

HIGHLIGHT YOUR NATURAL BEAUTY AT THE NATURAL LOOK WEST

by Kristin Stratford

Every face is a unique piece of art. With a little sculpting and a whisper of color, that same face could change your life.

Just imagine waking up day after day looking your best—wear less makeup; look great naturally and feel confident; save time getting ready; eliminate smudging and running makeup. Your fresh new look can be accomplished through permanent cosmetics and once you've spoken with Lisa Root, you'll know that The Natural Look West will very quietly transform you into the person you've always wanted to be: a happy, naturally beautiful person.

Lisa believes in enhancing the beauty you were born with. She focuses on subtlety and gentleness using the SofTap method of permanent makeup because it's all done by hand to assure absolute control during the procedure using no other machinery or electrical implements. The outcome can be so soft

in appearance that only you will notice, but more dramatic and pronounced results are possible. The choice is yours. Upper lash enhancement, upper and lower eyeliner, eyebrows, lip liner and lip enhancement are only a few of the procedures Lisa can perform for you. Permanent cosmetics will never wash away but, through the years, will soften and fade in color. The desired color can be maintained and enhanced with occasional touch-ups. During all procedures, a highly effective pre-numb topical anesthetic is used, followed by topical anesthetic during the procedure, to make clients as comfortable as possible. All application implements are FDA-approved and, for your protection, the sterilized implements are 100% single-use, 100% disposable implements that are used only once and then discarded in a Sharps container.

Lisa takes great pride in her work, combining her ability and years of practical experience with precise work

in her career as a permanent cosmetic artist. She is a licensed permanent color technician in the state of Oregon, (the only west-coast state besides Alaska that requires licensing at this time) and a licensed aesthetician in six west-coast states.

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Lisa has been a Certified SofTap Technician for nine years as well as a SofTap educator/distributor for four years. She teaches a five-and-a-half-day permanent cosmetics class, as well as a three-day continuing education class for technicians doing other methods of permanent makeup.

Lisa also teaches (and applies) the newest rage—eyelash extensions. The extensions last up to two months and can be done in a very subtle natural look, or more dramatic look for photo opportunities such as weddings, dances, competitions and masquerade parties. For the natural-looking lashes, the best result comes from regular maintenance every two to four weeks, just like fingernails.



The Natural Look West
By Appointment

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