

AS SEEN ON

this  
morning

Lorraine

sky news

VOGUE



## WELCOME TO THE HOME OF PERMANENT MAKEUP & MICROBLADING

Whatever your journey, if you've lost confidence in  
your appearance it's our mission to help you rebuild it  
through our transformative treatments

**KAREN BETTS**  
PROFESSIONAL

# MEET KAREN BETTS, OUR FOUNDER & THE UK'S LEADING PERMANENT MAKEUP ARTIST

I am delighted you are considering a treatment with us at Karen Betts Professional.  
My passion in life is empowering people to have confidence in their own skin.

Specialising in treatments for brows, eyes, lips and breasts, our treatments are as individual as each and every person. The moment a client looks in the mirror after an appointment is my greatest pleasure in life, watching their faces light up I know they feel like a different person. It's what motivates us to achieve the best result for every person who walks through our doors.

*Karen X*

## *Why choose Karen Betts Professional?*

As the UK's leading authority in permanent makeup and microblading, every artist at Karen Betts professional is trained to the highest standard in artistry, hygiene and, most importantly, the emotional journey our clients are often going through.

- ✓ 30 years experience
- ✓ Founder of HD Brows & Nouveau Beauty
- ✓ Innovator in Medical Permanent Makeup
- ✓ TV and press permanent makeup expert
- ✓ Multi award winning
- ✓ British Association of Beauty Therapy & Cosmetology



*"It is no exaggeration to say Karen Betts' microblading treatment has changed my life. It's liberating and massively confidence boosting. I will never draw my brows on again"*

BEAUTY JOURNALIST, ELLE

# REGAIN CONFIDENCE WITH NATURAL LOOKING TREATMENTS THAT STILL FEEL LIKE YOU

From ultra-realistic brows, to natural-looking enhancement and reshaping of the lips and eyes. Designed bespoke to suit your face shape, colouring and skin type, no two treatments are the same. **Speak to us about a personal consultation today.**



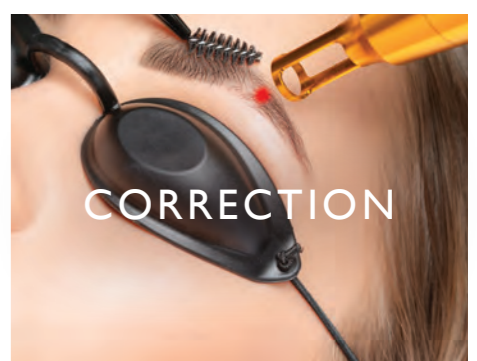
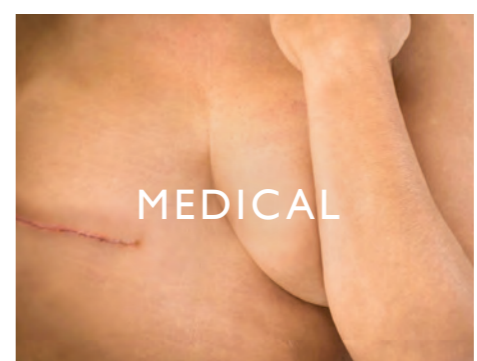
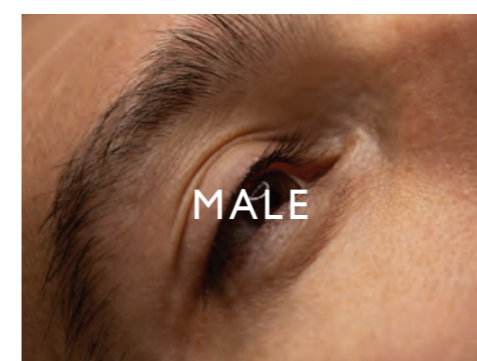
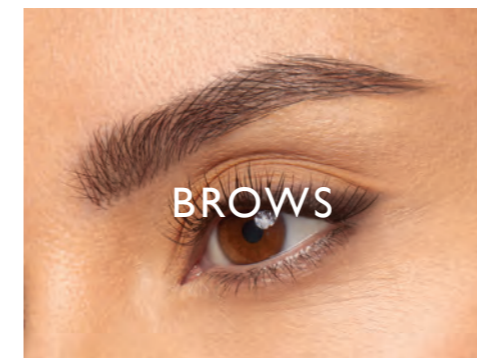
The **most trusted brand** for natural-looking beauty enhancements

Effortless and time-saving

**Rebuild confidence** after hair loss, scarring or medical conditions

Age rejuvenation that **works with your natural features**

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[CLICK ABOVE TO JUMP TO TREATMENT](#)

# BROWS REALLY CAN FRAME A FACE. LET US HELP YOU LOVE YOUR BROWS AGAIN.

At Karen Betts Professional we aren't led by trends, we create natural-looking, beautiful brows for anyone looking to enhance their face due to hair loss, lack of definition or simply the desire for a fuller, more shapely – often more symmetrical – set of brows.



