



Permanent International sets new standards for the cosmetics industry - Participants from 25 countries attend unique congress about permanent make-up trends in Berlin

(Mynewsdesk) Having attracted more than 250 international participants, 21 top speakers from 9 countries and offering 12 master classes and 4 live demonstrations, the unique congress for the international elite of permanent make-up and micropigmentation has proved to be a world event. Not only did it set new quality standards by holding interactive workshops, but it also presented new international application trends from the Far East, dealt with cosmetic surgery as well as innovations in the field of pigmentation colors.

Permanent make-up has become an international trend over the last years. While it is absolutely common in Brazil, the method is getting accepted rather hesitantly in Germany.

Inspired by the Brazilians' natural-looking results, more and more people have themselves beautified through the advanced micropigmentation technology used.

Ideally, nobody realizes that customers have had their appearance improved permanently.

Of course, there are examples of things having gone wrong, but as Renatha Siqueira (Brazil) showed in her master class, these faults can be corrected. Britain's first oncoplastic breast surgeon Dr Iain Brown has worked at the interdisciplinary field of cosmetics and medicine. He gave the audience an insight into methods of how to support patients' breast reconstruction by using areola pigmentation after surgery. Surgeon and cosmetician are working hand in hand to give patients back their femininity and self-esteem.

Sara Lopez, organizer of the congress at Berlin MT.DERM GmbH, concludes after the second congress: "With the Permanent International congress we set new quality standards for a dynamically growing industry and have expanded its sphere of impact. As a platform for knowledge exchange and discussion, the congress is expected to shape and strengthen the future market for permanent make-up."•

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PERMANENT INTERNATIONAL isÂ the unique congress for the
international elite of permanent make-up and micropigmentation