



PERMA BLEND<sup>®</sup>

MEDIA KIT



# PERMA BLEND®

Perma Blend is a global leader in permanent makeup (PMU) pigments. They offer over 200 shades of highly-concentrated, true-to-color pigments that are formulated with premium ingredients and with medical-device-level certification, ensuring the highest quality and safety before, during, and after the permanent makeup process.

Anne Marie Rubino and her brother Lou Rubino (founder of World Famous Tattoo Ink) are the dynamic duo behind Perma Blend. Lou set the industry standard in ink development and manufacturing quality for tattoo artists, and with Anne Marie, completely reinvented the standard and possibilities for permanent makeup. As a result, PMU artists are empowered to bring their visions to life and deliver the transformation their clients need.



Anne Marie Rubino  
BRAND DIRECTOR

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"The most beautiful thing about our company is that the passion for what we do has helped elevate the industry. It's out of passion that this brand was built."



# Beauty that won't wash away

Perma Blend is the color expert in permanent cosmetics. We empower professional beauty artists to create true transformations for their clients.

We feature an extensive palette of over 200 vegan pigments for timeless beauty, from 'no-makeup' makeup to bold, iconic looks with our award-winning color range for all skin tones.

No more hassle. Just hustle.



# INNOVATION

True potential one pigment at a time.

# PERMA BLEND.® LUXE

## YEP. WE GLOBAL.

Did you know that permanent cosmetics is flourishing worldwide?

Thousands of patrons are flocking to studios around the globe to get the ultimate confidence boost. Perma Blend has developed safe and innovative products like Perma Blend LUXE to comply with international standards.

Wordwide compliance meets breathtaking beauty.

- Full EU REACH Compliant line launched in January of 2022 to ensure artists worldwide could continue to operate their businesses and remain compliant, no matter where they practice.
- Safety is our top priority. Manufactured and processed in a state-of-the-art lab for research and development, production and testing.
- 200 vegan colors and counting!



# #beautyINKlusivity

WE ARE EXCEPTIONAL. NOT THE EXCEPTION.

Beauty INKlusivity is our initiative to empower artists of all levels in the professional beauty industry. We're in the business of eradicating the status quo by developing products that represent the colors of the world... and a better world beyond our imagination.

- Nurturing the next generation of PMU artists by providing products and social campaigns that support them and create visibility.
- Providing support and access to education for artists who are in need of extra assistance.
- Developed pigments for a diverse range of skin tones, ages, and procedures that reflect us all, including color sets designed and created by women of color.



# Innovative New Products

THERE'S MORE TO PERMANENT MAKEUP  
THAN YOU CAN POSSIBLY IMAGINE

"Permanent" doesn't mean limited. Clients are able to modify their look after any procedure. With the help of our incredible chemists, we continue to reinvent the industry standard to make unmatched quality and innovation accessible.

- Sets and inks for all types of cosmetic procedures, including para-medical tattoos for clients who have experienced different forms of trauma:
  - Areola reconstruction for breast cancer survivors, Scars, Scalp Micropigmentation just to name a few.
- Animals are friends, not formulas. That's why our products are 100% vegan.
- Sets for artists of all levels and at varying price ranges.
- Not to brag, but we consistently receive worldwide recognition for our innovative products, including our CosmoProf award-winning set, LUXE Ready Set Go for brows.





# Logo Variants

The Perma Blend brandmark must be uniform throughout all of its applications. The graphic integrity of Perma Blend and identity elements are governed by the consistent use of established standards and observed in all communications with our vendors, affiliates, and the general public.

PERMA BLEND.®

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# Brand Images

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# Healed Results

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BROWS



PERMA BLEND.

@esp.carolinazarate

EYE



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LIP



PERMA BLEND.

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SCALP



PERMA BLEND.

