

**PERMANENT  
EYELINER  
Information  
Packet**



**Hello Gorgeous!**

I understand that any type of permanent makeup is a big decision and can be a little scary! That's why it's important to understand everything you can about the short-term & longterm expectations.

**IMPORTANT: PLEASE READ**

**This packet is longer than it seems because it uses large fonts to help with mobile reading, however, there IS a LOT of information that is NECESSARY for you to know *BEFORE booking an appointment!* If you are looking into more than one PMU treatment, the packets have similar info but also some info that is SPECIFIC TO THE PROCEDURE.**

It is important that you *DO NOT book a procedure appointment until AFTER THE CONSULTATION* unless we have spoken and I okayed it. This is simply because a procedure slot takes about 2 hours, so it's imperative that you be qualified and ready for your designated time.

I'm so excited to work with you and help bring a sense of confidence, joy, convenience and beauty that can come with PMU techniques! I look forward to meeting with you soon! :-)

Much love, Tracy

# TYPES OF EYELINER

Due to the thinness of skin on the eyelid, you can expect your permanent eyeliner to last MANY years! I've had clients with previous work that was close to 20 years old and still very visible, just faded. So it is important to consider this when selecting a style.



**LASH LINE ENHANCEMENT:** This is the most natural-looking and subtle of all styles where pigment is implanted between the lashes right at the lash line, making your lashes appear fuller and opening up the eye. Almost anyone is a candidate for this style.



**CLASSIC LINER:** This basic liner is what most people think of when they hear the term "permanent eyeliner." It moves a step out from the Lash Line Enhancement and can vary in thickness, usually starting thinner towards the inner eye and increasing thickness at the outer eye.



**WINGED LINER:** This style takes the Classic Liner and adds a wing or swoop at the outer edge to help lift the eye and create a more dramatic look. Not everyone is a candidate for this style.



**SMOKEY LINER:** This popular style begins with any of the other styles and then adds soft pixelated dots to create the appearance of a powdered or shadowed look that softens the harshness of a solid line.

# PROS & CONS

## **Pros:**

- Makes your eyes look brighter, more defined and alert
- *Consistent eyeliner shape from day to day*
- Saves time on your daily makeup routine
- *Extremely long lasting results*
- Won't smear or run due to allergies, sweating, swimming or tear-jerking movies
- *Whether waking up, getting out of the pool, working out at the gym or going to bed at night, your eyeliner will be amazing!!!*

## **Cons:**

- **Fear Factor:** Doing something new is always a little bit scary, especially when it's something that is going to be on your face for a very long time.
- **Pain:** Regardless of all the techniques I use to make my PMU procedures pain-free, some people are still going to feel it to a degree.
- **It's permanent!** If you do more than the lash enhancement, you ARE going to always look like you have some makeup on.
- **Precare/Aftercare Requirements:** These are VERY important to follow, so if they are difficult for you to adhere to, then permanent makeup may not be for you.

**It's always important to me to be upfront & honest to help you make the best decision for YOU!!**



# CANDIDATES

## **Who is a GOOD candidate for Permanent Eyeliner?**

The simple answer is...almost ANYONE!

People with poor eyesight or an unsteady hand to apply their own, those who are active or exercise and often sweat their makeup off or have allergies that wash it away, or anyone who is just busy and wants a get-up-and-go waterproof simplicity

## **Who may NOT be a good candidate? Those with...**

- Overly thin & opaque eyelids
- Very vascular eyelids
- Glaucoma or other eye diseases
- Hyper-sensitive or watery eyes
- Recent eye or eyelid surgery
- Regular eye infections
- Taking blood thinners
- History of keloid scarring
- Certain auto-immune disorders
- Bleeding disorders
- Medical conditions that cause slow healing or a high risk of infection
- Having transmittable blood diseases
- Taking Accutane within the past year
- Pregnant or nursing women

