

# **THE ULTIMATE PMU**

## **CLIENT GUIDE**

**EVERYTHING YOU NEED TO KNOW TO GET THE  
BEST PERMANENT MAKEUP RESULT**

# THE ULTIMATE PMU GUIDE FOR CLIENTS

Welcome to the ultimate guide on how to get a great permanent makeup (PMU) treatment. If you're considering PMU, you're on the path to a life-changing decision. A well-done PMU treatment can boost your confidence and transform your appearance, making you look and feel incredible. However, like any significant transformation, there are potential pitfalls. Bad results can be devastating, which is why being well-informed is crucial.

## WHAT'S IN HERE?

In this guide, we'll cover everything you need to know to ensure you get the best possible PMU experience. From frequently asked questions to debunking common myths, and the essential questions you should ask your potential artist during a consultation, we've got you covered

## NO SALES, NO NONSENSE—JUST STRAIGHT FACTS

Here is the best information you need to make an informed decision. No sales pitches, no fluff, just the straight facts to help you navigate the PMU process with confidence and clarity.

Education is your most powerful tool in this journey. By understanding the process, knowing what to look for in an artist, and being aware of the red flags, you can confidently choose an artist and know you made the right choice. This ensures you walk into your PMU procedure with peace of mind and walk out with results that exceed your expectations.

## GET PREPARED

Let's dive in and get you fully equipped! This guide will arm you with all the tips, tricks, and insider knowledge you need to confidently choose the right artist and ensure stellar PMU results tailored just for you. Get ready to transform with confidence!



# FAQ

## ANSWERS TO THE MOST IMPORTANT & COMMON FREQUENTLY ASKED QUESTIONS



**What is Permanent Makeup (PMU)?** Permanent Makeup (PMU) is a cosmetic tattoo procedure designed to enhance natural features such as; lips, eyes and brows to create the appearance of enhanced color, depth and form to those features. This is achieved by applying specialized pigments to the skin or lip tissue using precise needles with precise application and advanced techniques. The goal is to enhance your natural look or mimic the look of topical makeup applications. The result is tailored to match the unique characteristics of each client and their goals.

**How does permanent makeup work?** PMU works by using specifically shaped and sized needles to deposit pigments into the skin or lip tissue, creating tiny impressions that will implant the color needed to create the desired look and result.

**Is permanent makeup a permanent solution?** Absolutely. After several years results require some maintenance due to natural exfoliation and exposure to daily life and routine.

**Does Permanent makeup hurt?** PMU should not be painful. It can be uncomfortable, and some areas may be more sensitive than others, but you should not be in pain.

### **Will I bleed?**

No. Bleeding is not common. You may have a few random spots that may get 'pin point' bleeding which is a little bit of blood mixed with lymphatic fluid (similar to what happens after you pop a pimple) but even this is very minor.

**Will I have scabs, crusts and/or shedding like a traditional tattoo?** There is some mild flaking during the first few days but you should not experience large scabs or intense crusting. This could be an indication that the artist is going too deep, using too much pressure and/or using the wrong angle of needle insertion or that proper after care instructions were not given or are not being followed. When PMU is appropriately done and proper aftercare is given and followed, the healing process is very mild.

**Is there down time after a PMU treatment?** Generally no. In most cases any redness or inflammation will subside in a few hours and in severe cases maybe 24 hours. It may feel tight and mildly sensitive like a minor sunburn, but that's about it. Initial healing is about 4 Days.

**Will PMU change color over time?** This should never happen. An experienced artist is well educated in color theory. They understand the relationship between skin or lips color, hair color and ink selection. A skilled and experienced artist should know how to use several ink colors and shades to get the perfect look that lasts and never changes to an unwanted color. Taking proper care of your tattoo for longevity is important and your artist should go over this with you in detail.

# FAQ

## ANSWERS TO THE MOST IMPORTANT & COMMON FREQUENTLY ASKED QUESTIONS

### **How many sessions are typically required for a complete Permanent makeup treatment?**

The typical protocol is 2-3 sessions with a possible 8-18 week gap between sessions depending on the treatment and your natural skin or lip tissue. The ink must be adequately layered into the skin over multiple sessions for the best possible result.

**I don't want an intense result, do I still need multiple sessions?** Yes. The PMU process is all about building the structure of ink in the skin properly. So no matter how soft or bold, multiple sessions are needed. Too much trauma to the area too quickly can damage the skin or tissue and adversely effect retention.

**Can I choose any style I want?** Essentially, yes. There are elements of design that are limited by anatomy. A skilled artist will guide you in making the best choice.

**How is the design and style chosen?** It is important that the artist analyzes your facial shape, facial proportions, muscle movement, age , lifestyle and your personal style.

**Can permanent makeup be done on in any color or style?** Permanent makeup can be done on various colors and styles. The pigments used can be customized to your goals. They also must work with your natural color and skin undertone. Your PMU final color is a combination of your skin or lip tissues' natural color and the implanted color \* It is essential the artist you work with is educated in color theory. This is not topical makeup.

**How long does a permanent makeup treatment take?** The duration of a permanent makeup treatment can vary depending on the extent of the area being treated. On average, a session can take anywhere from 2 to 4 hours.

**Are there any side effects or risks associated with permanent makeup?** When performed by a skilled and experienced practitioner, permanent makeup is totally safe. However, like any cosmetic procedure, there are potential risks, such as infection, allergic reactions, or dissatisfaction with the results.

**Is there any reason I wouldn't be able to get the treatment?** Your skin or lip tissue should be in good condition - this means no severe dryness, no bacterial or fungal infections, no sunburns etc. If you have any unhealed cuts or scars they would need to heal. If you have any skin anomalies - anything red, raised and or scaly you should consult a dermatologist. You must be at least 18, not pregnant or breastfeeding and can not be under the influence of drugs and/or alcohol.

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**How much does permanent makeup cost?** The cost of permanent makeup can vary depending on factors such as, the complexity of the treatment and the experience of the artist. For a skilled, experienced artist the average cost in total can be between \$1,000 and \$3,000 dollars. Price should not be the main deciding factor in your artist's choice. You can always find someone cheaper. This is your face, your everyday appearance. Don't risk it to save a few bucks.

**How long does permanent makeup last?** Permanent makeup is permanent. In some cases, maintenance on your color may be needed after several years. The longevity of the treatment can vary depending on individual factors such as skin health, sun exposure, and lifestyle habits.

**Can I have fillers ?** Yes, however filler must be place properly. Over filled lips that are misshapen may need to be dissolved prior to pigmentation.

**Can Permanent Makeup make my lips bigger?** No. It can create the illusion of fuller lips. However, they can not be tattooed beyond the natural border or actually add volume. It is important to consult with your artist to see if PMU is a suitable option for your specific situation.

**What happens if I do permanent makeup and decide to do fillers after ?** This should not be a problem. Worst case, fillers have stretched out the color too much for your liking, and you need another session. An additional session can be done to adjust the color if needed.

**Can anyone get PMU?** Absolutely! It is an incredible solution for anyone regardless of age or gender

**Can Permanent makeup be reversed or removed?** The only way to do this is with laser removal. Lasers are very high quality these days and will do the job just fine. If you are unsure about getting PMU and worrying about if you can remove it - you may not be ready for it.