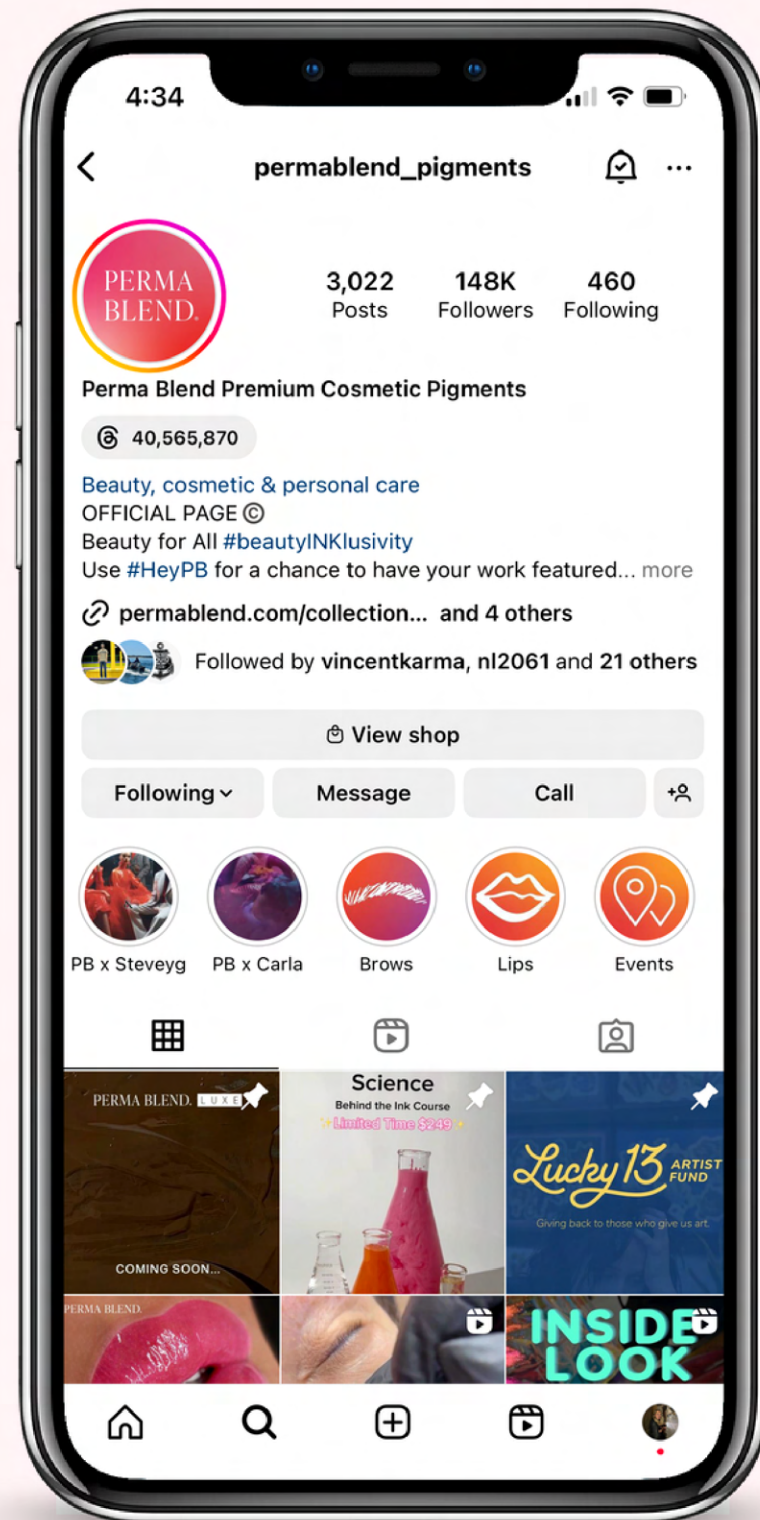
@esp.carolinazarate

# Video

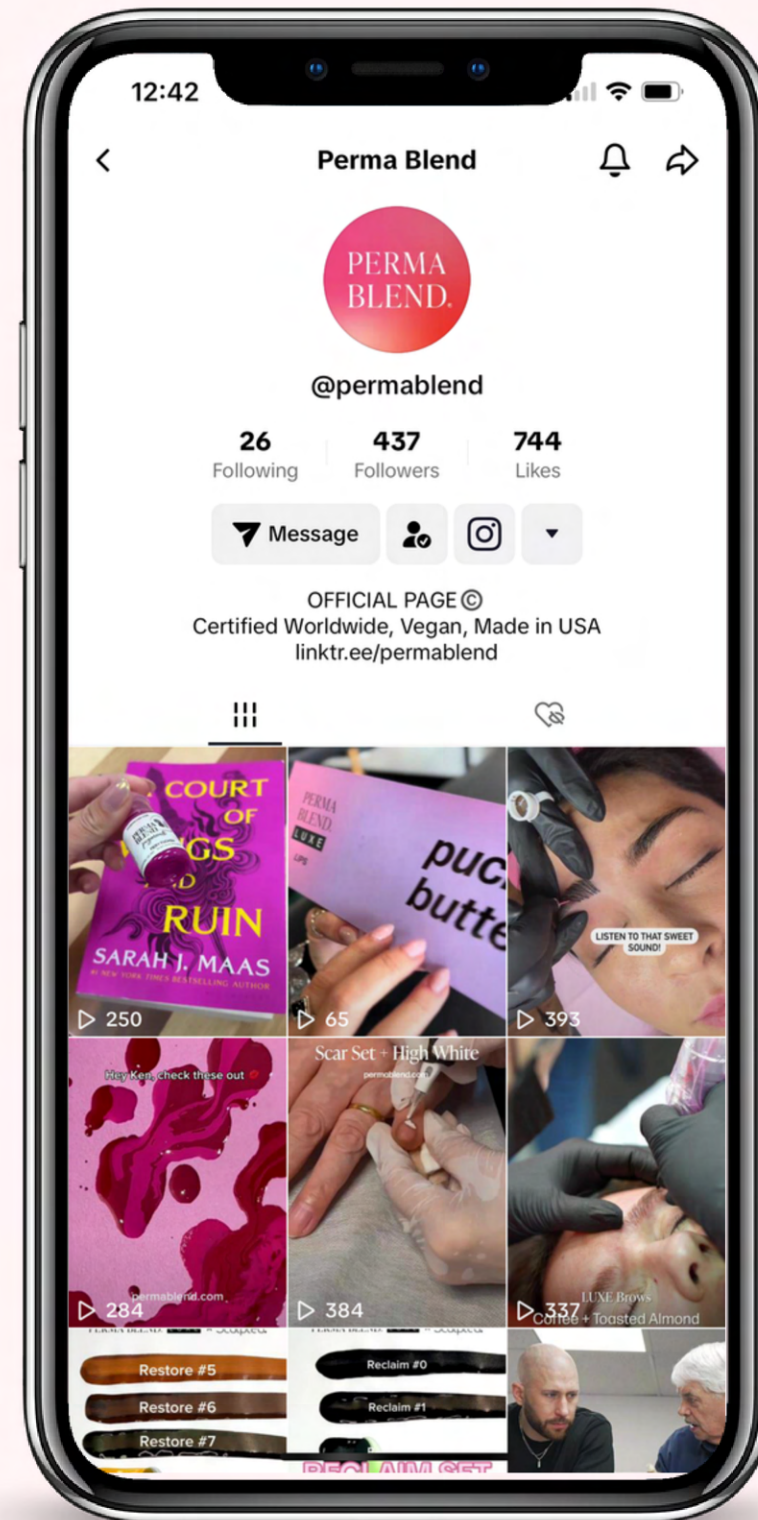
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