

Helping Women Feel Beautiful

By Paula Chinick

Lisa Bruce, a Claremont native, is one of those lucky individuals who has figured out how to help people and make a living in the process. Her kind, creative, and caring nature suits her chosen profession perfectly as well. Lisa specializes in permanent cosmetics and electrolysis, two services that can make all the difference to people who have lost their self-confidence because of hair-related issues, whether that means too much hair or too little. Lisa's experience enables her to create realistic eyebrows, eyeliner, and lip color. She became interested in permanent cosmetics following years of running her own electrolysis business. Since 1992, Lisa has specialized in cosmetic and paramedical enhancements known as permanent makeup, micropigmentation or cosmetic tattooing.



Lisa Bruce.



Before



After

"I love helping people," Lisa says. "One of my clients was an insecure, shy woman with multiple chin hairs. She could barely look you in the eye. After several electrolysis treatments, she told me she was dating four men because she was now comfortable with people due to her new self-confidence. She married one of them, and I attended their wedding."

"For [people] about to undergo chemo, I can tattoo eyebrows in the shape and color of their natural eyebrows before they lose their hair. For women who have lost one or both nipples from breast surgery, I can create the look of areolas and nipples. The type of tattooing that I specialize in can also be used to camouflage scars and birth defects. The work is very gratifying."

Lisa also helps clients who simply want to use less makeup. She is a certified permanent cosmetic professional, a licensed electrolysis professional, and a licensed permanent cosmetic technician with the Alameda County Environmental Health Department.

Lisa majored in art at San Francisco State and has been working toward a certificate as a botanical artist at Filoli in Woodside, California. She has always been interested in designs and patterns, and, as a child, would save elaborate European chocolate wrappers and hide them in her secret box. Today she collects patterned fabric, paper, and books on patterns for inspiration. "My father was a writer, my mother was a photographer, and my brothers, aunts and uncles painted," Lisa explains. "Growing up in a creative family, I naturally followed the same path."

Lisa has now done thousands of procedures, working on women who travel from around the country to see her. She invites readers to visit her website at www.lisabrucestudios.com for more information.

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