**Are there any specific aftercare instructions for permanent makeup?** Yes, instructions for permanent makeup typically include, keeping the area clean, excessive sweating, sun exposure, and any chemicals for about a 7-10 days. Keep it clean and apply the aftercare that your artist suggests. Avoid healing with petroleum products. It is important to follow the specific guidelines provided by your artist to ensure proper healing and longevity of the results.

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**Is permant makeup suitable for people with skin conditions?** It depends on the conditions. If the skin is irritated or has any red, raised or other anomalies a dermatologist should be consulted.

**Can permant makeup be done on scars or areas with scars?** Absolutely. It is an excellent method to camouflage scarring and can be executed by an artist with the proper experience.

**Can permanent makeup be done on people with alopecia?** Absolutely, it is a wonderful solution for all types of alopecia. However, you should find an artist that has previous experience working with these conditions.

**Can permanent makeup be done on people with high melanin?** Absolutely, it requires advances skills and techniques. However it is a wonderful services that is fully inclusive regardless of skin tone. You will want to make sure you aretist has lots of experience, includinghealed results you like prior to working with them.

**How long do I have to wait after chemo therapy to get PMU?** A minimum of 6 months is required- and that is only with approval from your doctor.

**Will permanent makeup look natural?** Absolutely, that's the whole point. When performed by a skilled practitioner, permanent makeup will look completely natural and undetectable. unless your goal is to have it look bold and more like an application of topical makeup.

**How soon can I resume my regular activities after a permanent makeup treatment?** The first 5-7 days are the most important to healing (it takes 96 hours for a wound to close) so you'll want to minimize any activities that cause sweating, avoid water activities and sun exposure for at least 7 days. For the most part there is no downtime for your regular everyday life. The second stage of healing is internal. It can take 8-18 weeks for the color to fully mature and be revealed.

**Can I wear a mask or hat after the procedure?** Yes you can. Just make sure that it is clean and limit the time it is worn to no longer than 15-30 minutes to allow the area to breathe and avoid bacteria. Avoid letting it rub on the treatment areas.

**Can permanent makeup be done on multiple areas in the dame day ?** Absolutely. It can be an excellent way to enhance your natural beauty in a timely manner.

# FAQ

## ANSWERS TO THE MOST IMPORTANT & COMMON FREQUENTLY ASKED QUESTIONS

### **Do I pay by the session or for the entire treatment?**

The most experienced high-level artists charge per session. This is because we work in living canvas. Every client has unique goals. An experienced artist will take their time and will work over sessions to make sure it's absolutely perfect. Pigment can always be added but can not be taken away. You wouldn't want your artist to rush to get it done in fewer sessions. This process should take at least 2 sessions although it may require more. You should expect a minimum of 2 sessions before you get started. This will help you budget accordingly.

**Can I swim or participate in water activities after getting permanent makeup?** It is generally recommended to avoid swimming or participating in water activities for at least a week after getting scalp micropigmentation to allow the pigments to settle and the scalp to heal. Your practitioner will provide specific instructions.

**Can I tan or be in the in sun after getting permanent makeup?** It is generally recommended to avoid intense sun or tanning in water activities for at least 2 week after getting permanent makeup to allow the pigments to settle and the area to heal. Your practitioner will provide specific instructions. Using a good daily SPF will also protect your PMU long term.

**Can I shower after a treatment?** It's best to wait at least 24 hours to take a shower. For the first 4-7 days it is important that if you shower that you use cool/ luke warm water and keep they area out of direct water contact the shower time short.

# QUESTIONS TO ASK YOUR ARTIST BEFORE YOU BOOK THEM

**Tell me about your experience?** The best artist's have solid experience and can prove this with their portfolios.

**Can you tell me about your training?** This can give you much insight about the quality of their skill. Permanent Makeup Artists take classes to learn the skills they perform and work under a tattoo licence provided by the county they live in. In some places, this licence is as simple as an online application and fee with no class requirements. Classes can range from months of training and hands on apprenticeship work to watching a few YouTube videos and buying the equipment online. There are very minimal regulations world wide for artists and even educators. A great artist will have put in years of hard work, taken many trainings and can show you their own work and have that work be what you are happy with.

**Can I see some of your healed work?** Long term results are the most important and are the best indicator of a quality artist. Providing an artist with another artist's work and thinking they can provide the same level of service and quality is a mistake. Make sure it is their work you enjoy and are choosing.

**Can you explain your process?** Any credible PMU artist can explain their process in detail and will be happy to do so. They should also be able to answer any questions about it.

**Can you explain your safety process?** Any credible PMU will be using proper sanitary equipment, wrapping and set up. Disposable needles, gloves and a clean work space. They should also be able to answer any questions about it. Safety and sanitary standards are the bare minimum. PMU should be conducted in a professional setting with proper BBP and PPE protocols in place- this is the bare minimum. If this is being ignored, it is all downhill from there.

**How do you choose the ink you are going to use for my treatment?** The artist should be able to give you a detailed explanation of this.

**Do you have knowledge of color theory?** The best artist's have a thorough understanding of color theory. This means they know how to use various ink colors and shades to work with any skin tone and hair color.

**What inks do you use?** The best artists use high quality inks that are made specifically for PMU. The ones with the most knowledge use a variety of colors to custom mix to your needs. Color is not selected because of the name of a service, paint by number or because they posted your photo in an online chat group and asked what color to use on you and rush to order it. Yes- that happens all the time!

**Do you work over sessions?** Working over sessions shows that the artist cares about your long term results and not just getting you in for an appointment. This is a core fundamental component of PMU. This is one of the main reasons for PMU results to look realistic.

**Are you licensed and insured?** A professional PMU artist should always be licensed (except for states that do not require licensing). They should also carry the proper insurance.

# HOW TO SPOT BAD WORK

As you research to find the right artist, it's crucial to meticulously examine their portfolio of work. Don't let flashy marketing distract you from what truly matters: the quality of the results. Understanding how to critically analyze photos and videos is key to identifying subpar techniques. Pay keen attention to the finer details. Below are some essential tips to help you effectively evaluate an artist's results.

**PMU results should look natural, flattering, and often undetectable as a tattoo.**

**The color and style should suit you and should look natural.**

**Hairstroke techniques:** You should be able to see skin or “negative space” Look for any ‘clouding’ under the impressions. This is what we call ‘dermal staining’, which over time becomes worse and worse.

**Powder or Shading Techniques:** The color should look soft and even. Heavy pigmentation can look like a stamp and will not age well. If the skin is raised in the area, it results from too much pigment or pigment being too high in opacity, creating over-saturation.

**Lip techniques:** the color should look well integrated and not like 2-day-old long-wear lipstick that is chalky and dead looking. The color should be within the natural shape and volume of the natural lip. Mistakes here will look like smudged lipstick.

**Eyeliner:** Should fit the natural anatomy of the eye. There should be no migration or blunt edges to the wings, in cases where a wing is added Dermal migration will only get worse over time and is an indication of poor technique.

