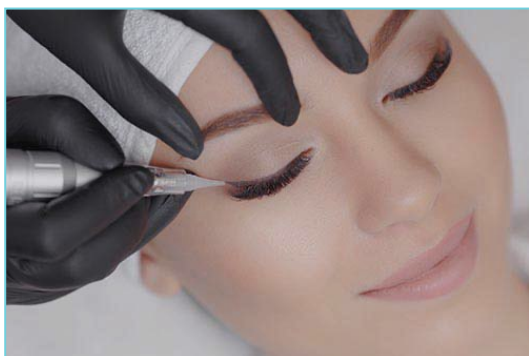
3. Blading & Shading

Blading & Shading: Permanent Eyebrows - Natural Hair Strokes and Powdered Brows Combined:

Combination Brow - The best of both! Colour pigment is planted into the skin using both the natural hairstroke technique and the powdered effect

technique. Firstly the brows are microbladed, creating single crisp hair-strokes that mimic your own hair. These hairstrokes can be evenly spread through the brow or placed in specific areas to make adjustments or minor corrections to the brow shape or thickness. Secondly, a machine is used to create shading and definition. This can be built up to the desired look, from soft fluffy looking brows to sleek defined brows.

Permanent Makeup Treatment for Eyes



Do you dream of beautiful, long-lasting eyeliner that will make your eye colour POP? Do you want to break the cycle of trying to draw the perfect line only to remove it at bedtime and then start all over again the day after?

Can you imagine smudge-proof eyes that last all day, long after you have been to the

gym, office, or even spent the day at the beach?...

Lash Enhancement and Eyeliner by Manchester Permanent Make UP gives you all of this

Permanent eye makeup is a fantastic choice to avoid smudging make up, poorly applied make up, uneven eyeliner, for hay-fever sufferers, gym goers, swimmers, people with poor eyesight, Parkinson's, nerve disorders, sensitive eyes, busy mums, business women who don't have time to apply perfect make up... The list goes on!

Permanent eye makeup enhances the natural beauty of the eyes and is the perfect solution for everyday fuss free beauty. The greatest benefit of this treatment is the look lasts 24/7 and doesn't need to be removed every night.

Moreover you still have the option to supplement the look with traditional make-up for nights out and special occasions to give that extra wow factor.

All treatments include: A free consultation, Full aftercare treatment, & A top-up appointment after 6 weeks.

Permanent Eyelash Treatments:

1. Lash enhancement

Permanent Lash enhancement

This treatment places colour pigment along your top or bottom lash lines. The pigment will almost hide between your lashes, creating the illusion of darker, thicker and fuller lashes. Simply lashes that look like great lashes!

2. Eyeliner

Permanent Eyeliner

This treatment places colour pigment along your top or bottom lash lines and is slightly extended, giving the appearance of natural looking sleek eyeliner. The line of can be thickened to create a more smokey 'cat eye' effect.

Permanent Treatments for Lips



Enhance your own natural beauty with a delicate lip treatment that you will love.

Whether you are looking to-

- create an anti-aging boost to perfect your lip shape.
- subtly restore your cupid's bow and define the lip colour.
- give your lips a plumper, fuller appearance with a nude or colour-pop hue that replicates the effect of lipstick.
- save some time and money by not having to re-apply your lipstick throughout the day.

My expertise can help you achieve a completely natural-looking, 100% smudge-free, and kiss-proof pout. Let me create the lips you have been dreaming of!

Choose between lip liner, lip blush, or full lip colour.

All treatments can be applied in a wide variety of colours to perfectly match what you desire. Whether a perfect pinky nude or stunning statement red, let me introduce you to your new favourite shade.

All treatments include: A free consultation, Full aftercare treatment, & A top-up appointment after 6 weeks.

3 Different Procedures Are Offered for the Lip Area:

1. Lip Line

Permanent Lip Line

Lip Liner - Subtly re-define the contour of your lips and correct any slight irregularities. This procedure also helps prevent lipstick from bleeding and can minimise the appearance of wrinkles giving the illusion of fuller lips.

2. Lip line and blush

Permanent Lip Line and Blush

Lip Blush - Soft, subtle contouring defines the lip outline without creating a visible lip line. Layers of translucent shading and blending create a barely-there blush of colour across the lips, leaving them looking super healthy.

3. Full lip colour

Permanent Full Lip Colour

Full Lip Colour - Colour is applied evenly across the whole of the lips in a natural or more intense shade. Subtly defines the lip contour without creating a visible lip line to achieve the ultimate luscious lips.

Frequently Asked Questions

- **What is permanent makeup?**

Permanent makeup is a form of cosmetic tattooing also known as micropigmentation. The process involves implantation of pigments beneath the surface of your skin. This process uses pigments rather than inks meaning it will fade over time but will always remain in the skin. Top ups may be required and are advised every few years for a fresh look.

