



I FIRST VENTURED INTO THE PERMANENT MAKEUP INDUSTRY 3 YEARS AGO, HAVING SPENT MOST OF MY WORKING LIFE IN AN OFFICE BASED JOB. MY DAUGHTER (WHO IS AN ELITE PMU ARTIST) HAD BEEN CONVINCING ME TO TAKE THE LEAP TO BECOME A PMU ARTIST. I DIDN'T TAKE MUCH PERSUADING AS I HAD BEEN FEELING LIKE I WAS "STUCK IN A RUT" FOR MANY YEARS TO BE HONEST - AND FINALLY I WOULD BE ABLE TO PUT MY CREATIVITY AND ARTISTIC FLAIR TO GOOD USE. SO MY DAUGHTER - ROXIE MORLEY, TRAINED ME IN OMBRE BROWS. SHORTLY AFTERWARDS, I RECEIVED MY LIPS AND EYELINER TRAINING FROM THE TALENTED CHERYL BOOTH. I PRIDE MYSELF ON PROVIDING INDIVIDUALISED, SUPERIOR COSMETIC SERVICES. HOWEVER, WHAT TRULY DISTINGUISHES ME APART FROM THE REST OF THE BEAUTY TREATMENT INDUSTRY, IS MY PASSION FOR PERFECTION AND AN UNWAVERING COMMITMENT TO MY CLIENTS THROUGHOUT THE ENTIRE TREATMENT PROCESS. I ALWAYS ENSURE MY CLIENTS FEEL AT EASE IN MY CLINIC, AND THAT WE BUILD A TRUSTING RELATIONSHIP BECAUSE A SUCCESSFUL TREATMENT IS A COLLABORATIVE EFFORT.

APART FROM BEING CERTIFIED AND INSURED, I AM FULLY QUALIFIED IN ALL 3 MAIN PERMANENT MAKEUP TREATMENTS - BROWS, LIPS AND EYELINER:

BROWS - OMBRE POWDER, AND COMBINATION WITH DIGITAL HAIRSTROKES

LIPS - FULL LIP BLUSH OR OMBRE STYLE, IN NATURAL OR LIPSTICK-LOOK

EYELINER - SMOKEY/LATINO, BABYLINER OR LASH ENHANCEMENT.

I INITIALLY HAD MY PMU TREATMENTS DONE 8 YEARS AGO BY MY DAUGHTER, AND I QUITE LITERALLY COULD NOT BE WITHOUT IT NOW. IT IS GREAT TO BE ABLE TO WAKE UP WITH MAKEUP, AND NOT HAVE TO SPEND 20-30 MINUTES APPLYING MAKEUP EVERY DAY. MY EYEBROWS ARE ALWAYS PERFECT, MY EYELINER FRAMES MY EYES, AND MY LIPS HAVE A LOVELY ROSY COLOUR.

I BELIEVE THAT ALL PMU WORK SHOULD LOOK AS NATURAL AS POSSIBLE AND ALWAYS WANT TO GIVE MY CLIENTS A TREATMENT THAT DOESN'T LOOK OBVIOUSLY 'TATTOOED'. MY ADVICE TO ALL MY PROSPECTIVE CLIENTS IS TO DO YOUR RESEARCH WHEN BOOKING THESE TYPES OF TREATMENTS - IT CAN BE A MINEFIELD OUT THERE - AND THIS IS YOUR FACE, AND YOU HAVE TO WEAR IT EVERY DAY. EVERY CLIENT WHO COMES INTO MY CLINIC - I TREAT HER FACE LIKE IT'S MY OWN - AND THAT'S HOW IT SHOULD BE.