Girlz Ink Gazette

ACADEMY STUDIO Li-FT®

@desiredbeautyy_

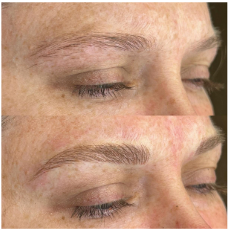
OCTOBER 2023 PRO TEAM ARTIST SPOTLIGHT

MEET DESIREE SAVO

Li PIGMENTS 2023 PRO TEAM ARTIST

OWNER OF DESIRED BEAUTY
IN NORTH HAVEN, CONNECTICUT, USA

Can you tell us a little about yourself Desiree?

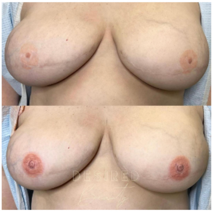


My name is Desiree Savo, owner of Desired Beauty in North Haven, Connecticut. My permanent makeup career began in 2015 after a year of watching the T.V. show Botched, learning about cosmetic tattooing. It was the first time I was able to see the before and after of an areola tattoo and I was amazed. I was currently working for Yale as a medical assistant, with previous experience working in the hair and makeup industry. It was then that I decided my passion was no longer those two industries individually, but rather together. I was first trained in eyebrow tattooing which is what I'm most recognized for in my area and what lead me to successfully open my own storefront.

But it was always the areola tattooing that was one of my main goals. Paramedical tattooing is where I get to combine my passion for both the beauty industry and the medical field. Being able to help a woman with the final step of their journey after going through chemo/radiation, and then surgery for life saving measures is one of the most fulfilling experiences I've had the pleasure of being a part of.

I am so proud of everything that I have created, hiring 3 employees offering a wide range of beauty services, teaching permanent makeup to my students, offering apprentice programs in my state which allow students to become licensed, and more. Beauty presents in many forms and I'm so thankful to be a part of such an amazing industry!

You can check out her portfolio on Instagram **@desiredbeautyy_** or **her facebook.**



Do you have a favorite pigment?

Li Aqua is a cult favorite - **Rich Brown** is (one) my favorites.

Do you have a favorite service?

Areola work is by far my favorite because it's not just tattooing areolas and nipples for me, it is the *entire* experience. Every single person's story is so unique that each areola client is a connection I will never forget.

The appointment almost always ends in happy tears as we complete the final step of their journey together!

What is your personal motto that you like to live by?

Community over competition! The only person you should be in competition with is yourself!

Do you have any encouraging words, tips or tricks for the artists that read this?

Consistency is key! It's the only way to success. Don't give up and practice, practice, practice. Education is the most important thing you can obtain! You're passionate about what you do, Success will follow!

Want to be NEXT months Artist Spotlight? Answer a few questions and you may see yourself in Issue #40 of the Girlz Ink Gazette. We pull our Artist Spotlights from this survey and our 2023 Pro Team. Click the button below to get started!

Become Our NEXT Artist Spotlight!

Tatter-a-fact
PODCAST
WITH TERYN DARLING
LIVE

Tatter-a-fact
PODCAST
WITH TERYN DARLING
#61 TERYN DARLING

New Tatter-a-fact® Episode!
Different Approaches Can Change Your Prospective
Episode #61 with Teryn Darling

🎙️ Join me as I dive deep and debunk common misconceptions about training products. We'll explore the real keys to becoming a stellar PMU artist — practice and passion. And remember, we're not doctors — discover why tattooing over anything raised isn't recommended. Get ready for a transformative episode that challenges the status quo in pursuit of excellence!

Next year may be my final year of training in person. If you've ever wanted to be trained by me, consider signing up now! 👇

🫶 Live in Maine or close to it? I'm being hosted next year by Kim Asbas in my home state! Email training@girlzink.com for more information.

👩‍🏫 I offer coaching as well! One-on-one sessions available in a 3-pack. Email training@girlzink.com for more information!

💋 Buy Pigment Seal on the Girlz Ink Store

These are topics we talk about:

Teryn’s LAST Year Of Training?!

Training Wheel Products Don’t Create Stellar PMU Artists…Practice & Passion Do!

Don’t Tattoo Over Anything Raised – We’re NOT Doctors!

Pigment Seal Is Liquid Gold!

