Changing Faces

PERMANENT MAKE UP

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CLIENT GUIDE



Welcome to Changing Faces

I’m Rebecca, founder of Changing Faces Permanent Make Up.

With over 13 years’ experience in PMU and 20+ years as a Make up Artist and Beauty Specialist my approach is always bespoke, subtle and carefully tailored to each individual face.

I'm incredibly proud to have won Best Brow Master and SPMU Artist of the Year at the 2026 South West Beauty & Aesthetics Awards.

As a regional Botched Ink® trainer and specialist in both saline and laser PMU removal, I combine advanced techniques with extensive knowledge of pigments, skin and colour correction.

Whether you're looking to remove unwanted permanent makeup, correct previous work or start completely fresh, my priority is always your skin health, realistic results and a personalised approach to your journey.

I believe permanent makeup should enhance your natural features, restore confidence and age beautifully over time.

Every client is treated as unique. From your initial consultation through to your healed results, my priority is safety, precision and long-term results — never rushed or “one-size-fits-all”.

This guide is designed to help you understand the PMU journey, treatment options, colour boost plans and policies so you feel informed, confident and supported every step of the way.



Your PMU Consultation – £20

Your consultation includes:
- Skin & suitability assessment
- Shape and design discussion
- Colour planning
- Patch test

The £20 consultation fee is deducted from your treatment price if you proceed.
You may also book a consultation with no obligation to continue.

Booking Your PMU Treatment

You can secure your PMU appointment in two ways:

Option 1 – Pay in Full
- Pay the full treatment price before or on your first session.

Option 2 – 50/50 Split Payment
- Pay 50% of your treatment price to secure your appointment
- Pay the remaining 50% at your first session

Your perfecting session is included in the treatment cost.

What's Included in Your PMU Treatment

- Full bespoke mapping & design tailored to your face
- Custom pigment colour selection
- First PMU treatment session
- Perfecting session included (usually 6–8 weeks later, if required)
- Aftercare guidance & support
- Healed check-in advice

Aftercare Responsibility

Proper aftercare is essential for achieving the best healed results.
Failure to follow aftercare guidance may affect results and could require an additional session.

Colour Boost Plans

Permanent makeup fades naturally over time, Colour Boost sessions are recommended every 12 - 18 months.

Brows, Lips & Liner £160 - You are always in control of how you maintain your PMU. Colour Boost Plans are available for clients who prefer to spread the cost of maintenance over time, however you can also choose to book and pay for a Colour Boost as a one-off when required.

Monthly Plans:

12-Month Plan

- £13.33 per month
- Colour boost available once 12 payments are completed

18-Month Plan

- £8.88 per month
- Colour boost available once 18 payments are completed

Plan Variations

- Lash Enhancement Colour Boost: £10pm (£120)
- Daily Liner Colour Boost: £111.66pm (£140)

Lips and Eyeliner – optional 24-month plan

Multi-Area Colour Boost Discounts

If you plan to boost more than one PMU area:

- 10% off your second Colour Boost Plan
- 15% off your third

Each PMU area has its own renewal cycle and colour-boost schedule.

Colour Boost Booking Rules

- Plans must be fully paid or up to date before booking
- Earlier appointments can be booked by clearing any remaining balance
- Plans are non-transferable
- No refunds for partially used plans
- Colour boost appointments follow the standard cancellation policy

Referral Benefit for Colour Boost Clients

If you refer someone who books a full PMU treatment, you receive:
• 10% off your next Colour Boost Plan (one per year)

This applies to future plan renewals, not the current one.
If you're not on a plan, the reward can be applied to your next colour boost paid in full.

Prices

BROWS
All styles £395 / CB £160

LIPS
Sheer £325 / CB £145
Velvet £375 / CB £160

EYELINER – TOP ONLY
Lash enhancement £250 / CB £120
Daily liner from £275 / CB £140
Winged liner from £300 / CB £160
Daily liner & shading £350 / CB £160
Winged liner & shading £375 / CB £160

EYELINER – BOTTOM
Lash enhancement £200 / CB £100
Daily liner from £225 / CB £120

Eyeliner prices depend on thickness – natural, make up or glam etc. (dependant on eye structure)

£50 off when booking 2 areas, £100 off when booking 3.

Cancellation & Rescheduling Policy

• 48 hours' notice required
• Late cancellations or missed appointments may incur a fee
• Please arrive on time
• All bookings require secure card details or an active plan

Questions?

I'm always happy to help with any questions about suitability, treatments, payments or plans.

BROWS – PRE & AFTERCARE (SUMMARY)

Pre-Care (Key Points)
- Brow tinting, waxing or threading must be completed at least 48 hours before treatment
- Avoid retinol, acids or active skincare on the brow area for 8 weeks prior
- No Botox, fillers or aesthetics for 2 weeks before and after
- Do not attend if you are on antibiotics
- Avoid vaccinations for 2 weeks prior
- Keep skin hydrated and use a broad-spectrum SPF

On the Day
- Attend in good health and not pregnant
- Eat beforehand to support blood sugar levels
- Avoid alcohol, aspirin, ibuprofen and excessive caffeine the night before

Aftercare (Summary)
- Expect redness, swelling or dark colour initially – this is normal
- Do not pick, scratch or pull at the area
- Avoid sweating, swimming, sun exposure and makeup until healed
- Results will soften and settle over 4–6 weeks

➡ Full pre & post care instructions will be provided prior to your appointment.

LIPS – PRE & AFTERCARE (SUMMARY)

Pre-Care (Key Points)
- Keep lips well hydrated for 1–2 weeks prior
- Avoid retinol or active skincare around the mouth for 8 weeks
- Do not attend if on antibiotics
- Avoid vaccinations for 2 weeks prior

Cold Sores
If you are prone to cold sores or have had one previously, anti-viral medication is essential to take before and after treatment. This will be discussed during your consultation.

On the Day
- Attend in good health and not pregnant
- Eat beforehand
- Avoid alcohol, aspirin, ibuprofen and caffeine the night before

Aftercare (Summary)
- Swelling and tenderness are normal
- Avoid spicy, salty foods, kissing and drinking from a straw initially
- Colour will appear darker before softening
- Final healed colour can take up to 8–12 weeks

➡ Full lip-specific aftercare will be provided prior to treatment.

EYELINER – PRE & AFTERCARE (SUMMARY)

Pre-Care (Key Points)
- Discontinue lash growth serums 3–6 months prior
- No lash extensions for at least 1 week before
- Avoid retinol and active skincare around the eyes for 8 weeks
- Do not attend if on antibiotics
- Avoid vaccinations for 2 weeks prior

On the Day
- Arrive with no eye makeup
- Remove contact lenses before treatment
- Eat beforehand
- Avoid alcohol, aspirin, ibuprofen and caffeine the night before

Aftercare (Summary)
- Swelling and tenderness are common for the first few days
- Avoid makeup, swimming, sweating and sun exposure until healed
- Colour will initially appear darker before softening
- SPF is recommended once healed

➡ Full eyeliner aftercare instructions will be sent prior to your appointment.