

RHONDA VACANTI

Making Beauty Permanent

BY DIANE FEEN

PHOTOS BY MELISSA KORMAN

Rhonda Vacanti is a woman of conviction. She understands human nature and is always looking for ways to help others. As an optician she was well known as someone who took extra time to make sure clients got the right frames to insure that their natural assets would shine like a perfect diamond.

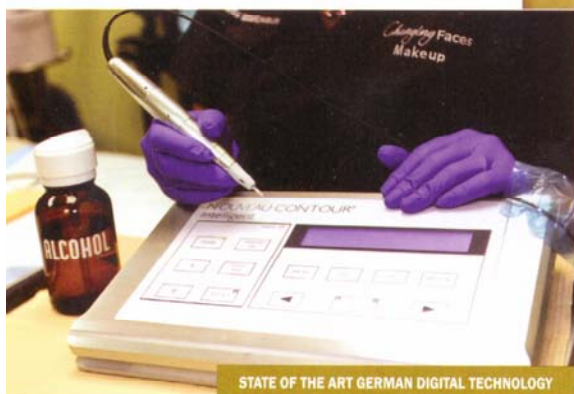
Her enthusiasm for life – and for perfection – gave her the nickname “Rockin’ Rhonda.” But it wasn’t long before Vacanti took a different path – one that enhances beauty with more of a definition than eyeglasses.

“As an optician in South Florida I was used to helping people look younger with certain glass frames and colors, especially the elderly. I was so comfortable helping people look good that I decided to become an aesthetician and do permanent make-up. Some people cannot put on their own make-up because their hands shake or they have vision problems, but everyone wants to look beautiful,” said the Florida native.

For anyone who hasn’t seen permanent make-up, it’s the answer to always being camera ready. Permanent eye-liner will make your eyes look larger and more defined, and you don’t have to constantly reapply make-up (that usually comes off in less than an hour).

“Permanent make-up is especially valuable for people who can’t wear traditional cos-

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metics due to allergies and skin sensitivities. It's also perfect for active people who want to look their best when doing sports such as swimming, hiking, biking, tennis, aerobics," said Vacanti, who also teaches beginner and advanced permanent cosmetics techniques to other make-up artists.

As most women know, lip liner and eye liner are forever disappearing. All it takes is a hot summer day or evening and face make-up seems to magically disappear or smudge downward. Even waterproof make-up has a way of doing its own thing. That is why more and more people are turning to professionals like Vacanti to help them solidify their natural assets. The most popular treatments are permanent eyeliner and Simulated hair strokes. As most people know adding a permanent liner on (and under) the eyes is the best way to make sure your eyes will look larger and more alluring.

But what some people don't know (both men and women) is that Simulated Hair Strokes can fill in (or perfect) the eyebrow area. Sometimes eyebrows become sparse from over tweezing or medical conditions. If that is the case, there's no reason to have to constantly worry that your eyebrows will come off.

"Do your penciled brows wear off during the day? Do you find it difficult to put them on without your glasses? Do your self-made eyebrow lines come out crooked or uneven? If so, we can fix that problem with permanent cosmetic eyebrows. We custom make a color that matches your brows perfectly so they look exactly like yours," said Vacanti, who has state-of-the-art equipment for permanent make-up that is hygienic and precise.

As a permanent make-up artist for the past 16 years Vacanti has performed over 10,000 permanent makeup procedures. She is Board Certified with the The American Academy of Micropigmentation® and licensed by the Palm Beach County Health Department. She was the recipient of the American Academy of Micropigmentation's Presidential Award of Excellence (in 2011) and gets referrals from top Plastic Surgeons, Dermatologists and Ophthalmologists in Palm Beach County. Vacanti also has a celebrity clientele and has been chosen by the pioneers in the industry to teach permanent make-up techniques to others in the industry.

If you listen to those around town who have experienced her work, you will see for yourself how permanent make-up can transform you. "Before permanent makeup I was vanilla. Thank you for making me



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beautiful. I love my eyeliner, lip liner and my new eyebrows! You are so professional and caring about helping people look their best," said Kimberly G. Connie B also relishes her newfound perfection. "I cannot live without my permanent eyeliner. You have continued to make my eyes look great for the past 10 years."

Changing Faces also has a full line of Anti-aging skin care products from Image Skin Care. These products help prevent and treat the signs of aging. "Our skincare line has highly effective anti-aging products that utilize AHA blends, nutripeptides, retinols, lightening agents and anti-oxidants to prevent and reverse the signs of aging. Skin that looks aged, photo-damaged, pigmented, dull or tired will be rejuvenated with these products," said Vacanti

Although we can't all have the lips of Angelina Jolie, it doesn't hurt to try. That is why

permanent lip liner and lipstick have become so popular at Changing Faces. "Is your inventory of \$20 lipsticks getting financially out of hand? Do you wish you had the natural coloring you had when you were younger? If so, Permanent Cosmetic Lip Liner is for you," said Vacanti.

It is her conviction and positive attitude that has propelled Vacanti from loss to treasures. As a young widow she raised two boys and became an expert optician and permanent make-up artist. It is this exuberance and drive that has made her so successful - and sought after - today. "It's never too late to change your life. Just move forward and do what you love in life. I love making women look and feel their most beautiful."

Changing Faces Makeup
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Come in for a free consultation