**Regardless of how natural or bold you would like your final look. It should still work with your features, natural muscle movement and suit your lifestyle. Patchy, migrated, or oversaturated work will only require removal in the long term. You can not correct an undesirable color by adding more color to it! Could you make pink by rubbing red paint into your white wall? Dry or implanted pigment can not be changed by adding fresh pigment. This is called a COVER-UP and follows the same rules as traditional tattooing. It will need to be bigger, bolder, and darker in color. Adding more can not make it less pigmented or more natural.**

**Trust your gut. If something looks “off” but you are not quite sure what it is - most likely it is. Make sure you are seeing healed work and videos from the artist you are choosing. Going to an artist with a healed portfolio from another in hand is a mistake. Just because someone says they do the same thing- they can't possibly. Results are unique to the skill possessed by the artist. If you like a particular artist's work, that is where you should be. Also, the work needs to be healed work, not fresh work. Healed work looks very different and that would be your goal for your own result.**



# THE ULTIMATE PMU GUIDE FOR CLIENTS

Thank you for taking the time to read through our Ultimate PMU Guide and we hope that all of your questions were answered, and even some you didn't know you had. Our goal was to empower you with the knowledge and confidence needed to make the right choices on your PMU journey.

Remember, the key to a successful PMU experience lies in preparation, research, and trusting your instincts. The more informed you are, the better equipped you'll be to choose the right artist, avoid potential pitfalls, and achieve the outstanding results you deserve.

## WHAT SHOULD I DO NEXT?

Now that you're armed with all the information, it's time to take the next step toward transforming your look. Here's what you can do next

1. Research different artists. Make sure to check out their portfolio—don't just settle for the artist closest to you or the deal you can get.
2. Start reaching out to artists: They should meet the criteria we've discussed. Don't hesitate to ask the tough questions —this is your transformation, and you deserve the best.
3. Compare Options: Review your notes, compare artists, and trust your gut. It's important to feel completely comfortable with the artist you choose.
4. Prepare for Your Procedure: Once you've selected your artist, follow their pre-procedure instructions closely to ensure the best possible outcome.
5. Embrace the Transformation: After your procedure, take the time to adjust and enjoy your new look. Remember, PMU is about enhancing the process, your confidence as much as your appearance.



# THE ULTIMATE PMU GUIDE FOR CLIENTS

## STAY CONNECTED

Your PMU journey doesn't end once the procedure is done. Staying informed and maintaining a relationship with your artist is essential for long-term satisfaction. If you ever have questions or concerns after your procedure, don't hesitate to reach out to your artist or consult the resources we've provided.

We're also here to support you. Whether you need advice, have follow-up questions, or simply want to share your success story, we'd love to hear from you.

## FINAL THOUGHTS

PMU is more than just a cosmetic procedure—it's a way to reclaim your confidence, add ease to your routine and redefine how you see yourself. By taking the time to educate yourself, you've already taken the most important step toward achieving the look you want.

Thank you for trusting us to guide you through this process. We're excited for you and can't wait to see how PMU transforms your life. Here's to a confident, revitalized you!

To schedule an appointment or  
consultation, visit  
<https://sculptedstudios.as.me>

# ABOUT THE AUTHOR

## CARLA RICCIARDONE

Carla Ricciardone, professionally celebrated in the Permanent Makeup (PMU) industry, stands at the forefront of cosmetic tattooing, where her expertise has been shaping the field for a decade. With 10 years of dedicated experience, Carla has earned a reputation for her innovative and artistic approach, seamlessly blending color theory with groundbreaking techniques.

Carla's influence extends beyond that of an artist; she is a revered educator, a dynamic speaker, and a visionary innovator in the PMU landscape. She is the mastermind behind the Sculpted Color Method, a pioneering development that has revolutionized PMU applications, especially in the treatment of melanin-rich lips. Carla's deep understanding of color dynamics, combined with her technical artistry, has led to the creation of a fundamental guide to modern PMU, now regarded as an essential reference in training aspiring professionals.

Her impact is not only technical; Carla is widely acknowledged for her leadership in PMU artistry and education, bringing science and creativity together in a way that sets her apart as a leading authority in the industry.

As an educator, Carla has played a key role in shaping the careers of countless PMU artists through her Sculpted Method training programs, which are now adopted globally. Her innovative systems and techniques have become standard practices, reflecting her deep influence on PMU education and elevating industry standards.

Carla's expertise and insights have made her a sought-after speaker at industry conferences, where she shares her unique approach to color and pigment theory. She has partnered with Perma Blend Pigments to create exclusive pigment collections, further cementing her status as a trendsetter and innovator in the field.

In her entrepreneurial journey, Carla co-founded Sculpted Studios, a global brand that offers top-tier PMU services and education. This venture highlights her business acumen and commitment to providing exceptional service and training to a broad audience.

Carla's advocacy for education, standards, and regulation within the PMU industry is unwavering. She continues to push the boundaries of PMU artistry while offering treatments, conducting in-person and online training sessions, and speaking at global conferences.

Carla Ricciardone is not just a PMU expert; she is a trailblazer whose contributions have reshaped the landscape of cosmetic tattooing, making her an iconic figure and a true leader in the Permanent Makeup industry.

# A NOTE FROM THE AUTHOR

I am deeply passionate about the Permanent Makeup (PMU) industry, particularly in the artistry of cosmetic tattooing. With a decade of experience mastering this craft, my dedication extends beyond that of an artist; I am also an educator, advocate, and innovator, driven by the desire to elevate standards and dispel the myths surrounding PMU.

The PMU journey, whether for lips, brows, liner or other enhancements, can often feel overwhelming, filled with conflicting advice and misinformation. Recognizing these challenges, I felt compelled to create this guide for those seeking high-quality, safe, and transformative cosmetic tattooing. My goal isn't self-promotion but to serve as an advocate for integrity, artistry, and excellence within the PMU community.

Having pioneered the Sculpted Method including the industry's first and only built-for-it color theory and the development of innovative approaches to working with melanin-rich lips, I have been at the forefront of pushing what is possible in the world of cosmetic tattooing. I have seen the incredible confidence and beauty that exceptional PMU results can bring to my clients' lives. Unfortunately, I have also seen the harm caused by subpar treatments, leaving individuals not only disappointed but emotionally distressed and even disfigured. This guide is meant to provide clear, factual information so that prospective clients can make empowered, informed decisions.

The transformative power of PMU extends far beyond aesthetics—it restores confidence, enhances natural beauty, and provides a renewed sense of self. However, too often, the industry is judged by its failures rather than by the unnoticeable, high-quality work that truly defines mastery. My hope is to reshape that narrative by advocating for the kind of excellence that raises the bar for everyone in the industry.

By sharing this guide, I aim to foster growth and positivity within the PMU community. This is not only for clients but also for fellow artists and professionals who strive for the highest standards. PMU has reshaped my life and allowed me to help thousands of clients feel empowered and confident. Through this guide, I hope to extend that same opportunity to others, ensuring that PMU is recognized for its life-changing potential.

If you ever need guidance or support on your PMU journey, please don't hesitate to reach out. I'm here for you.

