



Full-Service Makeover Spa Helps Clients Look and Feel Their Best

*Thinking about getting permanent makeup?
If so, there are a few things you should know.*



SHERRY HALE,
Founder and CEO

Permanent makeup—also known as cosmetic tattooing—is shaping the world's brows. Everyone, from celebrities to professionals to everyday women, is enhancing their look with the permanent pigmentation of their brows, and permanent eyeliner and lip color. In fact, such procedures account for a significant portion of the work performed by Sherry Hale, Founder and CEO of Custom Beaute, a state-of-the-art medical spa in West Amherst.

A FULL-SERVICE PERMANENT MAKEUP AND LASER CLINIC

"I think of Custom Beaute as more of a full-service makeover spa," Hale explains. "We consult with clients to determine how we can help them look and feel their best. Sometimes the answer is permanent makeup, and sometimes it's esthetic services, like microneedling or IPL photofacials, both of which are overseen by our medical director."

And sometimes it's cosmetic fillers or surgery. Hale and her team perform neither but refer clients to a number of well-vetted physicians and esthetic professionals for advice. "Afterward, we can pick up where we left off," she adds.

While many of Hale's clients are attracted to the sheer simplicity, time savings, and esthetic improvement permanent makeup offers, many others—especially in the case of eyebrow enhancement—Hale's specialty—are reacting to hair loss resulting from medical conditions including alopecia and hypothyroidism or the side effects of chemotherapy.

"The permanent makeup procedures I perform are bladeless," she says. Accomplished in nano needle technology, Hale abstains from using microblading. "Nano needling is cleaner, more precise, safer, and less traumatic to the skin for long-term integrity."

3-D AREOLA TATTOOS FOR BREAST CANCER SURVIVORS

For women who have undergone mastectomies or other breast surgeries and have lost their areolas, the ability to regain their femininity and confidence through 3-D realistic tattooing can be a turning point in the recovery process.

The process is similar to other cosmetic tattoo procedures, with pigment deposited below the surface of the skin. What's special, though, about having it done at Custom Beaute is Hale's vast experience. With 25 years of experience in the skin and beauty industry and 10 years in cosmetic tattooing, Hale can be counted on to provide excellent results.

"The ability to create a realistic nipple is a life-changing experience that usually leads to a lot of crying on the part of both the client and myself," Hale says. "It's a service I'm proud to be able to offer to breast cancer survivors."



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A force in the field, Sherry Hale advocates for increased training and education for providers, so much so that Custom Beautech, a sister company of Custom Beaute that sells permanent makeup-related products (including Hale's own patent-pending tools) to other professional estheticians, is on its way to becoming a New York State accredited school. Hale is also working with state government to develop regulations ensuring all providers are properly trained and that the procedures they perform meet safety and sanitation standards.

FULL FACE MAKEOVERS

Permanent Lips, Eyeliner, Brows, and Cosmetic Injections

