

Permanent Eyeliner

Info

**hey doll, read this
before your
appointment!**



Permanent makeup and cosmetic studio

Hello there!

Thank you so much for trusting me with your beautiful face! Prior to booking an appointment, it is asked that all O'Fallons Endeavor clients read and review the information below in full to ensure they are properly informed about our policies, forms, frequently asked questions, and more.

It is a lot of information, but it's very important that each client understands everything prior to booking an appointment.

Please let us know if you have any questions or concerns about anything!

We look forward to seeing you soon :)

XOXO

What is Permanent Eyeliner ?

Permanent Eyeliner is an amazing way to enhance your look and feel more confident with ZERO effort! Your eyes are the first thing people notice, and if you're like most women - people think you look sick, tired, or stressed when you don't have eye makeup on. Why struggle with that when you can look like you did your makeup everyday as soon as you wake up?!

Our eyeliner techniques were taught by the leading brand in micro pigmentation. We are so excited to be able to offer this incredible advanced technique in Hattieburg. While many artists are only able to offer a simple solid line, our techniques include smudged liner, complete with optional winged liner and soft shading of the eyelid!

We offer five specific types of permanent designer eyeliner. Both last approximately 3-4 years but could be longer or shorter depending on the person. To keep your liner fresh we recommend touch ups once a year.

two types of eyeliner

Designer Eyeliner

\$400, includes free touchup!

- Optional wing included, can be extended for a more dramatic look, or small for a more subtle look
- Soft, smokey liner with soft shading on the eyelid
- Totally customized to your desired preference



two types of eyeliner

Lash Enhancement Eyeliner

\$200, includes free touchup!

- More subtle than Designer Liner
- Only a thin line is applied within the lash line
- No wing or shading is done



book an appointment

Once you have reviewed the information in this packet, ask us any questions you have, and then we will choose your appointment date. We will then send you the link to pay the required \$100 deposit to secure your appointment by email.

Your appointment is not considered booked until the deposit is paid, so be sure to pay that as soon as possible! Remember to bring your photo ID to your appointment.

Also, it's very important to book your touch up appointment when you book your initial appointment! This is to ensure that you get a date and time that works for you before our schedule books up. The touch-up appointment should be 4-8 weeks after your initial appointment. If you do not come in within 8 weeks from your first appointment you would need to then book a 6-month touch-up.

Lastly, please do not book an appointment without a consultation if you have ever had prior permanent makeup before, no matter how long ago it was or how faded it looks to you. We cannot cover most old eyebrow tattoos that we see, and we need to ensure you have the results you deserve. Thanks!

Please note that children under the age of 10 are not allowed in the salon for safety reasons. Children over the age of 10 must be able to sit quietly alone in the waiting area. Unfortunately, if you arrive to your appointment with children under the age of 10 you will be asked to reschedule your appointment

p o l i c i e s

Prior Permanent Makeup

By consult only. Sometimes we cannot work over other artists' work. Please contact us to discuss BEFORE booking. If you have ever had permanent makeup before, you must let us know prior to booking so we can make sure it can be covered. Failure to do so may result in disappointment and loss of deposit if you arrive to your appointment and it cannot be covered.

Payment Policy

O'Fallons Endeavor accepts all major credit cards, debit cards and cash. No checks or money orders. **All permanent makeup appointments require a nonrefundable \$100.00 booking deposit to book.**

This booking fee goes toward your total investment and holds your spot on the calendar. Please call, email, or text to book your appointment, or book online. After selecting a date and time, you will receive instructions for paying your deposit by debit or credit card by email. Your appointment is not booked until you have paid your deposit. Please review our cancellation policy below prior to booking.

Cancellation Policy

Please read this policy before booking any appointments at O'Fallons Endeavor to make sure you fully understand. The reason for this policy is that we remain very booked for all services, with some clients waiting many months to be seen. While we are ever so grateful for our wonderful clients, timely and efficient service is necessary for us to provide outstanding customer service. If you fail to comply with these policies we are unable to service everyone in a fair and efficient way. Customer satisfaction is our highest priority, and these policies exist to give all clients the absolute best experience possible. We are so thankful for your business and welcome any inquiries about this policy!

p o l i c i e s, c o n t ' d

Cancellation Policy

For all permanent makeup appointments, a 48 hour notice is required to cancel or reschedule your appointment. We just ask that you please call and let us know, (voice mail if necessary), text or email us at least 48 hours prior to your appointment time to cancel or reschedule. Should you fail to cancel or reschedule your appointment at least 48 hours before your appointment, you will forfeit your booking deposit. Should you wish to reschedule your appointment at that point, you definitely can! You will have to pay another non-refundable deposit to book another date.