Warmly,  
\*\*Carla Ricciardone\*\*



A close-up portrait of a woman with dark, wavy hair and freckles. She is looking directly at the camera with a slight smile. The lighting is soft and natural, highlighting her skin texture and features.

IT'S TIME TO GET  
SCULPTED...

LET US HELP  
YOU ON YOUR  
JOURNEY  
*to your dream  
look.*

sculpted.



# BLUSH

# Lip &

NATURAL COVERAGE WITH  
NO HARSH BORDERS. SHEER  
EFFECT

GREAT FOR LIGHT LIP TISSUE

WIDE RANGE OF COLORS,  
MUTED/VIBRANT

2 SESSIONS ARE  
RECOMMENDED

COLOR MAINTENANCE 2-3  
YEARS LATER





# BOY BLUSH

NATURAL COVERAGE WITH  
NO HARSH BORDERS. SHEER  
EFFECT - LIP BLUSH BOOKING

GREAT FOR LIGHT LIP TISSUE

WIDE RANGE OF COLORS,  
MUTED/VIBRANT

2 SESSIONS ARE  
RECOMMENDED

COLOR MAINTENANCE 2-3  
YEARS LATER





# LIPSTICK

INTENSE COVERAGE & DEFINED BORDER.

GREAT FOR DEFINITION/LIPSTICK LOOK

WIDE RANGE OF COLORS MUTED/

2-3 SESSIONS ARE RECOMMENDED

COLOR MAINTENANCE 2-3 YEARS LATER



# NEUTRALIZATION

THE GOAL IS TO LIGHTEN & BRIGHTEN THE LIP BY CREATING EVEN COLOR AND COVERAGE.

NEEDED FOR DARKER/MULTI-TONAL LIP TISSUE

COLOR IS DEPENDENT ON NATURAL LIP COLOR.

2-3 SESSIONS ARE RECOMMENDED

COLOR MAINTENANCE 2-3 YEARS LATER

BEFORE

LIP NEUTRALIZATION

FRESH

FINISHED RESULT  
3 SESSIONS



# NEUTRALIZATION

THE GOAL IS TO LIGHTEN & BRIGHTEN THE LIP BY CREATING EVEN COLOR AND COVERAGE.

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COLOR IS DEPENDENT ON NATURAL LIP COLOR.

2-3 SESSIONS ARE RECOMMENDED

COLOR MAINTENANCE 2-3 YEARS LATER



BEFORE

LIP NEUTRALIZATION

FRESH

FINISHED RESULT  
2 SESSION



# OMBRE

THE GOAL IS TO CREATE A  
NATURAL GRADIENT TO THE  
LIP

COLOR IS DEPENDENT ON  
NATURAL LIP COLOR.

2-3 SESSIONS ARE  
RECOMMENDED

COLOR MAINTENANCE 2-3  
YEARS LATER



BEFORE

OMBRE LIPS

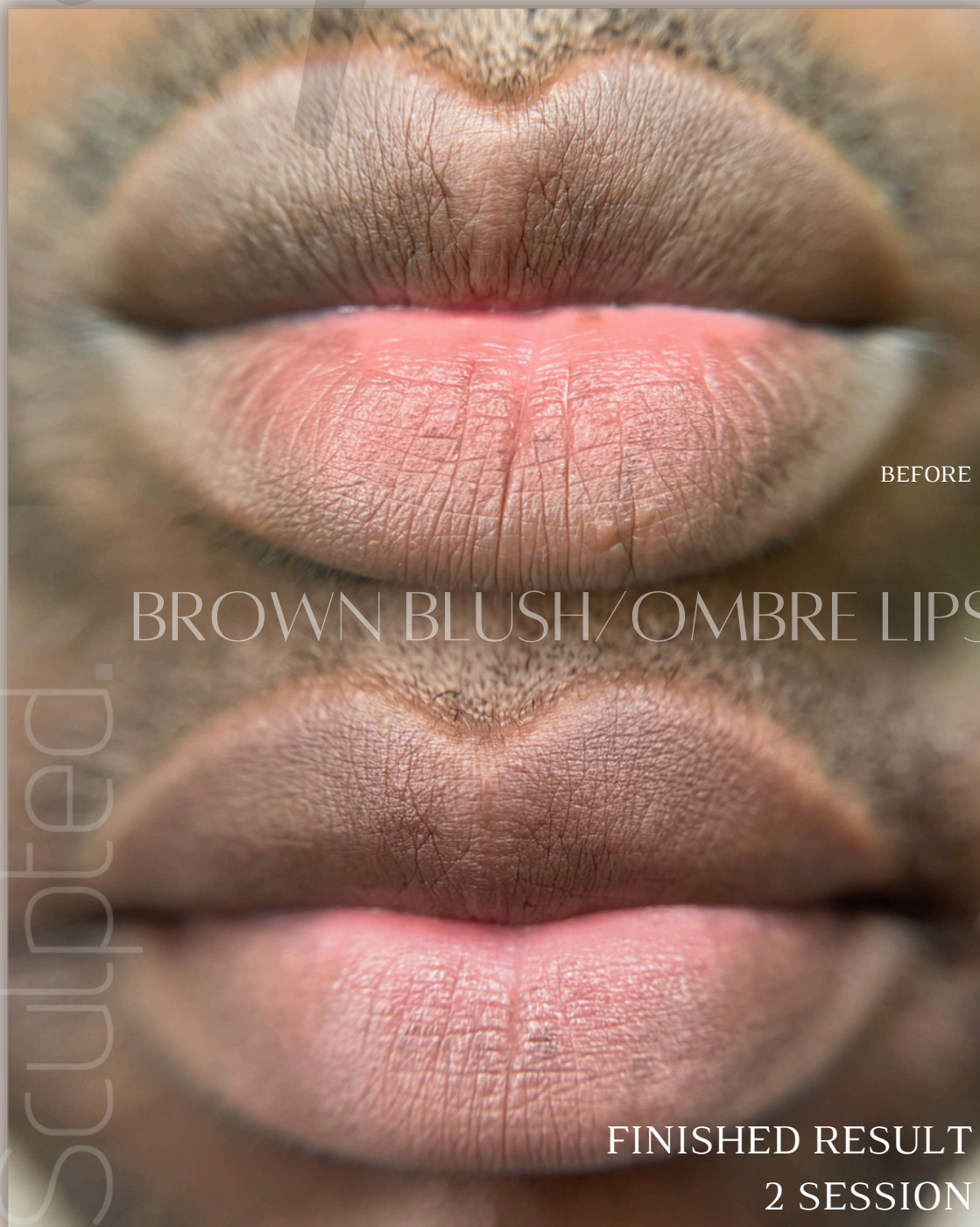
# OMBRE

THE GOAL IS TO CREATE A  
NATURAL GRADIENT TO THE  
LIP

COLOR IS DEPENDENT ON  
NATURAL LIP COLOR.

2-3 SESSIONS ARE  
RECOMMENDED

COLOR MAINTENANCE 2-3  
YEARS LATER



BEFORE

BROWN BLUSH/OMBRE LIPS

FINISHED RESULT  
2 SESSION



# POWDER

POWDERY EFFECT TO  
CREATE A BACKGROUND  
COLOR TO THE BROWS.

