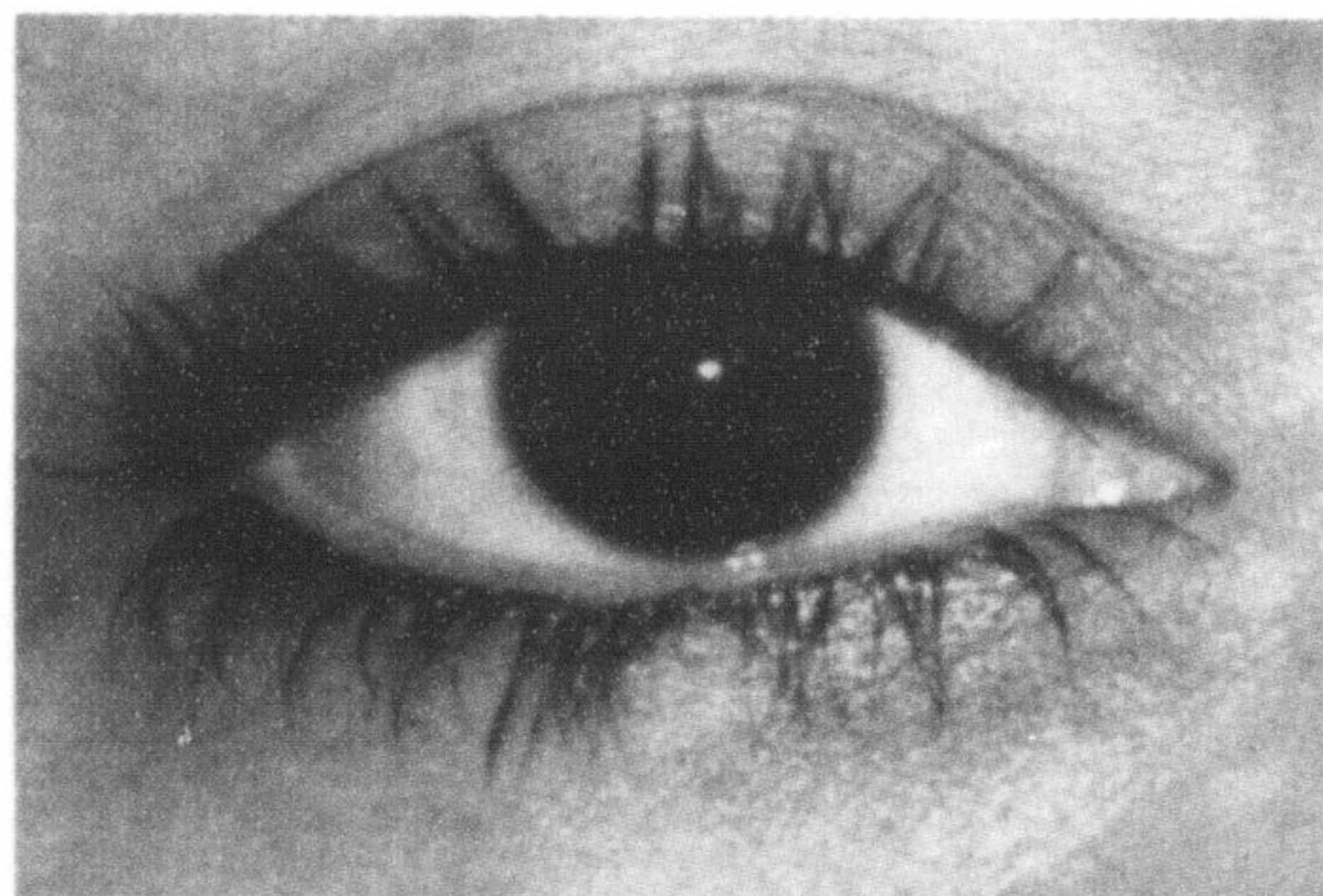


# Finesse

PERMANENT MAKE-UP INC.

*"Looking great all the time is not cheating!"*

## An Interview with Beauty Enhancement Artist Ann-Marie Furness



**EYELASH ENHANCEMENT** is one of the most popular make-up procedures. This procedure supplements sparse eyelashes, making them appear fuller. All the work is done between the lashes. The beauty of it is that no one knows you had any work done due to the natural look you end up with.



