

Micro-Blading the *Natural* PERMANENT MAKEUP

Written by Claire Rogers

Photography provided by Kuy Plastic Surgery

Esthetician Rachel Massa of Kuy Plastic Surgery is passionate about providing effective care for clients.

“I love spending one-on-one time with my clients, customizing a plan that best fits their needs and offering honest recommendations from my personal experience,” says Massa, who has been in practice for 13 years.

Clients love Massa because she is caring, knowledgeable and easy to talk with. “At the end of the day, I feel proud to be helping clients achieve their goals the best way I know how.”

Client satisfaction and ongoing education regarding new procedures and products excites her. Massa specializes in laser treatments, skin care, permanent makeup and microblading.

Microblading is the newest technique of applying permanent makeup by inserting pigment into the upper layers of skin to achieve the desired fullness and shape of the eyebrows. The effects last from



Rachel Massa, Esthetician of Kuy Plastic Surgery

12 months to 36 months as the pigment fades. This manual method of implanting hair-like strokes creates a realistic looking brow rather than a solid block of color. Since the pigment sits superficially in the skin, the strokes are sharp, crisp and mimic the appearance of real hair.

“Microblading clients are surprised by how quick and painless the procedure is and how natural their brows appear upon completion,” Massa says. “They also love not having any real down time. Anyone, whether they have hair or not, who wants fuller, symmetrical, natural looking brows can benefit from micro-blading.”

In addition to her cosmetology certification, Massa is certified in the microblading technique after extensive training in Texas. Swiss Medi Spa has acquired a specialized microblading equipment, as Dr.



Before

Immediately After



Before

Immediately After

“At the end of the day, I feel proud to be helping clients achieve their goals!”

– Rachel Massa, Esthetician



Before

Immediately After

Daniel Kuy believes that the technique achieves the most natural results in terms of permanent makeup.

Dr. Kuy conducts a comprehensive analysis to show each patient the treatment that will be most helpful and look most natural. He supervises all spa treatments and personally handles all laser treatment to ensure it is aligned with Ohio Medical Board guidelines. Dr. Kuy is certified by the American Board of Plastic Surgery and American Board of Surgery and was named a Top Doctor of 2015 and 2016 by Cincinnati Magazine. His expertise and depth of knowledge sets Medi Spa apart from the competition.

“We are not a day spa. We offer consultation, in-depth evaluation and skin analysis – insight from a physician and esthetician team who map out a treatment goal and plan including follow-up,” Dr. Kuy

says. “What differentiates us from a spa is that we have a doctor overseeing all treatments. We document all steps of the treatment with before-and-after photographs to determine whether or not we are making progress, and if not, we adjust the treatment plan to ensure each client achieves the best possible outcome.” ❖

Kuy Plastic Surgery is located at 3825 Edwards Road, Suite 550, Cincinnati, OH 45209 and 2845 Chancellor Drive, Crestview Hills, KY. For more information, call 844.794.7763 (Cincinnati), 859.757.4858 (Kentucky) or visit www.drkuy.com.