



Long-Lasting
 *Beauty*

BY SORIYYA BAWA

Lauren Kurtz, founder of Good Gosh Beauty in Toronto, shares the low-down on two beauty trends that are here to stay – permanent makeup and eyelash extensions.

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Laura Kurtz has always been something of a beauty buff, from experimenting with makeup as a kid to training and working as a professional makeup artist for television and film. But she wanted to find a way to combine her love for beauty and her desire to help people. So, in 2011 she opened Good Gosh Beauty, a private studio in Toronto specializing in niche beauty services like permanent cosmetics and lash extensions. Although the treatments are still riddled with doubts and misconceptions, Lauren reveals that it's about more than just looking good. It's about feeling good, too.

S.B: What's the point of permanent cosmetics? Why bother?

L.K: It's just about enhancing what you've already got and waking up in the morning and feeling better about yourself, looking a little bit better, and it's really just subtle changes like that. What I've noticed over the years is that for women in particular (although men as well are falling into this category more than ever) it's the small things that really bother them about themselves, and it sort of becomes a bit of an obsession. I don't support this kind of nitpicking at yourself, but at the same time, permanent makeup is sort of a testament to the fact that you can do something so subtle. You can just darken the lash line a little bit and it just looks better and you feel a little bit better. So it's not about changing the way you look or anything, it's about enhancing what you have.

S.B: In your experience, why are average people now turning to permanent makeup as opposed to the traditional over-the-counter brands?

L.K: In my clientele, I get quite a mixed group of women. For some of them, it's really about putting on the correct design for them and they don't have to worry about doing it or worry about having to learn how to do it. But there's also a group of women I have who are really sensitive to traditional cosmetics, so mascaras and other things will really make their eyes water, and some just have watery eyes naturally, so they can't keep their makeup on. Something else the permanent makeup is good for, and it's unfortunate that I have clients for this, but pre-chemo treatments. Some people come to do their eyebrows or eyeliner before they go into chemo just because the chances of them losing their hair is pretty great and they want to have something there so that when they start losing it, they don't feel like everything's gone.

S.B: How does permanent makeup work with the skin?

L.K: It is a form of tattooing. That's not to be overlooked, though it doesn't last quite as long as a body tattoo. I'm just going a

little bit shallower into the skin. It's not going to be totally gone but it's going to be quite faded probably after about two years, so you do need to come back for maintenance. Basically it's implanting tiny droplets of pigment into the dermal layer of the skin.

S.B: So is it possible to have it removed once it's applied?

L.K: Yes and no. You should never go into it with the thought that you're going to remove it because you're not sure that you want it. That being said, there is tattoo removal with lasers and stuff like that. They can do amazing work but for the permanent makeup in the areas like eyebrows or eyeliner, because it's so close to hairs and things like that, the laser could destroy the hair

follicle so that's not usually a recommendation.

S.B: Is it harder working with darker skin tones?

L.K: It's really not. Skin is skin. Everyone has slightly different thicknesses, not specifically to any kind of ethnicity but just person to person. I find that with the darker skin tones, the eyeliner actually tends to look kind of smokey because the skin will hyper-pigment slightly. It just takes on a really smoldering quality.

S.B: What about eyelash extensions — what's the appeal of having longer lashes?

L.K: When you look at someone, you're looking at their eyes. It really is how you recognize somebody. From when you're young to when you're old, your

eyes are always going to be your eyes. So I think it's really just about enhancing what you've got, making the eyes look bigger. The lashes certainly do change the shape of the eyes a little bit.

S.B: How are the lash extensions applied and how long do they usually last?

L.K: They're applied one by one. I take one lash, dip it in a special adhesive for eyelash extensions and then with the other hand I separate one eyelash out from the lash line and then I just drop it on. So it's basically one eyelash attached to another eyelash. I match them to what your natural lash thickness is. It just looks virtually seamless. You can comb through the way you comb through your natural lashes, everything should be completely separated and then they'll just fall out with the natural growth cycle of your lashes. Sixty to 90 days is a normal growth cycle but the full set won't last that long. Your lashes are always replenishing themselves so that's why every three weeks you should go in and fill in the gaps. ä