**When you book your FREE Consultation, you will fill out a Medical History Form we will go over together.**



# WHAT IS THE PROCESS?

## So How Do We Do This???

### Step 1: CONSULTATION

*After* going through this entire packet thoroughly, you will book a 30 minute FREE consultation with me through my website listed on the bottom of each page of your packet. This DOES NOT commit you to have the procedure. :-)

#### AT THE CONSULTATION:

- ***\*\*\*If you normally wear eyeliner, please wear it to the consultation!\*\*\****
- We will review your medical history form together and discuss any concerns.
- A photo will be taken of how you normally wear your eyeliner (for my files only).
- We will probably remove any eyeshadow you're wearing so that I can see your eyelids. *So if you have plans afterwards, please bring makeup with you if needed.*
- We will discuss the options/techniques you have available and discuss if you prefer black or deep brown for color.
- We will go over the very important Preparation & Aftercare timelines to determine when would be an ideal time for a procedure.
- **I will happily answer any questions that you may still have!**
- If so desired, I can help you book your eyeliner procedure!!!

## Step 2: INITIAL PROCEDURE

- For this appointment, please arrive with **NO eye makeup on**.
- If you wear contacts, you will need to remove them (bring your glasses).
- I will review the Aftercare information with you again & give you a take-home sheet as a reminder.
- We start by taking the before photos.
- Then we will map out your liner directly on your face to insure we have chosen the style that is best for you.
- Next we cleanse & sanitize the lash area & apply a topical numbing cream that activates for about 10-12 minutes.
- The cream is carefully removed and the area cleansed again.
- Using a special tattoo machine designed for permanent makeup and very tiny needles, I then make a series of passes embedding the pigment, pausing between each pass to swab with a numbing gel & cleanse. Our goal is to complete the initial procedure in 3-5 passes.
- Then you're ready for your exciting reveal and after photos!!!
- Before you leave we will schedule your 4-6 week touch-up.

## Step 3: 4-6 WEEK TOUCH-UP (included in price)

This appointment simply repeats most of the steps from the original one, but is much quicker since the design is already there.

After the Touch-up, you will follow the same Aftercare instructions as before (found in this packet), and once healed, you have beautiful, no-maintenance, truly waterproof eyeliner! From this point you will simply watch to see when they have faded enough that you would like a color boost to freshen them up, generally around year 2-3, but many last even longer.

# PRICING

## **EYELINER SERVICES:**

All services are based on Upper Lash Line only. Not everyone is a candidate for Lower Lash Line Enhancement.

This will be discussed at your consultation.

**Lash Line Enhancement - \$300**

Classic Liner - \$300

Winged Liner - \$300

Smokey Liner - \$300

**Lower Lash Line Enhancement - additional \$50**

*includes 4-6 week touch-up*

Color Boost under 1 year from service: \$125

Color Boost 1-3 years from service: \$175

*(price for Tracy's current clients)*

A \$50 nonrefundable deposit is required to book a service.

Deposit goes toward total cost of service.

Payments can be made with all major credit cards, debit cards or cash. ***There is a 3% fee for all credit/debit cards.***

***It's sometimes helpful to compare prices within the beauty industry to understand what you are getting:***

Botox @ \$400/3 months = \$1600/year\*

Nail fills @ \$50/2 weeks = \$1300/year\*

Lash extensions @ \$65/3 weeks = \$1126/year\*

Color/highlight hair @ \$125/6 weeks = \$1083/year\*

Permanent Eyeliner w/Tracy = \$300/2 - 3 years or longer

*\*prices vary by service locations*



# FAQ's

## **Are you certified & licensed to operate?**

Yes! I have completed live hands-on trainings and certifications as well as many virtual and online trainings with artists from across the US and around the world. I comply with the Occupational Safety & Health Administration to be trained and certified in Blood Borne Pathogens, and my studio is inspected and licensed by the county.