Should you cancel or reschedule your appointment within 12 hours of your appointment, or no call/no show, you will not only forfeit your booking deposit but also will be required to pay the full balance of your missed appointment cost before you can re-book with us. Once you pay the full cost of your original missed appointment, another deposit must be paid which will go toward the new appointment cost to book another appointment. As usual, the balance of the new appointment cost is due at the time of the new appointment.

Should you cancel or reschedule your free 4-8 week touch up appointment within 12 hours, or no call/no show for your appointment, you will be required to pay for your touch-up. Touch-up prices are listed in our pricing menu.

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Cancellation Policy

If you are over 15 minutes late to any appointment, you will be asked to reschedule, and the same policies above will apply. This is because all clients receive thorough consultations and detailed, precise work. As a result, we will not rush your appointment or others. Therefore, if you are more than 15 minutes late to your appointment you will forfeit your deposit and be required to pay for the balance of your appointment before you can re-book. There will be no exceptions to this policy. By booking your appointment with O'Fallons Endeavor, you acknowledge that you have read, understand, and agree to the Cancellation Policy.

f a q

Are you certified and licensed to operate?

Yes! O'Fallons Endeavor is a licensed tattoo studio and artist is certified in permanent makeup. Our artist has completed hands-on apprenticeships, received certification from the innovator and knowledge leader in the industry and one or more masters in permanent makeup. The artist has received extensive training and certification in Blood Borne Pathogens as deemed necessary for tattoo artists by the Occupational Safety and Health Administration. It's crucial that you choose not only a certified permanent makeup artist, but also a licensed one to ensure your health is protected!

Does it hurt?

Every client is different and pain tolerance varies by client. Most clients describe the pain level as minimal, similar to waxing. At O'Fallons Endeavor, we use the best topical lidocaine cream available to minimize discomfort. That being said, this is still a tattoo. You will typically feel some mild discomfort. Based on experience, we would describe the feeling a slight burning, astringent like sensation. Very tolerable and totally worth it!

How long does it take?

The process takes approximately two hours from the moment you walk in the door to completion. The first hour or so is spent designing your eyeliner and numbing the area. There is no downtime! Occasionally, some clients will have some slight redness and swelling around the area which is very normal and will subside within a couple of hours. Most clients go on about their normal day when they leave their appointment.

What is the healing process?

Some swelling, minimal bruising and tenderness after the procedure is normal and may last a day or so, depending on the client. Your liner may appear DARKER, WIDER, AND SHARPER than the way they will heal. This is especially true for days 2-5. As your skin heals over the tattoo, your eyeliner lightens and softens. This process takes about 7 days or so on average. It's important to follow all after care instructions and to attend the required follow up appointment to make the finishing touches to your new eyeliner.

f a q

How long does it last?

This will vary by client. If aftercare instructions are followed diligently, your new liner will last approximately 3 years on average before they're mostly faded. Certain factors such as sun exposure and tanning beds, getting chemical peels, oily skin type, bleeding, etc., will affect how long they last. We recommend one touch up every year or two to keep things fresh.

Will it look natural?

Absolutely! The techniques used at O'Fallons Endeavor creates realistic, simulated hair strokes and/or powder fill that looks just like a real eyebrow! Your brows can be as big and bold or as soft and subtle as you like!

What if my eyeliner is fading faster than I'd like?

We will revisit aftercare and lifestyle to make sure that is not the issue. If not, it's likely that you need to go darker and more dramatic at your touch up.

P R E P

- 1.** Stop using all lash growth serums 4 weeks before every eyeliner appointment.
- 2.** You should remove your contacts since your eyes will be closed and your eyelids gently manipulated.
- 3.** Remove all lash extensions before every eyeliner appointment.
- 4.** Come to your appointment with squeaky clean eyelashes and eyelids.
- 5.** Let us know right away if you have any eye irritations leading up to your appointment.

Aftercare

Eyeliner is life changing but it does require some maintenance after you leave the studio to make sure it lasts as long as possible and looks amazing! Follow this aftercare until you're healed. You will be healed when all flaking is gone!

- Do not go swimming, do heavy sweaty exercise, or take steamy showers until healed.
- Do not put any eye makeup on until healed.
- Do not pick at them. Any flaking or scabbing needs to fall off on its own.
- Apply Aquaphor very sparingly, only as needed for comfort. Ex. extreme tightness or itching.
- Protect your eyes when in direct sunlight. (sunglasses or hats)
- Call, text or email us if you have any questions about healing.
- Extreme redness, swelling, pain or seepage are all signs of a reaction or possible infection. This would be extremely rare but if it occurs, call a doctor immediately!

Customer Service Promise

Please know that at O'Fallons Endeavor,
your satisfaction is our priority. If
something doesn't seem right with your
eyeliner, please contact us right away so
we can help!

Note that it's critical that you follow the
aftercare perfectly to make sure your
results are as expected and long-lasting.