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Permanent Makeup Could Come At High Price

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How would you like to roll out of bed every morning and never again have to put on eyeliner or lipstick?

Many women are getting cosmetic tattoos for that very reason. It's makeup that won't wipe off.

According to [Cheryl Rosenblum](#), tattoo artist at Permanent Makeup of Atlanta, permanent makeup can save you time in front of the mirror every morning. "It's just convenient," she said.



But some women wind up paying a high price for not doing their homework.

One of Rosenblum's clients, Lynn Ray, can sympathize. She's had bad experiences with less-qualified tattoo artists.

"My first experience was with a lady who used no numbing," Ray said. "She was on the phone with that gun in my eye, talking on the phone the whole time." And she said, "The ink they used turned yellow-gray."

Rosenblum said horror stories like Ray's are all too common.

"Lopsided eyebrows, gray eyebrows, pink eyebrows, green eyebrows," she said.

Rosenblum said that's because some tattoo artists have had little training. You can even take a free online course and order ink for next to nothing on eBay.

"That is scary," she admitted.

Across town, Janet Newman is spending a few extra minutes in the mirror trying to cover up a crooked brow line.

"I'm really a bit insecure about it, because it's obvious if you don't have makeup on," she said.

Cosmetic tattoos can take years to fade, so Newman is shelling out hundreds of dollars for laser tattoo removal.

"Not being happy with the result is probably 90 percent of what we worry about with cosmetic tattooing," said [Dr. Louis DeJoseph](#) at Premier Image Cosmetic and Laser Surgery.

DeJoseph said laser tattoo removal is often the best option for women like Newman, but it can be just as risky as getting a tattoo in the first place. And it can be time consuming because it requires multiple sessions.

"Brows and lips can be anywhere from five treatments, sometimes up to 10, depending on the colors we're dealing with," he said.

And, it can be expensive -- about \$100 per session.

"That tattoo that you got for \$100 may cost you \$1,000 in the end to get rid of," DeJoseph said.

So, before you let anyone tattoo your face, DeJoseph said, "Do your homework -- know who's doing it; ask to see pictures of clients that they've done. If you don't like how they look, she may not have your style in mind."

Other potential risks of cosmetic tattooing include scarring, infections and allergic reactions.

You may wonder who regulates the tattoo industry. The rules may vary depending on where you live. In Atlanta, tattoo artists aren't required to be certified. However, the tattoo shop or doctor's office must have a permit or business license to operate.

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