IT CAN BE SUPER SOFT FOR  
A NATURAL LOOK OR BOLD  
FOR MAKEUP LOOK.

IDEAL FOR ANY CLIENT

2 SESSIONS ARE  
RECOMMENDED

COLOR MAINTENANCE 2-3  
YEARS LATER



POWDER BROWS

FINISHED RESULT  
2 SESSIONS



# COMBO

MIXTURE OF HAIR STROKES  
AND POWDER TECHNIQUES  
FOR THE BEST OF BOTH  
WORLDS.

FLUFFY FRONTS AND  
POWDER COMBINED

BEST FOR CLIENTS WITH  
SOME GROWTH WITH  
NORMAL TO DRY SKIN

2 SESSIONS ARE  
RECOMMENDED

COLOR MAINTENANCE 2-3  
YEARS LATER



COMBO BROWS

FINISHED RESULT  
2 SESSIONS



# NANO

REALISTIC HAIRSTROKES  
REPLICATES REAL HAIR  
GROWTH FOR A  
NATURAL EFFECT.

NOT A MAKEUP  
REPLACEMENT

BEST FOR CLIENTS WITH  
MINIMAL HAIR GROWTH  
WITH NORMAL TO DRY  
SKIN

2 SESSIONS ARE  
RECOMMENDED

COLOR MAINTENANCE  
2-3 YEARS LATER



NANO BROWS

FINISHED RESULT  
2 SESSIONS



# LASH LINE

A LASH LINE THROUGH THE EYELASHES ONLY.

THE TOP AND/OR BOTTOM LID CAN BE DONE.

WORKS WELL ON ALL EYES FOR A NATURAL IMPROVEMENT OF DEFINITION.

2 SESSIONS ARE RECOMMENDED

COLOR MAINTENANCE 2-3 YEARS LATER



# LASH LINE

FINISHED RESULT  
2 SESSIONS



# BABY WING

SHARP LIQUID LINER EFFECT  
EYELINER STYLE.

WING LENGTH IS DEPENDENT  
ON EYE SHAPE, SKIN, AND  
EXPECTATIONS.

WORKS WELL ON ALL NON-  
HOODED EYES FOR A NATURAL  
IMPROVEMENT OF  
DEFINITION.

2 SESSIONS ARE  
RECOMMENDED

COLOR MAINTENANCE 2-3  
YEARS LATER



BABY WING

FINISHED RESULT  
2 SESSIONS



# BOLD WING

SHARP LIQUID LINER EFFECT  
EYELINER STYLE.

WING LENGTH IS DEPENDENT  
ON EYE SHAPE, SKIN, AND  
EXPECTATIONS.

WORKS WELL ON ALL NON-  
HOODED EYES FOR A NATURAL  
IMPROVEMENT OF  
DEFINITION.

2 SESSIONS ARE  
RECOMMENDED

COLOR MAINTENANCE 2-3  
YEARS LATER



## BOLD WING

FINISHED RESULT  
2 SESSIONS

# SHADED

SHADOW EFFECT WITH A WING  
CREATES A SOFT EYELINER WITH  
NO HARSH EDGES.

WING LENGTH IS DEPENDENT ON  
EYE SHAPE, SKIN, AND  
EXPECTATIONS.

IT WORKS WELL ON ALL NON-  
HOODED EYES AND LIGHTER  
SKIN TONES FOR A NATURAL  
IMPROVEMENT IN DEFINITION.

2 SESSIONS ARE RECOMMENDED

COLOR BOOST 2-3 YEARS LATER

A close-up photograph of a person's eyes, showing the result of a shaded eyeliner procedure. The eyes are green, and the eyeliner is a soft, dark brown shade that follows the natural curve of the upper eyelid, creating a subtle wing. The eyelashes are long and dark. The skin around the eyes is fair and smooth.

SHADED LINER

FINISHED RESULT  
2 SESSIONS



# Areola

## TREATMENTS

IDEAL FOR POST-  
MASTECTOMY, GENDER  
AFFIRMING, BREAST  
AUGMENTATION OR  
COSMETIC.

2 SESSIONS ARE  
RECOMMENDED

COLOR BOOST 3-5 YEARS  
LATER



## 3D RECONSTRUCTION



## SCAR CAMOFLAGUE

## NEUTRALIZATION



# Removal

## TREATMENTS

### **You didn't get what you wanted? We can help.**

This amazing service can tone your currently loved PMU, which has gone dull but is still too saturated to add more ink.

Removal of unwanted, unflattering Permanent Makeup or Microblading on Eyebrows

Treatment time 30-40 Minutes

Multiple sessions may be required depending on the number of layers of ink, depth, age of the tattoo, and ink brands.

Minimum of 4 weeks between full treatment sessions.

We have various liquid removals to work with different types of Permanent makeup and areas.

### **\*Booking Sculpted Removal**



# ADDITIONAL SESSIONS & COLOR BOOST

At Sculpted, we understand that achieving beautiful, long-lasting results in Permanent Makeup (PMU) or Cosmetic Tattooing requires patience and a commitment to multiple sessions. This approach ensures proper care for your skin and lips, promotes a better healing process, enhances pigment retention, and ultimately delivers stunning, sustainable results.

On average, clients need two sessions. Treatments such as Neutralization and Lipstick Lips often require 2-3 sessions due to the specific coverage and application needs, as well as individual factors like body chemistry, skin type, texture, and age.

Special Considerations: Oily, sun-damaged, scarred, or compromised skin, as well as lips with fillers, may necessitate additional sessions to achieve optimal results due to variations in how these areas respond to treatment.

## Why We Value Multiple Sessions:

**Personalized Adjustments:** Each client is unique, and it is essential to see you again to make necessary adjustments to your pigmentation to reach your desired goal. Example desiring a more intense color after having adjusted to a very natural application.

**Avoiding Overwork:** We ensure every detail is perfect by not forcing pigmentation during a single session. Overworking the area to avoid additional sessions can negatively impact the treated area and the final results.

**Healing and Retention:** During the healing process, it is normal for pigment to purge from the area, potentially altering the shape (brows/liner), color, and intensity. Multiple sessions allow us to address these changes effectively.

## Session Intervals:

LipStick Lips: 8-12 Weeks  
Neutralization: 14-18 Weeks

## Long-Term Care:

Color Maintenance is recommended 2-3 years from the last appointment, as needed. Although these treatments are permanent, your body gradually exfoliates and regenerates the upper skin/lip layers, revealing the "true" tattoo. This softening effect is similar to "fading," and a color boost can help maintain vibrancy.

At Sculpted, we prioritize your satisfaction and the health of your skin and lips. By embracing a patient, multi-session approach, we ensure that every client receives the best possible results tailored to their unique needs and goals.



