



PAM EDMONSON

Lines Falling In Pleasant Places

The lines have indeed fallen in pleasant places for Pam while she has been able to lay down some lines to make her clients lives more pleasant.

By Gary S. Hatrick

When the Psalmist said "The lines have fallen to me in pleasant places," he wasn't referring to makeup either temporary or permanent, but for Pam Edmonson of Creative Permanent Makeup By Pam in Wesley Chapel, Florida. The verses are appropriate.

Pam specializes in Microblading which, by definition, is a technique for enhancing the appearance in which pigment is scratched into the skin in fine, short strokes resembling hair, using a hand tool with a blade formed of tiny needles. The blade places ink under the skin enhancing features with a long-lasting effect making the application of makeup unnecessary.

There are a variety of reasons people may get permanent makeup. Pam outlines them on her website. They are: Convenience - you just need more time; you have sensitive skin or allergies or wear glasses or contact lenses or have had Lasik surgery; you have arthritis or painful hands; you have difficulty applying makeup or you don't like the way it smears or disappears; you have had aging changes in eyebrows, lips, and eyes; you lead an active outdoor lifestyle; or you like a natural "no makeup" look.

"Everybody thinks that microblading is not a tattoo, but yes, it is a tattoo because it is implanting ink into the skin. You have to be licensed by the Department of the Health," Pam said.

"It's called permanent makeup," Pam explained. "It's going to slowly fade over time, but it is called permanent makeup. Then there's blading and shading. There's a lot of different terminology for actually doing permanent makeup. People come up with new names for them all the time, but it's still implanting ink into the skin, however, it is not necessarily being done with a tattoo machine gun like you are used to getting at a tattoo parlor -sometimes it's done by hand and sometimes I use a machine. There are different techniques for doing permanent makeup."

Creative Permanent Makeup has just celebrated its 10-year anniversary in business in 2021. "After many years of running a successful business in the manufactured housing industry I decided at the age of 46 to start a whole new career," Pam recalled. "I attended cosmetology school in 2009 and Permanent Makeup School in 2010. I have always been one of those people who is all about the detail and I love to be creative." After a decade she has built a client-base that keeps her business running successfully. "I get a lot of referrals, that's how I get a lot of my business and I'm really grateful for that," she added.

"Microblading on eyebrows is one of the things I do the most," Pam said. "Microblading is using a particular tool to make hair strokes into the skin. I've been doing microblading since 2014 so I have a lot of expertise. There's a lot of people out there today microblading. I'm not saying anything negative about it because there's plenty of business to go around, but I do have the expertise that a lot of them don't have.

"I would say that of anything that I do, eyebrows would be my specialty," Pam said. "So many women try so hard to draw their eyebrows on every single day. It can be time-consuming. I do eyeliner and lips as well, but if I could just do eyebrows, that's what I would do."

"One of the main things I like to do is to help people to feel better about themselves," Pam said. "I think I'm truly blessed that God has given me the talent to do what I do."

Women who have had cancer treatments are one of the groups with which Pam likes to work, she said.

"It's always great to work with women before they start chemo, when they have eyebrows, then, when they lose their eyebrows it makes it easier. It make such a difference in how they feel about themselves. For someone to be able to wake up in the morning and have eyebrows and liner is a pretty incredible feeling and to know that I had a part in it is amazing."

Pam offers a free consultation before she schedules an appointment. "I sit down and explain the procedures to them. This gives them the opportunity to ask all their questions first, finding out what permanent makeup is and what can be done for them. That way they're a little more comfortable about doing the procedure and know what to expect. For instance, she uses a numbing agent on the skin so that the procedure won't hurt and the ink will fade over time, but it won't ever go away.

One of the hallmarks of Pam's consultations is honesty. Her philosophy of business is based on her dedication to the teachings of Jesus Christ, so she is a straight talker.

"One thing people get from me is an honest opinion," Pam said "I don't sugar coat anything. I'm honest with them and tell them the truth. That's what they get from me."

"I was originally taught that you want to touch-up people once a year because that is how you make your money, and, I'm sorry, that is the world's biggest mistake ever. I tell my clients I'd like to see them in three years maybe. If they can go longer than that is better. You don't want to create scar tissue. When you go over the skin over and over and over again you are just going to create scar tissue. I had a lady come in the other day and it's been five or six years since I worked on her. A lot of places will go back and charge you full price. I don't do that. Considering the market, my pricing is very fair."

Pam acknowledges that one could go to a school for permanent makeup and get the work done cheaper, but she is also straightforward about that if not a bit humorous. "Hey," she said, "Go ahead. You're going to a school and it's your face."

She is also conscientious about the ages of her clients. "I can do someone under 18 but their parents have to sign and I would have to do it based on a reasoning for it. Like, if a young 18-year-old girl just wanted to have fabulous eyebrows I would tell her no. That would be a mistake for her to do at her age. It's too young to put ink into your skin, I just feel that way."

Pam's relationship with Jesus Christ guides her decisions and she is not





afraid to say so. "I love the Lord, I don't mind sharing that I am a Christian," she said. "I am a follower of Jesus and that is one thing that is first and foremost in my life. I've been journeying with Him over the last few years and I'm truly grateful when it comes to my business and everything I do in life. I trust Him and I trust Him with my life and what I'm supposed to be doing. Sometimes I'm just able to share experiences with clients and they share things with me. I'm not ashamed of the Gospel, but I'm also not going to shove it down somebody's throat. Let's put it this way: If they come in, they might just hear the word Jesus come out of my mouth."

Creative Permanent Makeup by Pam is not Pam's only business venture. About six years ago she opened Serenity Salon & Spa Suites, which is a spa suite rental business.

"I rent out space to people. I have stylists in there, I have a nail tech, I have a girl that does sugaring facials so it's like a salon and spa but everybody has their own business in there. We all kind of work together with one another, but everybody is independent. It works out good. That is where my office is located."

The "Creative" website has testimonials from customers that praise Pam's work and their own satisfaction, one says, "Eyebrows are the frame of your face. I could leave the house without makeup, but never without filling in and defining my eyebrows; unfortunately, making them look even and as natural as possible was difficult for me, not to mention it was also very time consuming. All that ended when I took the leap of faith and scheduled with Pam for permanent eyebrow makeup. I was always frustrated with my eyebrows, but now I love them! They look natural and full. Never again have to worry about fixing them in the morning, because they are always on point! Thank you Pam for bringing life to my eyebrows!"

Another provides a hint for some of you daughters: "For Christmas my lovely daughter gave me the gift of eyebrows and I am THRILLED with the results. In fact, I never think about my brows anymore because they, too, are 'naturally perfect' and always there. If you've ever thought about having permanent makeup applied, Pam is your go-to gal."

So the lines have indeed fallen in pleasant places for Pam while she has been able to lay down some lines to make her clients lives more pleasant. We wish her another 10 years.

To contact Pam call or text her at (813) 997-6302 or visit her websites at creativepermanentmakeupbypam.com or serenitysalonspasuites.com.

You can also do it really old school and visit her businesses at
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