



American Academy of Micropigmentation

AAM Spring Conference Speakers



Microblading Presentation **Kler Rosenberg of PhiBrows**

Kler, an expert esthetician has more than two decades servicing clients on a personal and regular basis. Kler studied in Europe and the United States, and has practiced in London, Istanbul, Boston and Boca Raton. Prior to opening the Brow and Beauty Bar, Kler owned her own spa in Boston and was awarded Boston's Best Esthetician in 2001.

Kler specializes in eyebrow shaping and speed waxing with a special technique keeping it as painless as possible. Her attention to detail and to customer service has earned Kler a loyal following. Some clients have insisted on Kler for more than a decade, following her from location to location.

Kler is currently the Master Trainer for Phibrows and heads their first Academy in the US. She will be discussing PhiBrow's microblading philosophy and training style and how it makes their work stand apart.



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3D Areola Tattooing Workshop

Tamara Sachs

Tamara was always fascinated with art. From paintings to drawings her passion was making the world a prettier place. When she completed her paramedic service she was granted a grant for professional school. She thought that Permanent makeup would give her the opportunity to express what she loves the most and have people as her canvas. Since the industry was very different then, and the options were limited, Tamara decided to experiment and create her own unique and natural technique that imitated her artistic knowledge. She also lived in different places and worked with wide variety of skin types. Throughout the years, she kept on learning and expanding her education and craves to learn new things until this day.

For the past 5 years, she has been teaching all over the world, and decided to share her knowledge and experience to help others enjoy the industry she loves so much.

Workshop Description:

3D or High Definition Areola Tattooing is a procedure that provides the most realistic results for both women and men that have had mastectomies. Plastic and reconstructive surgeons are now demanding High Definition or 3-D Areola Tattooing to complement the reconstruction they skillfully performed on their patient's breasts. Today, the awareness has reached the general public and breast cancer survivors that have had mastectomies are requesting this most realistic look.

Surprisingly, this High Definition effect is extremely easy to create. I can't wait to share this with you so you too can experience the joy, confidence and gratification these procedures bring to your client. You will learn to:

- Decide whether or not your client is a candidate for this procedure
- Create a realistic, 3-Dimensional nipple, even without a nipple graft for the "Illusion of Protrusion"
- Determine the size and placement of the nipple/areola complex
- Create a soft, diffused edge on the areola that appears more natural and how to create the convincing texture of Montgomery Glands
- Make color selection easy
- Select the best needles for the density and affects you wish to achieve
- Apply quick and easy shortcuts that give better color retention and less trauma



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“The Quick Pass Eyeliner” Presentation **Trinkette Parker**

Trinkette has been doing permanent makeup for 19 years and has performed more than 8,500 procedures which include areola pigmentation, scar camouflage, eyeliner, lips and brows. She is a certified Master Technician and Instructor for Nouveau Contour and the American Institute of Intradermal Cosmetics in Dallas, TX. She is also recognized by the State of Florida as an expert witness in the area of micropigmentation. In addition, she has been on the board of Cosmetology at Pensacola Junior College from 1999 through 2016.

Presentation Description:

Trinkette has perfected what she calls “The Quick Pass Eyeliner” This technique produces a perfect, crisp liner done in only two quick passes. The secret is her unique stretch, and her needle choice. If you find that you are spending too much time on eyeliners you won’t want to miss this class, which will provide you with the simple techniques to save you time and money while producing beautiful results!



Scalp Micropigmentation Workshop **Oscar Gomez**

In 2013, Oscar founded OG Tattoos & Gallery, a name associated with such quality, service, and professionalism that his company has earned five-star ratings on a wealth of review websites. In this same year, he met his mentor, Debi Diorio “The Eyebrow Whisperer. His work with Debi led him to the permanent makeup industry, where he has noticed a need for technique updates and accessibility.

Workshop Description: “Intro to Scalp Micropigmentation”

This Workshop will cover: Descriptions of skin surface tension according to the scalp, area designation, various hair line design as well as stippled dotting vs. Hairstrokes, desired penetration of skin, aka: finding the sweet spot, stretching method vs. non stretching method and outcome.