## **Is the procedure painful?**

Every effort is made to make the procedure as pain-free as possible, including the use of two different numbing topicals (no shots!) However, if lidocaine or epinephrine do not work on you, then you may feel some discomfort. Any pain is often described as the feeling of being scratched...uncomfortable, but bearable. **Please note that it is normal to be more sensitive during your menstrual cycle.**

## **How long does the procedure take?**

The average appointment lasts about 1 1/2 - 2 hours. I try not to go longer than that to keep the eye area from getting overly irritated, opting instead to build on the color at the Touch-up appointment if needed.

## **Is it dangerous to have this done so close to my eye?**

While it's a bit nerve-wracking to have a tattoo done so near your eyes, it's actually a very common and safe procedure if performed by a certified permanent makeup artist in a sterile environment.

### **Will it look very unnatural?**

YOU get to decide that! If you opt for the Lash Line Enhancement, it is a very natural look. If you chose one of the other styles, then it will be more of a make-up look.

### **How long will my results last?**

Eyeliner tattoos have amazing permanence, normally lasting much longer than other PMU services. Most people refresh their liner every 2-5 years to keep the lines sharp and bold in color, however the liner will actually last many years, simply fading little by little. Variation is determined by skin type, lifestyle, & sun exposure. Oily skin tends to fade more quickly.

### **What is the healing process & should I take off from work?**

PMU eyeliner is one of the fastest procedures to heal. Some swelling, redness and slight tenderness immediately after the procedure is normal and generally lasts only a few hours. Cold compresses & over-the-counter painkillers typically help. Your eyes may be a bit light sensitive, so if you're comfortable taking the rest of the day off, it is not a bad idea. **It is important to follow all of the AFTERCARE directions!**  
**Your healing is only 50% in my control.**

### **Will pigment get in my eyes?**

A small amount of pigment is typical to enter the eye, but it is not harmful. Feel free to bring eye drops to flush your eyes immediately after the procedure if you would like.

### **Will my eyes be open or closed during the procedure?**

Closed. I gently roll the lid outward to easily access the lash line, getting nowhere near your actual eye.

## **What if I get one style and decide I would like a different one?**

If you start with the lash line enhancement, you can always add to it to create a classic, winged or smokey liner. A thinner classic can also be added to.

## **Can I still use eyeliner if I want a different look occasionally?**

Absolutely! If you have the Lash Line Enhancement or Classic Liner, you can always add to it for fun and variation.

## **Do I have to get the 4-6 week touch-up?**

Yes! PMU is a 2-step process for best results. Your eyeliner will fade to some degree during the healing period and some parts may even disappear. For that reason, you will almost always be the happiest with a touch-up session.

## **How will I know what style is best for me?**

That's my job to help you!! Every face is one-of-a-kind, every individual has a different desired look, and each person has a unique set of medical conditions. That is why the consultation is so very important. It gives both of us the opportunity to explore what you want, what you need, and what is a good recommendation for you. We will even try different styles out on your eyes (non permanent of course!) at either the consultation or the day of your service so that you can get an idea what each looks like to know what style is your favorite.

## **What if I have concerns after my eyeliner heals?**

While permanent makeup is an art, and art is subjective, complete customer satisfaction is always my goal! If you have concerns about your eyeliner once it's healed completely, please don't hesitate to call me so we can discuss what options may be available to help you get the results you desire!



# PRECARE

## **Preparing For Your Permanent Eyeliner:**

The best permanent makeup begins WAY before the appointment! Your skin is the largest organ of the body and needs to be in the BEST possible condition. Even though we are working with just a small area of skin, it is a part of your entire body system and what you put into or on your body can affect the process & retention. **Keep these directions in mind when scheduling your service.**

### **The following Precare directions MUST be followed!!!**

#### **4 weeks prior:**

- Discontinue lash growth serums

#### **2 weeks prior:**

- No botox or fillers in eye area
- No lash tinting or lash lifts (perming)
- No microdermabrasion, facials, microneedling, chemical peels or laser treatments
- Discontinue Retin-A products as well as other anti-aging products that contain acids or acne products on the eye area

