



## Interview with Karen Betts



Karen Betts is one of the worlds most respected permanent makeup technicians and is owner of the prestigious Nouveau Contour Training Academy. The Cosmetic Surgery and Beauty Guide were given the opportunity to interview Karen and find out expert tips and secrets for Cosmetic Make Up.

[www.karenbetts.co.uk/](http://www.karenbetts.co.uk/)



## Questions

### Who would benefit from Permanent Makeup?

Everyone from the young to the elderly who desire a soft, natural enhancement to their appearance, those seeking reconstruction of areolas after surgery; camouflage of scars from burns, surgery, accidents or injuries; redefinition of facial features.

### How long does it last for?

Although the procedure is known as permanent, the nature of the pigments and the depth to which they are infused means that fading will occur over time. The colour appears a little darker for the first few days but soon lightens and a re-touch is usually necessary after one to three months to achieve the perfect result. A colour boost every twelve to eighteen months will also keep your enhancements looking immaculate.



## **What features can you improve?**

Traditionally viewed as an advanced ‘beauty’ treatment, for example, for lining the lips and defining eyes or shapeless or pale eyebrows, permanent make-up is no longer purely a cosmetic or ‘vanity’ procedure. Many clients are looking for a solution to very specific problems and the list of remedial or paramedical uses of this technique is growing all the time. The benefits of permanent make up are immeasurable.

## **Does it hurt?**

The pigment is placed at a depth of 0.5mm, which is much shallower than a tattoo. The equipment used is also much more refined, quieter and less traumatic to the skin than traditional tattooing, so the procedure is no more painful than having your eyebrows tweezed. I also use a cream, which helps ease even the mildest sensation.

## **Is Permanent Makeup expensive?**

Not really. It’s difficult to give a price because treatments are tailor-made to your individual requirements – it could be a simple beauty spot, an eyeliner procedure or more complicated work. If you balance out the cost against the lasting results that permanent cosmetics give you, the treatment offers really good value.

## **Can I still wear conventional makeup?**

Many of my clients opt for a soft natural enhancement that is suitable for both a day and night time look however if someone wants a more extrovert look permanent make up provides a fantastic template which makes it so much easier for clients to build up the natural enhancement with conventional make up.

## **What are some beauty essentials for women on the go?**

Permanent make up as that way you will always be at your best, no matter what the occasion.

fresh minerals as once applied you do not need to keep reapplying this product due to the way the pigment locks onto the skin guaranteeing all day application.

## **What’s the worst thing a woman can do to her face?**

Not wear an SPF.

Over pluck her brows as this can distort facial symmetry and prevent re-growth – so many of my clients come to me to correct their brows after years of over plucking.

Sleep in conventional make up.

## **Where did your love of makeup begin?**

My mother. From being young I used to sit on the edge of the bed every morning watching her put her make up on, I was amazed how beautiful she could make herself look in just over 5 minutes.

## What's a typical day like for Karen Betts?

I could fill a full magazine with what my day covers!

## Name someone famous who you have enjoyed working with?

Jade Goody. I trained her to do permanent make up and that was a challenge. She was extremely good in class and did some very impressive tattooing. There were tantrums, laughter and tears but she was a great student. She then went on to do paramedical work, which, means she is able to tattoo areola's after people have had breast cancer.



## If we took a peek inside your makeup bag what would we find?

Fresh Mineral foundation, nouveau contour kabuki brush and touch élat. My make up bag is very sparse as my make up is tattooed on. I am low maintenance girl! [www.fresh-minerals.co.uk](http://www.fresh-minerals.co.uk)



## What's the one beauty item you can't live without?

Nouveau Lashes semi permanent eyelash extensions, I don't feel pretty without them.



## Give us your best beauty/makeup tips?

Have it tattooed on.

You don't have to spend lots on expensive conventional make up, if you smile with you eyes as well as your mouth and you will always look beautiful.