BEFORE

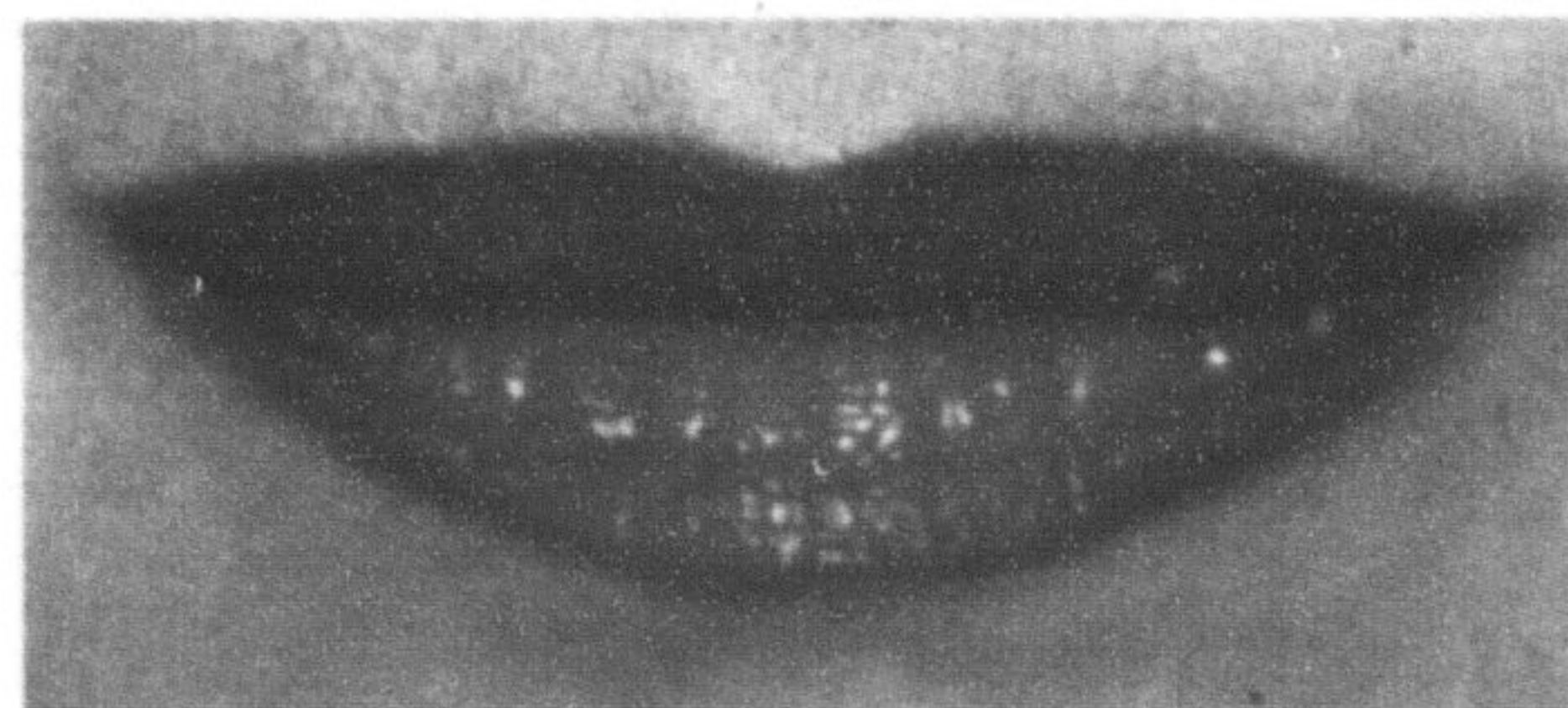
AFTER

**EYEBROWS** bring the whole face into balance. Not only do eyebrows frame the features of the face, but when properly defined they have the ability to alter the entire facial shape. I add style and definition to sparse or half formed eyebrows by using the "Hair Stroke Method".

**EYELINER** is just what it says, all my work is done above the lashes creating a smooth flawless line. Lining the upper and lower lids adds depth and definition to the eyes.



BEFORE



AFTER

**LIPLINER** adds definition and can bring back the natural colour and shape you once had, or it can correct irregularities to create the shape you would like. Lip filler evens out the colour of the lips and helps prevent lipstick from bleeding.

By Avril Dell

"Less is more!" says Ann-Marie Furness, one of Canada's most sought after permanent make-up artists. "Finesse permanent makeup is an enhancement of permanent natural beauty. It's sexy and soft, sensual and subtle; it gives you a simply elegant look."

Furness is trying to replace the popular term "permanent make-up," as she feels it's misleading. "Women should not imagine that they will look 'made-up' at all, but that their own natural appearance will have extra presence," she explains.

