



# Permanent Cosmetics At Every Age

Looking good and feeling better about yourself never goes out of style. We often get calls from new clients asking if they're too young or too old for permanent cosmetics, our answer, of course not! We have clients ranging from 18 to 95! Although your reason for getting Permanent Cosmetics may be different, your result will be the same; effortlessly looking your brightest.

## 20's Thru Early 40's

Life is busy and most of these young women don't have 30 extra minutes each morning to make sure their eyeliner, brows and lipstick is on much less perfect. They have families, careers and a never-ending to-do list. It is incredible how much a subtle Lash Enhancement, Microblading and fresh lips with a blush of color can transform a young woman's confidence.



"I was really nervous to get any Permanent Cosmetics as I don't have any tattoos and don't wear much makeup at all but I was noticing I looked washed out and was really sick of putting eyeliner, mascara and lip

gloss on all day, every day. Not only did I not want to spend the time, I was also really concerned about chemicals in the makeup I was putting around my eyes and lips every day! After getting Microblading, a permanent lash enhancement and lip liner I am ready almost as soon as I get out of bed. It's been life-changing!" - Laura S.

## Late 40's thru 50's

This age group is acutely conscious that the aging process is upon them. They want to look and feel younger but there's so much information out there, they're overwhelmed. The perfect place to start your anti-aging journey is with Permanent Cosmetics. It will take years off without having any "work" done.

Carmella says, "I have been in the beauty industry for over four decades and know what works and love educating my clients on what their next steps should be after Permanent Cosmetics."



## 60's and up

It's difficult for these women to put on makeup like they used to and a majority of them have disappearing eyebrows and eyelashes while the color on their lips has almost completely



vanished. With shaky hands and poor eyesight, people start noticing your makeup in a negative way. Lipstick on teeth, semi-circle brows in the wrong color and eyeliner running down your face is the opposite look you're going for but it happens. Your eyes are the windows to your beautiful soul and women should highlight them ESPECIALLY this age group! "I LOVE working with this age group of women because they have such a different perspective on life and beauty. It is so gratifying to give a woman her self-confidence back. Having Permanent Cosmetics brings these women back to life."

"My young grandson always says MiMi, don't forget your eyebrows! That's when I knew it was time to call Carmella." - Jan W.

"After having my Permanent Cosmetics done (brows, eyeliner and lips) my friends and family said I looked healthier - music to my ears!" - Nancy L.

Article by Ashley Sachs

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## About the Artist



Carmella Gibellino-Schultz is a licensed cosmetologist and has been practicing the art of permanent cosmetics since 1999. In both Delaware and PA she has performed thousands of procedures and her impressive portfolio speaks for itself. Former owner of The Skin Care School and Center, her expertise and years of experience have made her the area's most sought after permanent cosmetics artist.