Oscar will also provide an understanding of needles: 90 and 45 degree needles and their outcome, a brief description of skin depth and layers, the difference between curved and flat needles and the differences in tapered length and outcome. Don’t miss out on the informative workshop that will prove to be an invaluable tool for all your procedures.



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Scar Camouflage Presentation Ron Hendon

Ron Hendon is the owner of Micropigment Implantation Technologies "The Scar Correction Institute" located in the college town of Athens, Georgia. Ron is a graduate of the University of Georgia. Ron opened Athens Georgia's first tattoo studio in 1989, Midnight Iguana Tattoo. Ron had a different vision for his studio and designed his shop to simulate a medical atmosphere.

Ron soon became intrigued by his discovery that certain body-art techniques had corrective effects on skin abnormalities, and he began an intensive course study of the skin and abnormalities, scars and stretch marks burns and more.

In 2001 Ron pioneered "Dermal Capillary Deflation" an answer for all those plagued by the disfiguring condition of the vascular birth marks called Port Wine stains.

In 2002 he developed "123 tattoo free" the best method of our time for simple tattoo removal today. Ron was instrumental in the development of "microneedling" which is used widely to help diminish scars and blemishes of all types.

Ron conducts lectures, and classes on "Hendon New Cell" Scar Repair Stretch Mark correction, Beyond 3D Areola repigmentation, Vitiligo repigmentation, "Dermal Capillary Deflation for "Port wine Stains, and "123 Tattoo Free "tattoo removal. Ron teaches and lectures worldwide.

Presentation Description:

Hendon New Cell scar correction is a non- medical, highly effective scar correction procedure. Much more than just a way to camouflage scars, Hendon New Cell actually Resurfaces the skin, stimulates new cell growth, and regenerates collagen to return skin to a more normal appearance. This process is highly effective for burn scars, surgical scars, acne scars, and other scars that have been labeled as unrepairable by the medical community.



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Ombé Brows Workshop Que Alexander

Que Alexander has always possessed an eye for quality and a talent for enhancing beauty. She is both a makeup artist and aesthetician and has had the honor of studying under legendary Anastasia of Beverly Hills. During this time she learned the importance of the eyebrow and how brows frame facial structure and how when properly attended to, they can boost confidence, amplifying self-esteem thereby improving ones overall quality of life.

In 2010 Que Alexander ventured to open "Exquisite Brows by Que," an eyebrow restoration center and waxing emporium. Servicing Indiana's elite, Que has become a coveted brow specialist throughout the Midwest region providing cutting edge services and quality products to her clients. Que also launched the QAB cosmetic line as she received her certification and training via "Real Brows micro blading and 3D embroidery". This is a service Que has branded as eye brow rejuvenation.

Eyebrow rejuvenation is an elective semi-permanent cosmetic procedure lasting six months to a year catering to those suffering weakness of the eyebrow due to but not limited to; genetics, lupus, various cancers, alopecia or anyone simply desiring to improve their brow structure. Que Alexander professionally provides exclusive, prestigious services to those seeking to heighten their beauty by increasing assurance and enhancing lives one set of brows at a time.

Workshop Description:

Ombé Brows are the result of combining various techniques with Microblading and a digital machine. I will be using the Microblade to create hair-like strokes followed by using a digital machine to add shading and gradation to a feathery eyebrow. The various techniques applied will incorporate pointillism, hair strokes, shading and a water dropping effect to create this unique Ombre effect.

This collaboration is dominating the eyebrow trend making this the most desirable procedure in the beauty industry. Upon learning and mastering this new hot trend, you're guaranteed to increase your procedure profits!

This trend opens the door to those women that were put off by tattooed eyebrows. They are flocking to have this soft, natural eyebrow created. Also, your existing clientele can be called back to benefit in this Microstroking effect that breathes new life into their previous tattooed eyebrow.

Unlike most beauty trends ombé brows are here to stay!

Get ahead of the curve attend AAM Conference Ombé Eyebrow Demo. There I'll display all of my techniques on how to perform the perfect Ombre Brow. More tips to come at the demo!!! Increase your knowledge...increase your profit and increase your quality of life.