- **How long will it last?**

Semi-permanent makeup usually lasts between 1-3 years. This can vary depending on individual skin type, exposure to UV rays, age, health and medication.

- **Does it hurt?**

This will vary from client to client, however with the use of topical anaesthetic cream there is minimal discomfort. Some just feel a prickly or scratchy sensation..

- **Is it safe?**

Yes! The highest standards of hygiene are met and I use state-of-the-art digital technology. All pigments used are hypoallergenic and no treatment will be carried out before a patch test has been completed.

- **What will I look like after my treatment?**

Immediately after a treatment the colour will be intense and appear darker than the final result. There may also be some swelling and redness which will settle quickly.

- **How long will it take?**

Each procedure can take 1.5-2.5hrs. At the initial treatment there will be paperwork to complete. Before and after photos need to be taken and time will need to be spent discussing and perfecting design and colour, due to each treatment being bespoke.

- **Why do I need a consultation first?**

During the consultation you will have the opportunity to discuss what it is you would like to achieve. With my knowledge I can help you decide what colours, shapes and styles would best suit your natural colouring, features, image and style. The consultation process also gives us the chance to identify any possible contraindications and enables you to make an informed choice.

- **Are there any risks or complications?**

There should be minimal risks of complications if clients follow the aftercare instructions which will be issued prior to the procedure being carried out.

- **Who is permanent make up for?**

Many people can benefit from permanent makeup. Some may just want a subtle enhancement to their natural features, whilst others may desire a more dramatic look. It can be truly valuable to those with impaired vision, an unsteady hand or allergies to conventional makeup. Those that lead an active lifestyle and wish to look their best during activities such as swimming or going to the gym may also benefit. Many women can feel dissatisfied with their sparse eyebrows, or also others who have lost hair due to alopecia or chemotherapy. Some just want to look their best at all times or simply don't have time to apply makeup every morning.

- **Who is permanent makeup not suitable for?**

Anyone who does not meet the minimum age requirement of 18 years.
Anyone with a serious medical condition may require a doctor's letter.
Pregnant or nursing clients are also unsuitable for treatments.

This is what a few of my existing customers had to say about their Permanent Makeup treatments:

"Helen has an amazing eye (pardon the pun) for detail and really strives for perfection. She knows her skill so well and has a real art for getting the exact shape and tone to make sure make up looks natural but striking! Knowing Helen personally, I know how much she has invested in her chosen path to always have the most up to date knowledge and equipment to apply her craft!

Helen did my eyeliner and took the time to understand how I do my own makeup, what I was looking for in terms of definition, and then went to work. She set me at ease at every step and talked me through what she was doing, making it simple but without making it scary. I felt in completely safe hands with Helen and cannot recommend her highly enough!"

Michelle, Prestwich

Eyeliner treatment

I met Helen when I booked a Makeover in Manchester City Centre. Her skills are incredible and she made me look so special for my daughter's hen party. We talked about Permanent makeup as I have very thin and sparse brows. To be honest I wouldn't usually feel confident to have that kind of treatment but trusted that Helen would do a great job.

She talked me through everything I needed to know and drew my brows on perfectly. I was comfortable during the treatment and WOW the results were amazing! I'm so pleased and now the brows are fully healed they look even better. If you are thinking about having Permanent makeup then Helen is your girl!

Lips are next for me.

Clarissa, Bamford

Eyebrow treatment

Thank you so much for my brows – I love them! You listened to how I wanted them and have shaped them perfectly. You are very talented and I will be recommending you to all of my friends. I can't stop looking at them!

Thank you!

Dolly, Liverpool

Permanent brows

I had my lip liner done yesterday and I am really pleased. My top lip is quite thin and so the liner has made them look much fuller and exaggerated in a natural way (no dark line). Helen is very professional and provides great advice and aftercare. Helen chose a natural pink colour that matched perfectly to my skin tone and lip colour which created a better shape without having lip fillers.

Melissa, Manchester

Permanent lips

I love them Helen! I nearly crashed my car a few times traveling home because I kept looking at them! Thank you! I am really happy!

Jenny, Stockport

Permanent brows

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Manchester Permanent Makeup Treatments Price List:

Permanent Eyebrows:

Powder Brows	£300
Ombre Brow	£320

Eyelash Enhancement & Permanent Eyeliner:

Lash Enhancement	£290
Line (Upper And Lower)	£290
Line (Upper OR Lower)	£200

Permanent Lip Enhancement:

Lip Blush	£350
Full Lip Colour	£380



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Manchester Permanent Makeup

BOOK IN FOR A FREE CONSULTATION.



If you would like a no obligation **FREE** consultation to discuss the possibility of having a permanent makeup treatment then simply call me on tel: **07877052906** or drop me an email using the following email address: info@manchesterpermanentmakeup.co.uk

I look forward to hearing from you soon.

Helen_{xx}

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