

LYNN DUNCAN:

# Makeup revolution

BY *Chane Yonah*

PHOTOS BY *Scott Ash*

Maybe you've often said, "My eyeliner is smudged," or "My lipstick has to be reapplied every time I have something to eat." With permanent makeup products becoming more available, you don't have to worry. And right here in Lake Country, Lynn Duncan solves such problems.



Duncan, who originally trained as an occupational therapist and still periodically works in the field, took her longtime interest in makeup and turned it into a thriving business, Lynn Duncan's Permanent Cosmetics.

In her studio office in Delafield, and in various other locations throughout Wisconsin, she works with her daughter, Kristin, and practices her lifelong passion for makeup. "Even as a child I loved to practice on my family, including my younger brothers," Duncan says.


Fifteen years ago, Duncan opened her own permanent makeup studio "at the cusp of the permanent makeup revolution," she explains. "I was very much on the ground floor at the time. There were less than 10 of us throughout the nation when I opened my door for business. Even in California, where I took my training, it was new at the time."

Now Duncan has achieved a reputation as an artist in the field of permanent makeup, with clients who have come from as far away as Hawaii and Ireland. Testimonials abound from satisfied clients and physicians, "especially plastic surgeons," Duncan says. "Over 30 Wisconsin physicians refer patients to me."

What Duncan uses is a technique called cosmetic tattooing. "As we age, brow and lash lines become sparser," Duncan says. "To rectify this, I use natural looking color with a special fine needle, following the natural shape of the brow to create the illusion of natural hair which will last as long as 15 years before



the person has to have the area refreshed. We also do permanent lip color because, again, as we age, lips lose volume and pigment. Permanent lip color is also long-lasting. Eyeliner is another popular procedure we do for every age."

Duncan has become such an expert in her field that she co-authored the exam for permanent makeup technicians, is an expert for the national society for permanent makeup cosmetic professionals and is a key member of Wisconsin's licensing committee. 

For more information, visit [www.lynnnduncanpermanentcosmetics.com](http://www.lynnnduncanpermanentcosmetics.com) or call (262) 470-0077