HEALED 3 Years  
Powder Brows & Lip Neutralization

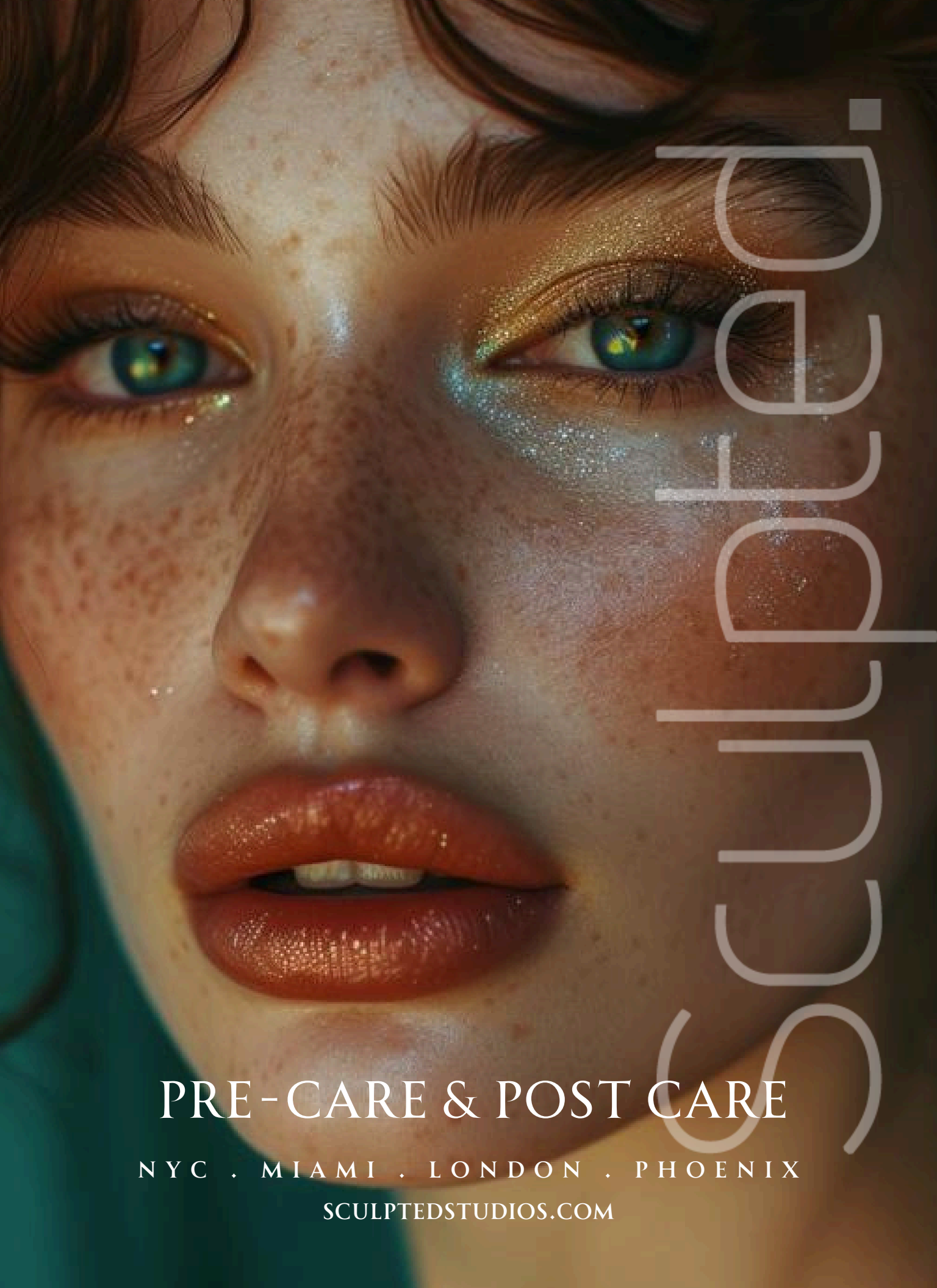


HEALED 3 Years  
Powder Brows & Lipstick Lips



HEALED 3 Years  
Powder Brows & Lipblush Lips





pre-care

# PRE-CARE & POST CARE

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# PRECARE



Stay Hydrated  
Body & Lips  
Lips cannot be dry/ chapped



Exfoliate lips nightly  
start 1 week prior,  
stop one night prior



No Fillers or Injections  
into the lips 4 weeks  
prior



Bring your everyday  
wear lipstick



Cold Sore Medication  
start day before



No waxing the lip area  
1 week prior

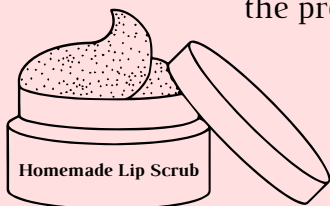


No alcohol, aspirin or  
smoking of any kind  
48 hrs prior



Come with clean face  
moisturizer ONLY

"If you have a history of cold sores and are scheduling a lip tattoo, we advise you to speak to your doctor and obtain the proper antiviral medication. PMU does not cause the cold sore virus cold sores; however, if you carry the virus, it lays dormant in the nervous system and can be aroused by the infusion process. If not prevented, an outbreak will happen around day 3 of healing. So, even if you have never had a cold sore or had an outbreak two weeks ago or ten years ago, take the preventive steps to ensure your healing is more comfortable."



1-TBSP-Coconut Oil  
1-TBSP-Raw Honey  
2-TBSP-Raw Sugar (coarse)  
Mix to a paste, apply & scrub lightly-  
best done fresh out of the shower.

## Lip Prep Recommendations

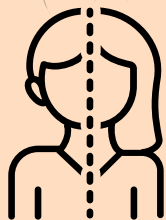


Laneige  
Lip Sleeping Mask

# PRECARE



Stay Hydrated  
Body & Lips  
Lips cannot be dry/ chapped



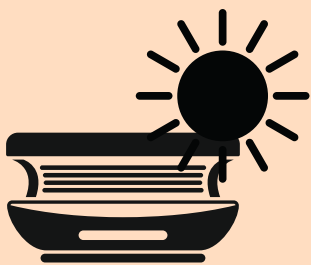
No skin conditions  
in the brow area



No Botox or Injections  
into the face  
4 weeks prior



Avoid Retinols, AHA'S,  
Chemical Peels  
4 weeks prior



No Tanning or  
Extreme Sun Exposure  
2 weeks prior



No waxing the  
brow area  
1 week prior



No alcohol, aspirin or  
smoking of any kind  
48 hrs prior



Come with clean face  
moisturizer ONLY



**Skin Food**  
Dry/Normal Skin  
Face Wash



## Skin Prep Recommendations

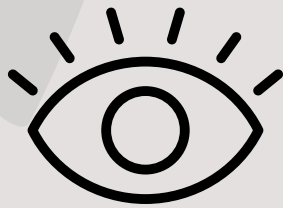
**Skin Food LIGHT or RICH**  
Normal/Oily Skin  
Dry/Normal Skin  
Moisturizer



# PRECARE



Stay Hydrated  
helps with swelling



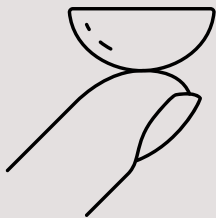
No Styes or Eye  
Infections present



No Botox or Injections  
into the face  
4 weeks prior



No lash Growth Serums  
6-8 weeks prior



No Contact Lenses  
during the treatemnt



No Lash Extensions  
4 Week Prior  
(Professional Application)  
2 Weeks Prior  
(home applied)



No alcohol, aspirin or  
smoking of any kind  
48 hrs prior



Come with clean face  
moisturizer ONLY

## Eye Prep Recommendations



**Optrex**  
Eye Wash

## Normal symptoms you may experience during healing

Swelling, redness, tenderness

Fresh Color is BOLD & TEMPORARY, this will not stay! The color will fade to reveal a softer color in the healing time frame discussed with you (8-12) or (14-18 weeks)

Unevenness in color, shape changes and potential unevenness in shape

Dry, flaking & Itchy skin

Darkening of the lips- neutralization

Cold sores if you carry the virus

**Infection!** Please remember that this is an open wound for 7-10 days. Following the post-care ensures you heal well and helps prevent infection. If you experience any infection symptoms, we recommend contacting your physician for the proper medical treatment.