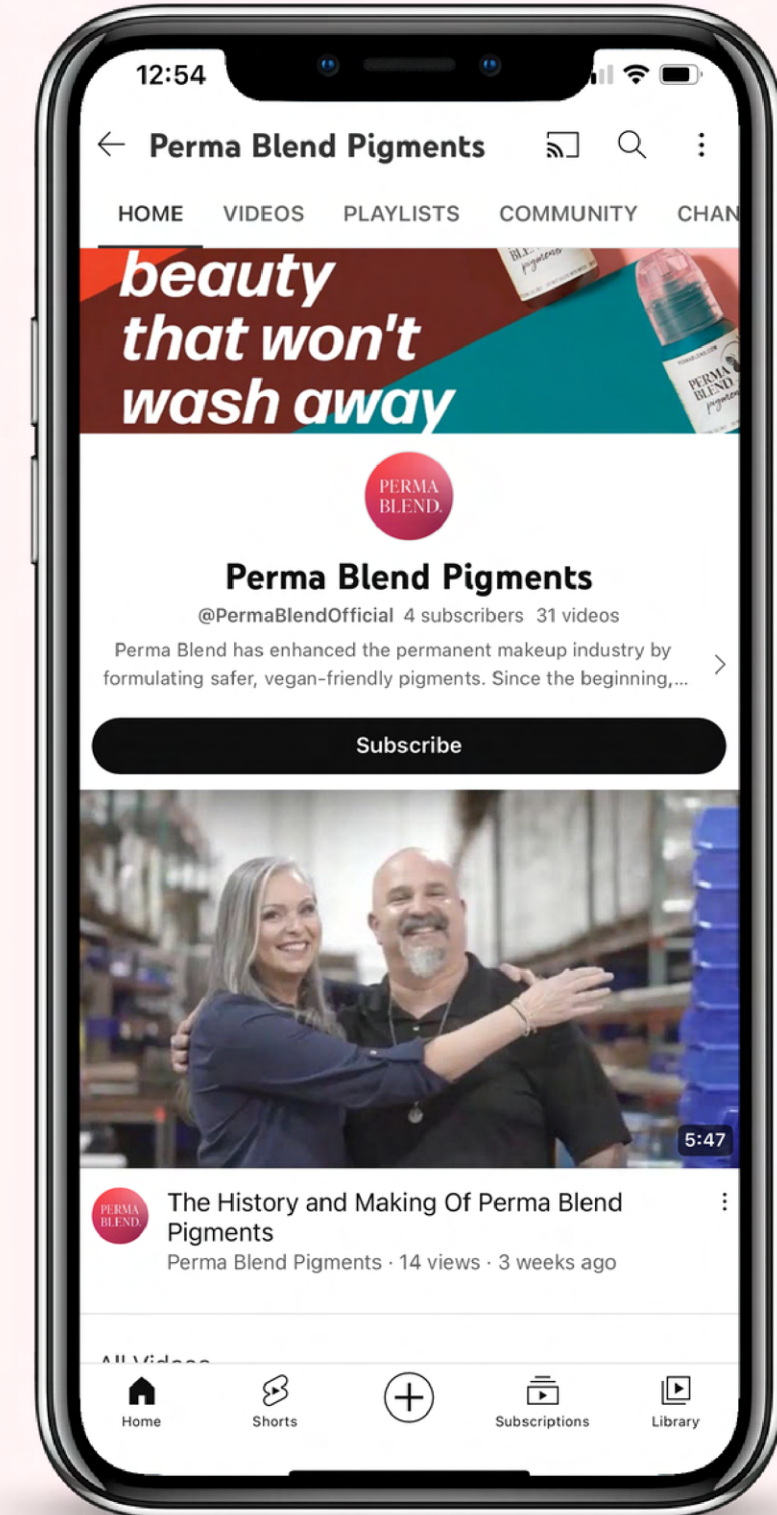
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# We want you with us. Permanently.

We're delighted that you want to learn more! For further questions and inquiries, use the contact info below!

## Contact

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