🤩 Make sure to follow us! 🤩
💙 Teryn @tatgirlzink on Instagram & Threads
💜 Tatter-a-fact Podcast @tatterafactpodcast on Instagram & Threads
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VIEW FULL EPISODE

THE ART OF PERSEVERANCE:
WHEN IT'S OKAY TO FAIL
AND WHEN IT'S NOT!

The Art of Perseverance:
When It's Okay to Fail and When It's Not

Blog by: Ren Taylor

Failure is a word that often carries a negative connotation, but in the world of permanent makeup artistry, it can sometimes be a stepping stone to success. The biggest part of my journey is learning when it's okay to have a failure, and when it’s time to go back to the drawing board. Given the opportunity to write this blog post, I'd love to give some insight and tips to help you strive even faster!

When It's Okay to Fail:

1. Learning and Experimentation:
Early in your career, it's perfectly acceptable to experience setbacks as you experiment with all of these techniques and styles. You've never ever had a vibrating machine in your hand before! Oooh yes, I still remember that anxiety from years ago... Pendulum shading was the hardest thing I ever learned in my life. I couldn't for the life of me figure out... was I supposed to be making a new circle inside the last circle, or make another circle directly next?

Read the Full Blog

TATT TIP
GIRLZ INK
TRAINING ACADEMY

Finding Your PMU Pigment BFF: Where Trust and Color Unite!

For Permanent Makeup artists, the choice of pigment brand is a critical decision. It's akin to a painter selecting their finest colors or a chef choosing the freshest ingredients. However, finding that one brand that ticks all the boxes can be a journey of trial and error. It demands time, patience, and an unwavering commitment to quality. Teryn has mentioned in **Tatter-a-fact®** that it took her nearly six years of exploration to gain her trust in her favorite brand - Li Pigments. But why is this search so crucial and how does it ultimately pays off?

AQUA
Dark Toffee
AQUA
Dark Toffee

Quality Assurance and Safety Standards

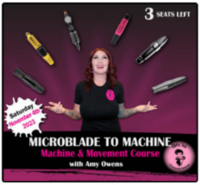
One of the paramount reasons PMU artists must find a pigment brand they trust lies in the assurance of quality and safety standards. Reputable brands, like Li Pigments, invest heavily in research, development, and rigorous testing to ensure their pigments meet the highest industry standards. This dedication means that artists can rely on consistent color retention, minimizing the risk of undesirable outcomes or allergic reactions for their clients. By putting trust in a proven brand, artists are safeguarding the well-being of their clientele and upholding their own professional integrity.

In PMU, the choice of pigment brand is a decision that profoundly impacts the quality and safety of your work. While the journey to finding the perfect brand may be time-consuming, it is an investment that undeniably pays off. The search for the right brand is not just a process – it's a testament to your commitment to artistic excellence.

Stay safe and happy tattooing!

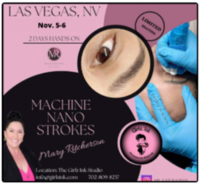
Buy Li Pigments!

UPCOMING HANDS ON CLASSES


3 SEATS LEFT
Saturday
November 4th
2023
MICROBLADE TO MACHINE
Machine & Movement Course
with Amy Owens

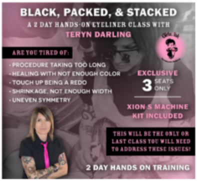
Microblade to Machine Conversion with Amy Owens

November 4


LAS VEGAS, NV
Nov. 5-6
2 DAYS HANDS ON
LIMITED SEATING
MACHINE
NANO
STROKES
Mary Ritcherson
Location: The Girlz Ink Studio
info@girlzink.com 702 809 8237

NanoLines with Mary Ritcherson

November 5-6


BLACK, PACKED, & STACKED
A 2 DAY HANDS-ON EYELINER CLASS WITH
TERYN DARLING
ARE YOU TIRED OF:
· PROCEDURE TAKING TOO LONG
· HEALING WITH NOT ENOUGH COLOR
· TOUCH UP BEING A REDO
· SHRINKAGE, NOT ENOUGH WIDTH
· UNEVEN SYMMETRY
EXCLUSIVE
3 SEATS ONLY
XION S MACHINE
KIT INCLUDED
THIS WILL BE THE ONLY OR
LAST CLASS YOU WILL NEED
TO ADDRESS THESE ISSUES!
2 DAY HANDS ON TRAINING

Eyeliner Workshop with Teryn Darling

December 1-2