"Beauty enhancement," the term Furness prefers, uses a process called "micro-pigmentation" to create permanent effects on eyes, lips and eyebrows. Believable is what the art is all about.

We asked Ann-Marie the questions that every woman has:

**First of all, where can we find Finesse?**

Finesse is based in my home studio at 42 Dills Crescent in Milton. My satellite locations are all in cosmetic surgeons' offices in Ontario: Toronto, London, Dr. Stephen Brown's office in Oakville, and in the Laser Rejuvenation Clinics.

**What makes Finesse beauty enhancement special?**

My perfectionism! I have a highly critical eye and a passion for perfection. I've found that my clients are happiest with subtlety, because it's believable.

**What about Health and Safety Issues?**

I use the highest quality of hypoallergenic, iron oxide pigments. I practice the same stringent, sterile techniques that any health care facility would use. I am Health Canada approved and have built a reputation for excellence in both artistry and clinical standards.

**Does it hurt?**

Such a popular question! I use a great topical anaesthetic that numbs the area.

**What age groups are your clients in?**

My clients range in age from 15 to 90. My largest group of clients is women over 60. I say to these women, "Don't be shy about being over 70 or 80—there's simply no reason to stop looking sharp and sophisticated." I use very subtle colours that make the features sparkle again. Younger women will have a procedure done and then give a gift certificate to their mothers who are in their 60s, 70s and 80s. And I have one client in her 90s.

**How do you know what colour to use?**

Great question! I have hundreds of colours which I can mix and turn into infinite colour choices. My enhancements are customized to each individual's hair and skin colour. I have very soft eyeliners or very dark shades. I have soft blonde eyebrow colours all the way to the darkest shades. My lip colours are so natural that they just restore the lips you once had. My pigments are of the highest quality available in Canada and the US.

**Can you tell us about the Reconstructive work you do after an accident or illness?**

It's my specialty! I'm able to create beautifully shaped eyebrows and replicate eyelashes for those experiencing hair loss due to cancer-related treatments or alopecia universalis. Another very rewarding specialty is reconstructing eyebrows, eyeliner and lip shape for people who have been in accidents. It's an honour to make someone feel beautiful again after they've faced such a misfortune. After the doctors perform their miracles to reconstruct someone's face, I add colour and dimension to restore the face further.

**What is Finesse make-up going to look like as a client gets older?**

Great! Because the permanent make-up fades and in time it will become soft just the way you want it to become. Due to the fact your face is exposed to the sun, the sun will fade any work you had done. As well, your skin exfoliates every six weeks and over time the pigment becomes lighter. It's a natural aging process. Therefore your permanent make-up softens to go with the gentler effects that flatter older skin.

**You're doing such delicate work on the human face, what gives you your confidence as a permanent make-up artist?**

Knowledge. It's my passion to learn and continue to learn. I've built a reputation of excellence in the Permanent Make-Up Profession. The precision and accuracy that I insist on, speaks for itself. I use callipers to measure and I always draw on exactly what we're going to implant before starting. When a woman or man comes to me for a consultation, I take the time to listen and deliver exactly what they're looking for. When I work on a client's face and the work is permanent, it's critical to keep the art soft and precise.

**Does Finesse have any medical partnerships?**

I'm privileged to be working in several cosmetic surgeons' offices located in Toronto and London, and in Oakville at the Briarwood Cosmetic Surgical Centre in Dr. Stephen Brown's office for the past eight years. Fortunately for me, at any given time during the consultation, there can be up to seven staff members willing to show off my work. Their respect for my work is priceless to me.

**How does someone know if they're ready for Finesse Permanent Make-Up?**

Finesse Permanent Make-Up is perfectly created for the woman with a fast paced life, a "no time for make-up" type of person. Ideal for the active individual involved in fitness and sports, and a must for those who just want the natural beauty and convenience it brings. In addition, it's a bonus to the physically challenged such as someone with impaired vision or those with arthritic or unsteady hands. It's also a great solution for people who are allergic to make-up and people who just can't see well enough to apply perfect make-up every time.

**What's the first step for a new client?**

Call me at 905-876-0105 at Finesse Permanent Make-Up Inc. for a free consultation.



**Ann-Marie Furness**  
Certified Permanent Make-up Specialist  
(affiliated with Dr. Stephen Brown)

905.876-0105

www.finessepermanentmakeup.com

• 42 DILLS CRESCENT, MILTON

