

SOLD

# Face appeal



Realtors try to look their very best,  
and for some, that includes  
having makeup made permanent

But talk to real estate agents and permanent cosmetologists and they all say the same thing: the procedure, also called cosmetic tattooing or micropigmentation, is becoming the new look for the top-selling 40-plus agent.

"I've been in this field for almost 13 years now and, within the past couple of years, I've noticed a lot of Realtors coming in," said Mary Anne Velardi, permanent makeup practitioner who runs Natural Look Permanent Makeup in West Orange. "I think it's because they are always on the run and they have to constantly look good and presentable at all times."