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The Secrets of Lips Presentation **Shaleen Rose**

A Medical Esthetician and Board Certified Permanent Makeup artist for the past 22 years. While she loves eyeliner and eyebrows, lips are her specialty. She will share her tips, tricks and techniques for amazing lips. For many, lips are the most difficult procedure or least favorite, Shaleen will turn that round for you!

Presentation Description:

LIPS AREN'T SKIN?

LIPS..... are the most peculiar of ALL PMU procedures, in that, Lips don't act like (skin). I swear they are ALIEN.....For one; they will always have a "blue base" no matter whom you work on!! ALL lips are very vascular (blood at surface of lip) So, COLOR CHOICE is VITAL to prevent color from changing to the opposite of what you'd envisioned..... and, they are somewhat, "temperamental" about taking color. WE are to do everything in our power to not end up with a PURPLED OR WOODSY end result

STRETCH - TECHNIQUE – NEEDLES

Basically, everything is different, such as, your stretching. It is to be optimal, (STRETCHHHHHING), in order to get a clean/finished result

NEEDLE CHOICES

We must understand that smaller the needle configuration, the more we can leave DOTTING, HOLIDAYS, SKIPS ETC...KNOW your needles

TECHNIQUES

Stay Consistent with your pressure, stretch and technique so there will be NO "slinkies" As Rose refers to this, or SKIPS/HOLIDAYS on your canvas.

SofTap Eyeliner Workshop **Neli Nelz & Deanna Melillo**



Neli Nelz has over 13 years in the permanent makeup industry. She has been trained and certified by nationally recognized experts and Pioneers in the field of Permanent Makeup/Micropigmentation; Lip Liner, Full Lip Color, EyeLiner, Brow Design, 3D Brow, Micro Stroke/Hair Stroke Brows. Her focus will be on doing these procedures with the SofTap's manual methods. SofTap has been in the industry for over 29 years offering all color pigments, needles, correction aids plus all supplies for the professional permanent makeup artist.



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Deanna Melillo is a Certified Softap Technician since 2010 and a Certified Trainer for SofTap since 2016; she is an Electrologist and Licensed Full Specialist. She trains at Let's Talk Makeup in West Palm Beach Florida and is in demand for her advanced classes as well as cross over and Microblading classes

Workshop Description:

Learn Softap Eyeliner: This very simple procedure is quite easy and very gentle! Various needle configurations create various effects and looks. Sign up to see this demonstration and get to practice with the Softap innovative tools. Softap is the perfect integration of primitive and extremely current and a fun, creative adjunct to your practice.



Distinguish Your Brand Using Social Media

Lisa Bien

Lisa Bien is a seasoned entrepreneur with more than 25 years of communications and marketing expertise. She is also a motivational speaker, TV host and author. Lisa holds a Master's degree in Education and has been an adjunct professor at Temple University in Philadelphia for more than 10 years. Lisa channels her trademark energy and passion for storytelling to create a more personal feel when she serves as a keynote speaker, holds personal development workshops, and coaches business professionals one-on-one.

One of Lisa's strongest assets is her ability to combine humor and raw honesty to connect with her audience. In both of her books, *Life Happens: Bounce Back!* and *Divorce Happens: Bounce Back!*, she shares numerous autobiographical accounts of key events in her life that led to the creation of her *Bouncing Back* strategy. Her straightforward writing style and exuberance read like a conversation with "Big Red" herself. She is excited to share her social media and entrepreneurial expertise that helped her launch *Bouncing Back*.

Presentation Description:

It's Time to Get Social! Distinguish Your Brand Using Social Media - It doesn't matter if you are Oprah Winfrey, Coke, or The Average Joe. You have a brand that is discussed, judged, tested and measured every day. The bottom line is you must pay attention to your brand's online presence existence and cultivate it every day. Social media tech and trends evolve constantly. Without the right approach and knowledge, it is easy to get frustrated and overwhelmed. This workshop will cover how to be true to your brand, tips on managing your social media sites and ways to generate buzz.