

# SHAPE

FELICITY JONES  
WHY SHE'S READY TO ROLL

NEW DECADE  
NEW BEAUTY RULES

# body of work

EVERY TATTOO TELLS A PERSONAL STORY. AND THESE DAYS, THEIR THEMES ARE STRENGTH, EMPOWERMENT, AND TRIUMPH. READ ON FOR THE WAYS WE WEAR INK NOW.  
BY ERIN REIMEL

**32**  
Percentage of tattooed adults who say having a tattoo makes them feel attractive.

## Makeup forever

Tattooed brows and eyeliner are not new, but the technology to create them has vastly improved. Old techniques could sometimes cause unnatural and harsh features. "It's totally different now," says Christopher Drummond, the cosmetic tattoo master at PFrankMD and Skin Salon. "Today's cosmetic tattooing deposits ink into the epidermis, which is more superficial than a typical tattoo that drives it into the dermis. This creates a more subtle, natural look." Another improvement: "We now use semipermanent, organic, titanium dioxide-free pigments that slowly slough off over time," Drummond says.

Microblading, the most well-known brow-tattooing method, is done by depositing pigment into the epidermis with a manual, pen-like tool rather than a machine. "You tattoo little hair strokes, one by one," he says. It takes at least two appointments to get the look just right, and the final product can last eight months to a year before it needs a touch-up.

Lip blushing is a newer technique. To enhance the shape of the lips and make them appear fuller, a tattoo artist applies diluted pigment to the lips with a machine, giving them a flush of color. Drummond can also fade the appearance of undereye darkness, acne scars, hyperpigmentation, and dark spots by mixing pigment that matches your skin tone. "It's not a magic wand. I can't make your scar disappear, but I can blend the skin tone so that inconsistencies aren't as obvious," he says. These micropigmentation treatments and microblading start at \$950, while lip blushing starts at \$1,200.

A word of warning: As exciting as these advancements are, cosmetic tattooing is still an art form. Before you book an appointment, do your research. Analyze your technician's before and after pictures, ask how many clients they have had, and make sure you have a thorough consultation.



"I MOVE CONFIDENTLY BECAUSE I'M HAPPY TO SHOW MY TATTOOS OFF."  
—Janelle Simon