

# *Advanced Cosmetic Techniques*

**PermanentMakeupStudio**

**318-352-4983**

**Complimentary Consultation**

**Call for an appointment**



Located in the historic section of Natchitoches adjacent to  
Northwestern State University  
110 University Parkway  
Natchitoches, LA 71457

**Jennifer J. Adkins and Karen Ford**

Derma-pigmentation Specialists

***www.PermanentMakeupStudio.com***

Cosmetics today are being permanently applied through a process known by the medical profession as derma pigmentation; this process evolved from the ancient art of tattooing. Advanced Cosmetic Techniques, Inc. has studios in Louisiana and Alabama offering a wide range of procedures: permanent eye-liner, eye shadow, eyebrow enhancement, cheek color (blusher), complete lip tinting, lip lining, under eye dark circles scars and wrinkles camouflaged.



*Jennifer tells Joan Rivers, "You can kiss me and it won't come off. My lipstick is permanent."*

In the eyebrow and eyelash area, this process is used to replace missing hairs; the effects are quite pleasing and actually simulate hair growth to the point that one cannot tell, without touching the pigmented area, that it is not real hair.

Permanent makeup is not at all new to the "beauty trade." A newsreel from the 1940's shows plastic surgeon Dr. J.H. Bell of London, England, applying permanent makeup to one of his female patients. Permanent cosmetics have been worn by actresses and models since the early 1900's; however, until just recently, there has been little publicity about their availability.

Benefits of permanent cosmetics for the average person include increased confidence and a time saving convenience. To spend time day after day applying eyeliner, lip liner or painstakingly drawing

eyebrows, only to have them disappear when you swim, exercise, or perspire, is frustrating and can be embarrassing. Make-up that won't smudge, smear, or wash off eliminates this waste of time and provides a more natural look.

Gloria Jean "G.J." Normand, Jennifer Adkins, and their associates strive to insure **every** client the individual attention necessary to achieve **their** desired results. Clients, as well as students, have traveled from as far as Australia for their advice and expertise.

G.J. majored in art at Northwestern State University and both she daughter Jennifer, were Certified Clinical Electrologists before entering the permanent make-up profession in 1985. They were first to apply permanent makeup in Alabama and Louisiana and actually pioneered three procedures, cheek color (blusher), eye shadow, and under-the-eye concealer. They perceived numerous possibilities for cosmetic tattooing. Their artistic ability and knowledge of the skin have played an important role in their success. The high standards they set for themselves and their associates have brought them widespread respect and recognition. They are considered experts in the field, and travel throughout the United States lecturing and demonstrating at educational symposiums and conventions for permanent cosmetic professionals.



*Oprah asks G.J. and her guest, "What all is tattooed on you?" "Everything!" G.J. replies.*

Eyeliner | Eyeliner | Lipliner | Lip Tint | Cheek Color | Eyeshadow  
Fees for the above procedures range from \$375 to \$600. Maintenance fee is \$75 to \$150.

Dark Circles Under the Eyes, Scars and Wrinkles Camouflaged, Sun Damaged Skin Removed  
\$75. @ 15 minutes.

**Ask about our Specials. We give a \$25 referral fee for new clients.**

Located adjacent to Northwestern State University  
near the intersection of University Pkwy. and Jefferson St.

