

# Brow Works Creates Lasting Look

BY RITA GOLDBERG

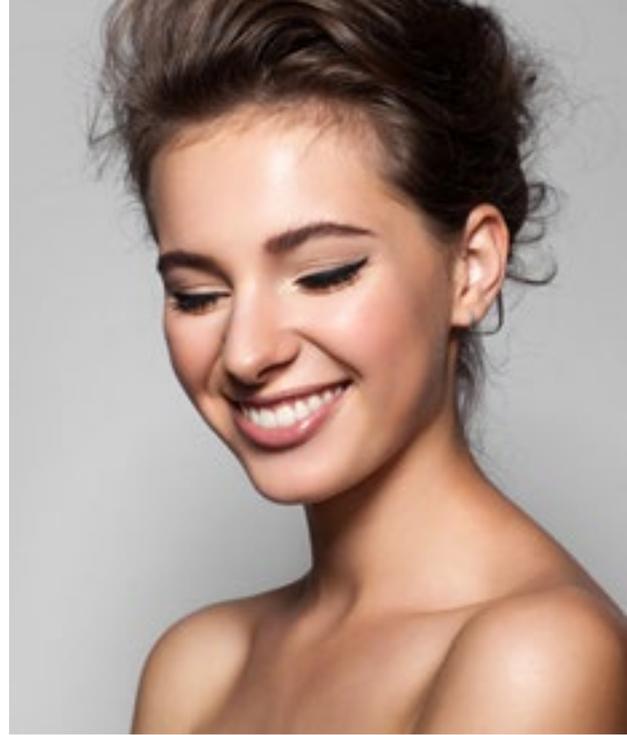


Beauty – we can’t get enough of it! The industry is estimated at \$450 billion and growing. The average woman will spend about 400 hours each year applying makeup – that adds up to over 14 days. But for those of you who want star quality appearance without spending the equivalent of your vacation time primping, look to Brow Works.

Founded by permanent makeup artist, Jana Williams, Brow Works is the boutique beauty studio specializing in eye and lip enhancements that will make you look ready to greet the world 24/7.

Jana’s use of latest, state-of-the-art microblading and pointillism (the very same technique used by world renowned artists such as Vincent Van Gogh and George Seurat) creates an effect of natural looking long, dark, luxurious eyelashes, perfectly arched and well-groomed eyebrows, and just the right shade and contour of lips. Your stash of eye and lip cosmetics can become relics of the past thanks to Jana’s professional and artistic ability to create a lasting look you will love.

Beauty and facial wellness has always been Jana’s calling. “I worked in the dental industry for 20 years before becoming an esthetician and permanent makeup artist,” tells Jana, who stumbled upon a program specializing in permanent makeup while volunteering at Casa Teresa, a homeless shelter for new and expectant mothers. “The school was right next door to the shelter where I volunteered so I enrolled and one year after graduating the program, I opened my current studio in Newport Beach.” Jana has a second studio in Idaho, where she resides part time. In its first year of business, the studio saw



nearly 300 clients seeking her skilled and artistic array of specialty services which she has advanced by completing more than a dozen post program trainings since her initial certification.

Jana also has expertise in tattoo removal, scar camouflage, and correcting poorly shaped or faded eyebrows. She trained in the fastest, safest and most painless way of tattoo removal from world expert Rose Marie Beauchemin and is skilled in adding pigment to make scars seamlessly blend into the existing skin. Brows that are asymmetrical, have been wrongly shaped, or are discolored can also be corrected by Jana.

“I travel all over the country for workshops, courses and certificate programs to ensure that I am highly skilled in the newest methods,” says Jana, who also has invested in the most advanced technology equipment.

In addition to permanent makeup artistry, Jana’s array of services also includes deep resurfacing treatments using the multi-patented Dermalinfusion Machine that has the ability to simultaneously exfoliate, extract and infuse serum to improve health and appearance of the skin. She also offers clients LED Light Therapy treatments to repair damaged tissue, reduce inflammation, promote Nitric Oxide, “the miracle molecule,” and build collagen and elastin.

“My treatments compliment each other,” Jana explains. “Permanent makeup addresses the most noticeable features by enhancing and contouring the eyes and lips, while the deep resurfacing facials and LED panel sessions target the rest of the face for a terrific overall appearance.” The LED Bed also facilitates healing of the rest of the body.

While Jana enjoys creating the aesthetically



enhanced transformation for her clients, she gets her deepest level of gratification from helping the women in the homeless shelter where she continues to volunteer.

“I do a lot of pro bono work for the women who need it most,” tells Jana. “I see such an increase in esteem levels when women feel better about their appearance. That is the best part of my profession.”



#### **Brow Works**

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