#### **1 week prior:**

- Discontinue prescription blood thinners with physician's approval (see section below)
- Lash extensions must be removed
- Avoid tanning and especially getting sunburned

### **48 hours prior:**

- Avoid painkillers such as aspirin and ibuprofen
- Discontinue all vitamins and supplements until after your procedure, as many can cause more bleeding
- No curling of the eyelashes

### **24 hours prior:**

- Avoid alcohol and caffeine (even decaf or tea)
- No working out or other activity that may cause excessive sweating



### **Day of service:**

- Plan ahead: Do not wash your hair within 12 hours AFTER your service
  - Do not wear eye makeup
  - No moisturizers on the eye area
  - Bring glasses to wear home if you wear contacts
  - If you have a sty or eye infection of any kind you will need to reschedule
  - Bring sunglasses in case your eyes are a bit sensitive to light or have someone available to drive you home if needed
  - If you are taking antibiotics you will need to reschedule
  - Area must be free of blemishes, eczema & psoriasis
- *Antihistamines like Benadryl taken before the procedure may reduce swelling and help eyes not be so watery during the procedure*



## PRECARE EXCEPTIONS

**A Doctor's Note (written, not verbal) is REQUIRED if you have any of the following conditions:**

1. Are currently taking blood thinners (note indicating how many days your doctor will allow you to refrain from taking your medication before the procedure - 3 days is mandatory, 7 is preferable)
2. Have had eye or eyelid surgery in the past year
3. Suffer from glaucoma or other eye disease
4. Diabetes
5. Epilepsy
6. Undergoing chemotherapy
7. Have a pacemaker or major heart problems
8. Hemophilia
9. Have had an organ transplant
10. Viral infections or diseases
11. Transmittable blood disease, HIV or hepatitis

**For your safety, if you suffer from any other medical condition or are taking any prescription medications, it is advisable to consult with your physician before having any permanent makeup procedures. Your health is always the priority, and I am not a medical expert!**



# AFTERCARE

Now it's up to you! The guidelines are simple but strict. Not following these directions may give you results that you are not happy with. Details are below, but just remember...*keep clean, don't get wet, and no direct sunlight until healed.*

## NEEDED BY THE DAY OF YOUR PROCEDURE:



- \*Garnier Micellar Cleansing Water (pink lid) - any size
- \*Aquaphor Advanced Therapy Healing Ointment - any size

### ALSO:

- \*Cotton Rounds & Cotton Swabs

**The following Aftercare directions MUST be followed.**

### Day of Treatment:

- Immediately following the procedure, gently blot the liner with a clean tissue to absorb excess lymph fluid *every 5 minutes until there is no longer any fluid on the tissue*. This prevents the fluid from hardening and scabbing. **Blotting is key!**
- For the first 24-72 hours, you can expect a small amount of swelling or redness. Non-wet cold packs and OTC painkillers often relieve this.

- Put a clean, fresh pillow case on your pillow & try to avoid sleeping on your face for the first week. The clean pillow case prevents old germs and skin cells from getting into the fresh wounds.
- Gently wash with micellar water & a cotton round at bedtime

### **Days 2 -10 (or until liner is fully healed):**

- 2x per day (morning & evening) using freshly washed fingertips, *gently* cleanse area with micellar water on cotton pad & *blot dry* with second cotton pad.
  - This is the ***LAST*** thing you will do before getting ready for bed & the ***LAST*** thing you will do after applying your makeup & doing your hair for the day.
- If the area seems to be dry & flakey, you can dab a drop of healing ointment ***no bigger than a HALF grain of rice*** on the area with a cotton swab - too much will not allow the area the oxygen needed to heal. Be sure to not get the ointment in your eyes.
- Do not wear contact lenses for at least 48 hours (no saline drops though until after day 7)
- **No makeup on the eye area whatsoever.** Once you start using makeup again, please use a brand new tube of mascara.
- Do NOT get your eyes wet - shower facing away from the shower head & limit to five minutes to prevent steam
- Avoid saunas, steam rooms, swimming, exercising, hot baths... anything that could make you sweat.
- Avoid direct sun exposure or tanning.
- No waxing, plucking or threading the area

