



THE EYES HAVE IT

AG Skincare illustrates the perks of permanent makeup

BY ALYSSA FISHER



Long gone are the days of eyebrows being plucked into oblivion. Full, thick brows have remained a steady trend, and there are many tricks to achieve the look.

One of the newer techniques on the

market is microblading, a semi-permanent treatment where hair-like strokes are drawn to mimic the natural hairs. Lena Dunham generated buzz for it after her recent essay for *Vogue.com*, in which the “Girls” creator praised microblading for saving her “thin and pale, roughly the color of roadkill” brows that she tweezed away as a naive child. In true fashion, she shared a video of the process.

Whether a client is insecure about light brows or has lost them to chemotherapy, **Adriana Gomez** (inset) lends her skillful hand at **AG Skincare**, where she is the head aesthetician. Permanent makeup has been in the industry for a long time, she says, but from filling brows to drawing eyeliner or lip liner, it’s among her most requested procedures. Trained in multiple approaches,

including microblading, she’s considered a permanent makeup artist.

Gomez, a Colombian-born licensed clinical aesthetician and advanced aesthetic educator, got into the beauty business more than 25 years ago to help people solve complexion and cosmetic woes.

“Every person visits because they want to look and feel better,” she says. “I love what I do because I bring happiness to people.”

Aestheticians, as the root word suggests, have an eye for beauty. Gomez was the fashionista of the family, always aware of the latest makeup and beauty trends. But that wasn’t considered a career in Colombia at the time, so she went to school to become a special education teacher. She left after a year.

At her Weston clinic (1601 Town Center Blvd.), Gomez sees as many middle-aged women fighting aging, unwanted fat and sagging skin as teenagers battling acne (for which she has created a series of multitechnique facials based on age, acne type and lifestyle). People of all ages and skin types come in for permanent makeup.

“I’m very strong in it—I do it a lot,” she says.

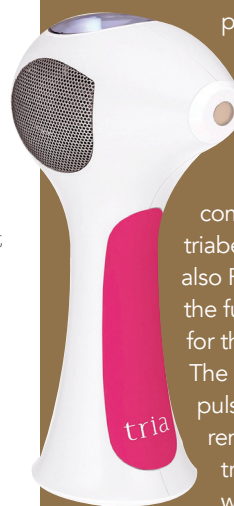
It’s not actually permanent, she clarifies. She uses a technique that lasts about two to three years. She sees working women who don’t have time to labor over even eyeliner; women whose itchy, allergy-ridden eyes can’t handle over-the-counter liner; aging women whose deteriorating eyesight makes applying makeup a hassle; and victims of over-plucked eyebrows.

It’s also helpful in South Florida’s humid climate, she says—no more dripping eyeliner or do-it-yourself eyebrow fillers.

“My profession is to help people,” she says. “That’s what makes me happy.”

Staff Picks

Did you know you could laser away body hair in the comfort of your home? Neither did we—until we caught wind of the market’s top products. The dermatologist-recommended, FDA-cleared **Tria Hair Removal Laser 4x** is safe and effective on most hair and skin tones. Tria lasers target the



pigment in the hair follicle, permanently stunting its growth. The portable, handheld device can be used on the both the face and body and comes in six colors (\$449; triabeauty.com). The **Luma Rx**, also FDA-cleared, is ideal for the full body and has two caps for the face and smaller areas. The professional intense pulsed light technology removes hair in three initial treatments over four weeks, with only periodic touch-ups needed. The laser is effective on most skin and hair tones, but use the skin tone tester to verify. (\$449; luma-rx.com).

