

Years ago, permanent make-up was virtually unheard of, but now more and more women are choosing to have either their eyebrows, eyeliner and lips done – or all three. Offering the service in Exeter is Cosmetic Contour which **Anita Merritt** visited and discovered just how amazing the results are

Anthing that gives you a few extra minutes in bed in the morning, and doesn't make you look so frightening when you do finally emerge from under the covers can only be a good thing.

Most women would never contemplate leaving the house without at least a little bit of make-up on, which takes up precious time in the morning.

Apparently the average woman uses an incredible 12 different products a day. No wonder women take so long to get ready, but more worrying than the time involved is that those products could contain nearly 170 ingredients which can lead to skin sensitivity and allergic reactions.

So wouldn't it be great if you could wake up with most of your make-up already in place and looking perfect all day?

It's not an impossible dream, because permanent make-up provider Cosmetic Contour can give you just that.

Options include eyebrows, eyeliner, and lips, and as it uses the latest ground-breaking technologies the final look is natural rather than too obvious.

The service is offered in Exeter at a number of beauty clinics by Daphne Smith who was trained by Karen Betts, who pioneered creative cosmetic tattooing in the UK.

"About 10 years ago my sister begged me to take her to a trade show at Birmingham NEC," recalls Daphne, who has been in the beauty and hairdressing business all of her working life.

"I've done so many shows and usually they're all the same, but at that one I met Karen Betts who has helped people like Katie Piper, who was the victim of an acid attack.



Daphne Smith with Tanya Cottingham at Cosmetic Contour

Pictures by James Millar

Line up for perfection

"Karen introduced me to permanent make-up and did my eyes. I was amazed by the results. It was a eureka moment. I had been searching for something else to do within the beauty industry for years, and after talking with Karen I was totally convinced I had finally found what I wanted to do."

Using money from an endowment policy that was rapidly devaluing, Daphne decided to invest in herself and established Cosmetic Contour.

Daphne travels to beauty salons all over the

country from Cornwall to Leeds, offering her permanent make-up procedures.

"When I started out nobody had heard of permanent make-up," says Daphne, who is based in Tavistock. "It's a form of cosmetic tattooing, but I do not go in as deep as a tattooist and I use the highest pharmaceutical grade pigments, not inks, as it gives a more subtle blend of colours.

"Choosing a colour is a very individual choice so I offer a wide range, and I can also mix them to suit the client. I then put it on