Cosmetic Tattoos are done over multiple sessions. The needed adjustments to shape and color are made during the following session. Pigmentation can not be rushed or forced.

### DO's

- Clean the area x1 daily with the solution in your kit, damp cotton pads, or Water Wipes
- Apply a thin, light layer of healing balm in your kit using a cotton bud; use a new bud each time to prevent cross-contamination (brows & lips)
- Rinse the eyes with the saline solution provided in the kit - no balm
- Use the cream for 1 week with a very minimal thin layer; do not reapply unless fully absorbed. Clean the area before adding more on top - less is more.

### DONT's

- **Do not** pick, peel or touch the area as you will heal unevenly and risk infection from bacteria.
- **Do not** apply any makeup on the area for 7-10 days
- **Do not** apply too much ointment. A thick layer will cause suffocation and potentially bacterial growth.
- **Do not** submerge the area in water for 7-10 days
- **Do not** receive skincare beauty treatments for 7-10 days
- **Do not** receive, waxing, electrolysis or laser hair removal treatments close to the area for 2 weeks
- **Do not** expose the area to tanning treatments, Jacuzzis, saunas, salt water, chlorinated pools and direct shower spray for 2 weeks post-treatment
- **Do not** receive fillers for 4 weeks post final treatment
- **Do not** expose the area to intense direct sun for 30 days
- **Do not** apply strong skincare over or close to the area for 2 weeks
- **Do not** apply lash extensions or any lash lifts for 2 weeks post-treatment

Remember, your selected color will be stronger and more sharply defined immediately after your treatment and will take around a week to settle down and the FULL HEALING TIME to fully bloom into the color result for the session. Patience is key.

- Day 1-5, the color will appear darker and more intense
- Day 5-10, they may get itchy, and flakes of color may come away from the skin; this will come off in patches and is completely normal. This is external healing
- Once the flakes are all off, the pigment may appear light and potentially uneven in color – the chosen pigment will blossom during the healing weeks ahead. This is internal healing.
- Shape may also change slightly; even if swelling during treatment is minimal, it can create a false immediately after the shape it is completely normal and expected.
- Lip Neutralization clients, your lips may get darker during healing, this is a normal response to trauma. Your natural melanin will increase in production during healing once the lips are fully healed (14-18 weeks) you will see the color from your session come up fully.

Remember that some unevenness of color and shape is to be expected in many cases. The second session is to make any needed adjustments. Forcing the pigmentation during an initial session is not beneficial to your overall results.

### Long Term Care

- Use a good sunscreen. Sun exposure will effect your PMU. Recommend SPF 30 or 50
- If you are planning a chemical peel or laser procedure. The pigments and inks we use may have Iron Oxides, Titanium Dioxide and Carbon in the formation.
- Please inform the National Blood Service if you donate blood, as you may not be eligible to give blood for 4 months post application.

# HEALING PROCESS

## Blush/LipStick



### Day 1-3

Lips will be bold in color, like wearing a matte lipstick. Swelling and intensity will vary from client to client. Following pre care helps tremendously with this.



### Day 4-14

Lips will begin to shed the temporary exterior color. Lips during this time may feel dry flakey like chapped lips. Color may also appear uneven. Continue follow and to use after care provided.



### Weeks 2-4

Lips have finished shedding the exterior temporary color. Color may appear slightly uneven or patchy during this time and more vibrant than the final results do to a temporary natural increase in melanin. You may begin to use clean lip balms.



### Weeks 5-6

Temporary melanin trauma response will begin to subside And return to normal production levels. Color results from the treatment will begin to show. It is still very important to continue to care for your lips and avoid any additional trauma.



### Weeks 7-12

Color results from the treatment will be more even though the lips. Lip are now ready to build the intensity of color again. Begin the pre care for your next session. On average clients need 2 sessions for long lasting results that meet your goals.

## THINGS TO AVOID DURING HEALING



Picking the Lips



Intense Sun Exposure/Tanning



Chemical Peels  
Facials



Lip Injections

Lightening/Brightening Treatments



No Smoking. Yes that includes what you think it does



Commercial Lipsticks/Long Wear, Stains  
Blams with Brightening Actives and/or Citrus Oils



Week One:  
Provided After Care



Day Time: Lip SPF 30+



Night Time:  
Nourishing Lip Mask

## THINGS TO USE DURING HEALING

Sculpted.

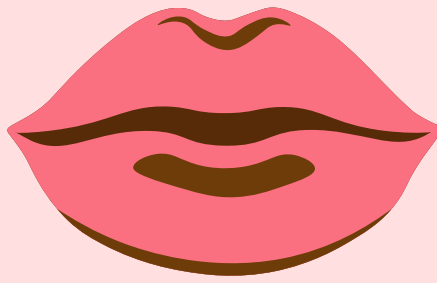
# HEALING PROCESS

## Neutralization



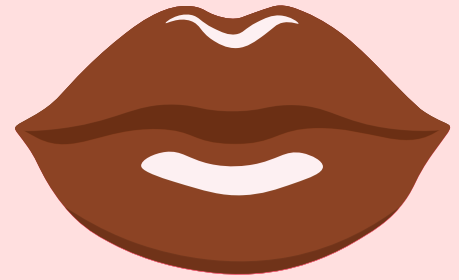
### Day 1-3

Lips will be bold in color, like wearing a matte lipstick. Swelling and intensity will vary from client to client. Following pre care helps tremendously with this.



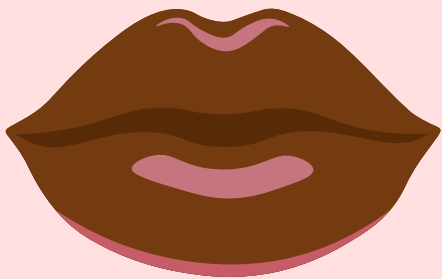
### Day 4-14

Lips will begin to shed the temporary exterior color. Lips during this time may feel dry flakey like chapped lips. Color may also appear uneven. Continue follow and to use after care provided.