### **For 2 weeks:**

- If you do have any scabbing, allow the scabs to fall off naturally. ***DO NOT PICK*** or rub at your eyes.
- Wear sunglasses when in the sun
- Avoid excessive alcohol which can slow healing
- Avoid tasks where there is a lot of airborne debris or driving in open vehicles such as convertibles, boats, bikes or motorcycles.
- No massages that include the face, facials or other facial skin treatments

### **For 3 weeks:**

- No lash treatments such as extensions, serums, tinting, etc.

Consult a physician if you have ***any*** signs of infection.  
Should you have any questions or concerns,  
please contact me at 765-524-6887.

**Failure to follow aftercare instructions may result in infection, pigment loss or discoloration.**

### **Prolonged care: (the following may cause premature fading)**

- Smoking
- Regular use of eyedrops
- Exposure to sun & tanning beds
- Chemical exfoliants or heavy creams on the eye area
- Laser therapy near the eyes
- Skin products that contain Retin-A and other anti-aging acids
- Note: Inform medical technicians of your PMU brows at the time of any future laser procedure or MRI.



# HEALING:

**Day 1:** You have eyeliner! For the first 24-72 hours, redness, puffiness, and minor soreness may occur as well as light sensitivity. Non-wet ice packs, OTC pain killers and sunglasses may help.

**Days 2-4:** Note that your eyes may be puffy in the morning the first couple of days due to laying horizontally but will go down as you are vertical and begin moving the blood by blinking. You can sleep with your head elevated a bit to help.

**Days 5-7:** Your liner may begin to flake or scab. This step is normal if it occurs. Whatever you do, do not pick at it. Let scabs or dryness naturally flake off.

**Days 8-10:** Your eyeliner may appear several shades lighter once the scabbing is gone. It's common to worry that something is wrong. If you're following the aftercare fully, this is very normal. The top layer of skin is fresh and is muting the pigment.



**Days 12-28:** Your liner will begin to appear darker again. It's common to be slightly patchy in spots, and to feel that the liner isn't dark enough. Not to worry, that's why we have the touch up appointment!

# POLICIES

**Children** - Children under the age of 10 are not allowed in the PMU studio area for safety reasons. Children over the age of 10 must be able to sit quietly alone in the waiting area. If you arrive to your appointment with children under the age of 10, you will be asked to reschedule.

**Prior Permanent Eyeliner** - By consultation only. Sometimes it is not possible to work over other artist's work without color correction or removal.

**Cancellation Policies** - The reason for these policies is that most services involve blocking off about 2-3 hours of time that is not easily rescheduled at a moment's notice for most clients. Customer satisfaction is my highest priority, so nothing is ever rushed. **CANCELLATION DETAILS:**

- ***A 48 hour notice is required for you to cancel or reschedule your initial PMU appointment.*** You may do this through your confirmation email. Failure to cancel/reschedule at least 48 hours in advance will result in forfeiting your deposit and you will have to pay another deposit to rebook the service.
- ***Should you cancel/reschedule within 12 hours of your appointment (without okaying it with me) or no call/no show,*** you will also be required to pay the full balance of the missed service.
- ***If you cancel/reschedule (or no show) your Touch-up appointment*** less than 48 hours in advance, then you forfeit the complementary Touch-up and will be required to pay \$100 to reschedule the Touch-up.
- ***If you are over 15 minutes late to a permanent makeup service*** without my okay, you will be asked to reschedule and the above policies will apply - forfeiting your deposit as well as being required to pay the balance in full before booking another appointment.