



BEAUTY ACCESS MEDI SPA



**SofTap®**

*Permanent Cosmetic*

*Wake Up Made Up & Look  
Good 24 Hours / Everyday!*

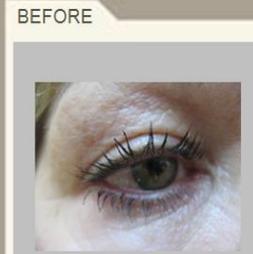
### Lips SofTap® Permanent Cosmetic



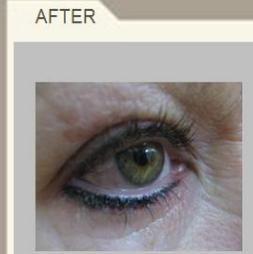
BEFORE



AFTER



BEFORE



AFTER

### Eyeliner SofTap® Permanent Cosmetic

#### SOFTAP® PERMAENT COSMETIC IS PERFECT FOR

Everyone, male and female, young and old:

- |                          |                           |
|--------------------------|---------------------------|
| Busy people              | Entertainers              |
| Physically active people | Injury                    |
| Vision impaired          | Nipple & Areola re-colour |
| Allergy sufferers        | Camouflage                |
| Alopecia                 | Scars                     |
| Chemotherapy             | Burns                     |
| Vitiligo                 | Cleft lip                 |
| Post surgery             |                           |

#### SELINA LAM

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#### WHAT IS SOFTAP®?

SofTap® Permanent Cosmetics is the brand name and trademark for SofTap Inc., a permanent make-up supplier company offering the highest quality education, pigments and 100% disposable hand tools to permanent cosmetic professionals. Beginning, intermediate and advanced permanent makeup artists train with SofTap to give you the most natural look in permanent cosmetics. SofTap offers consumers professional permanent makeup services for brows, eyes, lips and more.

SofTap's trained professionals practice the hand method, that is, the ancient technique of tattooing using hand tools. This method has been around for thousands of years—Ötzi the Iceman has 57 tattoos still visible on his body—and we seriously doubt he used a tattoo gun. SofTap believes that the natural versatility and artistic nature of the hand method is perfect for delicate work, which is why SofTap created their signature line of patented contemporary needles for permanent makeup.

SofTap is gentle as well. Clients have repeatedly told us how pleasant their experiences have been—some have even fallen asleep during the procedure. SofTap is a machine free process, performed solely by a caring, well-trained professional. SofTap Permanent Cosmetic makes it possible to look better round the clock and to help you be less self-conscious. When you look better, you'll feel better.

You can swim, sleep, perspire, have a sauna, play sport, wipe your face, eat and still look great. It won't wash off and it will last for years.

## ANSWERS TO THE MOST FREQUENTLY ASKED QUESTIONS

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### Eyebrows SofTap® Permanent Cosmetic



BEFORE



AFTER

#### Will I really look like myself... only better?

Absolutely! Most of the time it looks as if you applied a pencil, a softer look and more muted. Cosmetic tattooing helps give back what time has taken away and saves you precious time you normally spend "putting on your face". You can save countless hours in a single year that were formerly spent struggling to draw eyebrows evenly or eyeliner half-way straight... that's a lot of extra free time! Plus, imagine the money you'll save not buying expensive cosmetics that rub off, smear, smudge and disappear during the day. The colour immediately after the treatment will be darker, stronger and brighter than your desired colour. In most cases you do lose up to 50% of colour during the healing process within 7-14 days.

#### How long will it take to recover?

You'll look like you've had a good cry for several hours following eyeliner. It is advised to apply cold packs for 10 minutes at a time during these first few hours. Also, it is important to wear sunglasses as your eyes may be temporarily sensitive to light. Eyebrow procedures have the least swelling. Lip colour often involves temporary swelling. You must let your Cosmetic Tattoo professional know if you have a history of cold sores so medication can be prescribed.

#### How long will my makeup last?

Cosmetic tattoos last a long time - As you become accustomed to your new make-up it's not uncommon to want more. You will want to freshen up your new makeup every couple of years. The darker the colour the longer it will stay unchanged in your skin. Natural, delicate colours are oftentimes more vulnerable to the effects of sun, swimming and breakdown by the body's natural response. Sun block is necessary at all times.

#### I'm afraid of pain... does it hurt?

Everyone has a different tolerance to pain, some feel it more than others but it is usually a minimal discomfort. Some would even say "it is like tweezing your eyebrows". Topical anesthetics have been developed especially for cosmetic tattoo procedures. These creams and gels are applied to the desired area before and during the procedure to assure you of the most comfortable experience possible. It is common to hear that there was not as much pain as was expected.

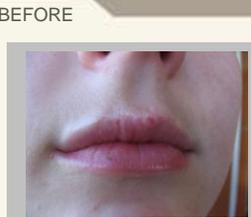
#### What if I have plastic or laser surgery?

Cosmetic surgery is desirable for many reasons. It's best to complete your surgery before having your makeup applied. Laser surgery or resurfacing may result in colour loss or darkening of your make-up depending on the laser and the colours in your skin. Advise your laser surgeon that you have permanent cosmetics so that he or she can perform a "spot test" before they proceed. If either cosmetic surgery or laser causes colour loss, your technician can replace the colour. Your technician can discuss with you the complications of cosmetic tattooing.

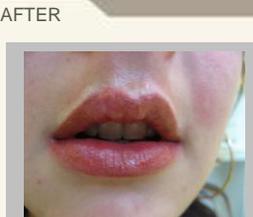
#### Is this a smart investment?

Your investment in SofTap® cosmetic tattooing saves you time and money in the long run. Retouches are required every couple of years to keep your makeup looking fresh. Your investment in cosmetic tattooing can completely eliminate the daily time consuming ritual of applying your makeup. And you'll save the embarrassment of smeared, smudged eyeliner and brows.

### Scar Revision & Lips SofTap® Permanent Cosmetic



BEFORE



AFTER

### Nipple & Areola SofTap® Permanent Cosmetic



BEFORE



AFTER

WITH *SofTap*® PERMANENT COSMETIC YOU CAN WAKE UP MADE UP & LOOK GOOD 24 HOURS / EVERYDAY!