### Weeks 2-6

Lips have finished shedding the exterior temporary color. Some clients with naturally high melanin will begin to experience a temporary hyper and or darkening of the lips. This is in response to the trauma caused by the tattooing-similar to the darkening of the skin when a zit is picked. You may use non chemical clean lip hydration at this time.



### Weeks 7-12

Temporary melanin trauma response will begin to subside And return to normal production levels. Color results from the treatment will begin to show. It is still very important to continue to care for your lips an avoid any additional trauma.



### Weeks 14-18

Color results from the treatment will be more even thought the lips. Lip are now ready to build the intensity of color again. Begin the pre care for your next session. On average clients need 2-3 sessions for long lasting results that meet your goals.

## THINGS TO AVOID DURING HEALING



Picking the Lips



Intense Sun Exposure/Tanning



Chemical Peels  
Facials

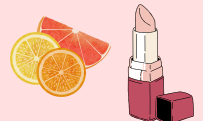
Lightning/Brightening  
Treatments



Lip Injections



No Smoking. Yes that includes what you think it does



Commercial Lipsticks/Long Wear, Stains  
Blams with Brightening Actives and/or Citrus Oils



Week One:  
Provided After Care



Day Time: Lip SPF 30+



Night Time:  
Nourishing Lip Mask

## THINGS TO USE DURING HEALING

Sculpted.

# HEALING PROCESS

Powder/ Ombre / Nano Brows



## Day 1-3

Brows will be bold in color, like fresh brow tint. The color may be warmer or darker than your desired goal. The shape will be bigger and more defined than the final result. Lymph fluid is normal. Following after care is very important..



## Day 4-14

Brows will begin to shed the temporary exterior color. Brows during this time may feel dry flakey. Color and shape may also appear warmer in some areas and darker/deeper in others and generally uneven. Continue follow and to use after care provided.



## Weeks 2-4

Brows have finished shedding the exterior temporary color. Color and shape may still appear to be slightly uneven or with areas that are too soft during this time. This is due to skins natural healing process.



## Weeks 5-6

The true brow color will begin to appear. The pigmentation will be much softer than the initial tattoo and you may see gaps in the pigmentation. Gaps can also distort the shape slightly. This is normal and is due to the gentle nature of the tattoo. It is better to build color to the perfect intensity than to need to take it away.



## Weeks 7-12

Color results from the treatment will be apparent. Begin the pre care for your next session. On average clients need 2 sessions for long lasting results that meet your goals.



Day 1-14  
Use cleanser and ointment provided as instructed



Day Time: SPF 30+

## THINGS TO USE DURING HEALING

Sculpted.

## THINGS TO AVOID DURING HEALING



Picking the skin



Intense Sun Exposure/Tanning



Chemical Peels  
Facials  
Lightning/Brightening  
Treatments



Retinal/ Vitamin C/  
Anti-aging Serums



Waxing/ Plucking  
Brows area



Chemical Brow or Brow Hair  
Tint or Dye

# HEALING PROCESS

## Lash Enhancement/ Wing/ Shaded Liner



### Day 1-3

**Liner** will be bold in color, like liquid liner. Eyelids may be slightly swollen or irritated. The shape will be bigger and more defined than the final result.

Following after care is very important..



### Day 4-14

Liner will begin to shed the temporary exterior color. Area during this time may feel dry flakey. Color and shape may also appear darker in some areas and uneven in shape and definition. Continue follow and to use after care provided.



### Weeks 2-4

Liner has finished shedding the exterior temporary color. Color and shape may still appear to be slightly uneven or with areas that are too soft during this time. This is due to skins natural healing process.



### Weeks 5-6

The true liner color will begin to appear. The pigmentation will be much softer than the initial tattoo and you may see gaps in the pigmentation. Gaps can also distort the shape slightly. This is normal and is due to the gentle nature of the tattoo. It is better to build color to the perfect intensity than to need to take it away.



### Weeks 7-12

Color results from the treatment will be apparent. Begin the pre care for your next session. On average clients need 2 sessions for long lasting results that meet your goals.

## THINGS TO AVOID DURING HEALING



Picking the skin



Intense Sun Exposure/Tanning

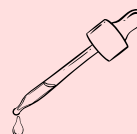


Chemical Peels  
Facials

Lightning/Brightening  
Treatments



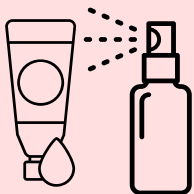
Retinal/ Vitamin C/  
Anti-aging Eye Serums



Lash Growth Serums



Lash Extension/ Lifts or Dyes



Day 1-14

Use cleanser and ointment provided as instructed

## THINGS TO USE DURING HEALING

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A close-up portrait of a woman with light brown skin, freckles, and long dark hair. She is looking directly at the camera with a slight smile. The lighting is soft and natural, highlighting her features.

# Pricing 2024-2025

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## COSMETIC TATTOO PRICE LIST 2024-2025

	Carla	Studio Artist	Sessions Recommended	Time Between Sessions
<b>SCULPTED BROWS</b>				
• Power/Ombre	\$600	\$400	2	8-12 Weeks
• Combo Brows	\$600	\$400	2	8-12 Weeks
• Nano Brows	\$600	\$400	2	8-12 Weeks
<b>SCULPTED LIPS</b>				
• Lip Blush/Lipstick	\$600	\$400	2	8-12 Weeks
• Ombre	\$600	\$400	2-3	8-12 Weeks
• Neutralization/Brightening	\$600	\$400	2-3	14-18 Weeks
Clients with naturally darker/multi-tonal lips)				
<b>SCULPTED LINER</b>				
• Lash Enhancement	\$300	\$250	1-2	8-12 Weeks
• Wing	\$600	\$400	2	8-12 Weeks
• Shaded	\$600	N/A	2	8-12 Weeks
<b>SCULPTED PACKAGES</b>				
• 2 in a day	\$1000	\$650	2	8-12 Weeks
• 3 in a Day	\$1200	\$1050	2	8-12 Weeks

All cosmetic tattoo services are priced per session.

<b>COLOR REFRESH</b>	<b>PREVIOUS WORK</b>	<b>CONSULTATIONS</b>
Maintenance recommended 2-4 years after completion of treatment sessions	MUST be reviewed and approved before booking. Removal may be necessary before more PMU.	Free 15 minute phone call or \$25 in person consultations- Discuss expectations, goals and treatment details.

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# Locations

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# Sculpted.

## LOCATIONS

### SCULPTED STUDIOS NYC

**146-150 W 25th St Suite 503,  
New York, NY 10001**

### SCULPTED STUDIOS MIAMI

**181 NW 36th Street  
Miami, FL 33127**

### SCULPTED STUDIOS PHOENIX

**4131 N 24th St  
Suite A101  
Phoenix, AZ 85016**

### SCULPTED STUDIOS STAFFORD

**Suite, 2 St Mary's Mews, St  
Mary's Pl, Stafford ST16 2AR  
United Kingdom**

BOOK

**[sculptedstudios.as.me](http://sculptedstudios.as.me)**

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**844.936.2004**

EMAIL

**[HELLO@SCULPTEDSTUDIOS.COM](mailto:HELLO@SCULPTEDSTUDIOS.COM)**