

Specialist in cosmetic tattoo and natural hairstroke eyebrows

Lisa Millington specialises in natural semi-permanent makeup. She provides unparalleled artistry in the realm of cosmetic tattooing, giving her clients exceptional results. Clients throughout Melbourne can take advantage of Lisa's talent and ability in her 3 locations across Melbourne. Aspendale Gardens - Caroline Springs - Pascoe Vale.

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LISAMILLINGTON
PERMANENT MAKE UP FOR YOU




Advanced Cosmetic Tattooist And Industry Recognised Accredited Trainer

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A close-up photograph of a person's skin, focusing on a tattooed eyebrow. The tattoo is a dark, well-defined line that follows the natural shape of the eyebrow. The skin is light-toned and shows some texture. The text is overlaid on the top left of the image.

Lisa Millington

Cosmetic Tattooing

Dedicated to the beauty industry

The beauty industry in Australia continues to grow over the years as both beauticians and their clients readily adopt the latest methods and techniques of the trade. Such trends are supported and influenced by a number of lifestyle changes, either directly or indirectly. For instance, social media is

extremely influential in the industry as people wish to look better than ever. One of the more advanced beautification techniques that has grown over the last couple of decades is cosmetic tattooing. Lisa Millington has been involved in the industry for more than 13 years and has witnessed all the chang-



AT A GLANCE

WHO: Lisa Millington
Cosmetic Tattooing

WHAT: A beauty studio offering services and training for cosmetic tattooing, also known as permanent makeup

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ter doing a beauty course and opening up a small studio at the back of a hair-dressing salon, Lisa decided to come up with a business plan by attending a small business course. Once she learnt more about cosmetic tattooing, she knew that she wanted to concentrate in that particular area. Even though it was not nearly as popular as it is today, Lisa realized the potential of cosmetic tattooing. She slowly but steadily accumulated experience both by working for herself and by working part-time in a prestigious institution.

Building a business through passion and hard work

es and evolutions of cosmetic tattooing firsthand.

Before she entered the beauty industry, Lisa was a secretary. However, she came to understand that she wanted to change her career and focus on working for herself instead. Af-

Though Lisa started with nothing, she had a very clear business plan and a strong passion for cosmetic tattooing as well as the beauty industry overall. Originally, her plan was to do five tattoos per week in order to cover her expenses and start building her business. As things progressed, how-



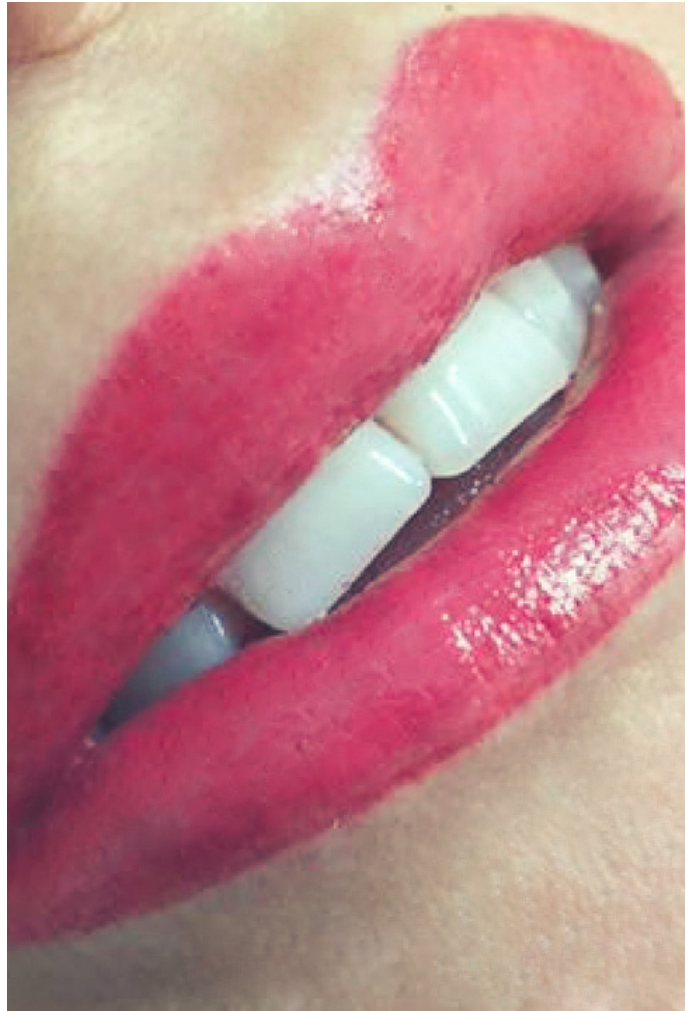


ever, she ended up doing five tattoos per day and evolving her studio much further than expected. Today, she focuses on providing training for anyone who wishes to enter the trade but lack the necessary skills or confidence to take on the world on their own. In addition to that, she does a lot of voluntary work around breast cancer patients as a way to give back to the community.

Four years ago, Lisa started training people for another individual in the same trade. Soon, however, she figured out that she enjoyed the process and was willing to open up her own training school. About a year ago, her efforts culminated into her very own training school which is operated in conjunction with the Lisa Millington Cosmetic Tattooing services. Lisa has travelled all over the world to meet up with trainers and cosmetic tattooists. This has allowed her to accumulate a breadth of knowledge which she shares with her students. Like she says, those who come to her for training spend a considerable sum so she has to make sure that they are receiving the best training possible. Lisa herself has invested almost \$20,000 in her own training, after all.



This ideal of providing the best possible service is key to Lisa's work. One of the key challenges she has faced over the years is making people's interpretations of what they want to achieve and what Lisa can provide them align. Providing a service which is as close as to what a person might expect is a



daunting task but it is a certain way to ensure that the client can walk out the doors feeling happy with the results. On the student side of things, it is often hard to impart the necessary knowledge upon the students within the relatively short training timeframe but Lisa is there to support them both during and after their training has been completed.

The growing industry of cosmetic tattooing

Growing her own business was originally very difficult but she never gave up. Even when she worked 13 or more hours every day, her passion for the industry and her strong feelings about cosmetic tattooing helped her go on. Lisa is a true believer of this thriving industry, particularly because she has seen how it has evolved during her time. When she first started out, about 10 percent of the population even knew what cosmetic tattooing was. Now, that figure is probably closer to 80 percent and she frequently encounters people who are enthusiastic about her work. Today, both men and women do cosmetic tattooing and reap its benefits.

“Cosmetic tattooing is a thriving business. It took over America 10 years ago and is actually taking over Australia now. It’s one of the highest paying jobs you will get in the beauty industry. It does take a lot of artistic work and even though you don’t need to be a beauty therapist, it’s advantageous.

There are a lot of new techniques that have come out in the last few years too. The results are much better too which is why a lot more people are interested in it”, Lisa advises to people who wish to enter the industry.



Lisa has evolved her business quite a lot in recent years. Moving into training has been a very rewarding experience and she wants to concentrate on being a mentor to the many individuals who seek out her expertise. Helping them go out into the market and feel more confident in their work is one of the main reasons why she loves training and any expansion plans in the future will certainly focus on that.

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