CLIENTS SAM & KAREN AFTER TREATMENT

CLICK HERE TO SEE SAM & KAREN'S STORIES

Enjoy fuller, **natural-looking brows** after overplucking or thinning

Regain **realistic brows** after medical hair loss

**Create symmetry** or a brow shape you are happier with

**Save time & effort** penciling, waking to perfect brows every day

BOOK A FREE VIDEO CALL



See overleaf for in-depth examples of real clients

▶ BACK TO MAIN MENU

## Lighter Brows



For those with lighter hair or very fair skin, we always select a soft, natural pigment colour. It's essential that you still feel like yourself, with brows that enhance rather than overpower your features.

## Lighter Brows - Mature



For individuals with light, grey, or white hair, especially those who are more mature, it's essential to create brows that complement their natural features. A less structured shape with softer proportions tends to be the most flattering and balanced choice.



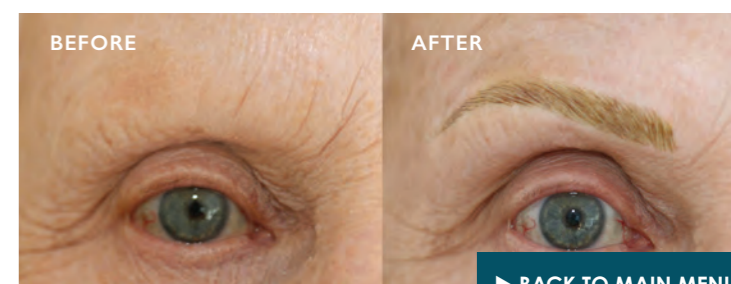


*"Confidence is the most beautiful thing you can possess"*

## *Lighter Brows - Hair loss*



Losing your hair can make the idea of having your brows tattooed feel intimidating. At Karen Betts we always start with a soft pigment and a more subtle, less structured design to closely resemble the appearance of natural hair.



## Medium Brows



Whether you're dark blonde, auburn, or brown, we have the perfect pigment colour to match your hair. Soft shading can be combined with hair strokes to achieve a bolder look, without using a colour that's too dark for your natural hair or skin tone

## Medium Brows - Mature



When you're more mature but have been accustomed to a bolder natural brow, choosing the right pigment colour is crucial. By building soft layers of colour, we can carefully control the intensity, ensuring that your brows enhance your look without feeling overpowering.





*"I feel fantastic. I absolutely love my eyebrows. The biggest thing it's given me is the confidence to get ready in the morning, to pop to the shop, to be ME again"*

CLIENT CARLY, BROW TREATMENT

CLICK HERE  
TO SEE CARLY'S  
JOURNEY

## Medium Brows - Hair loss



If you're accustomed to bolder brows, losing the definition they provided can be distressing. We use carefully selected pigments to recreate a natural yet defined look, mimicking the appearance of your brows before the hair loss occurred.



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## Dark Brows

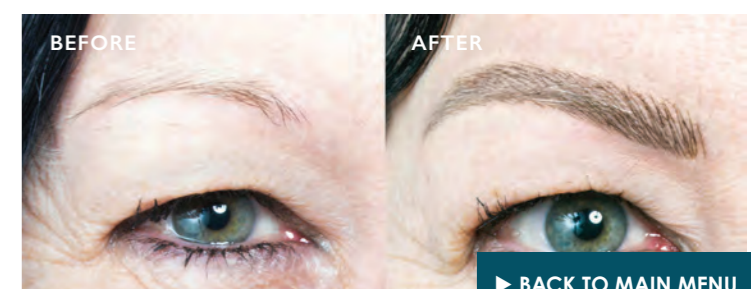


With darker hair, gaps and patches in your natural brows can often appear more noticeable. Our goal is to seamlessly match your natural hair, using hair strokes or soft shading to create the illusion of fuller, more balanced brows.

## Dark Brows - Mature



Using darker pigment tones on mature skin requires careful consideration. Both Karen and the elite team are highly skilled in the art of pigment mixology, ensuring that the right choice is made to complement and enhance your features without overpowering them.

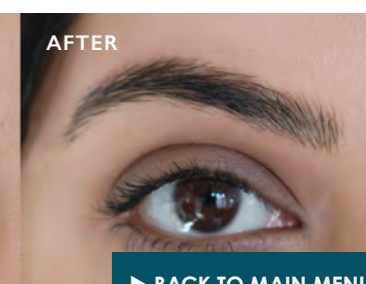
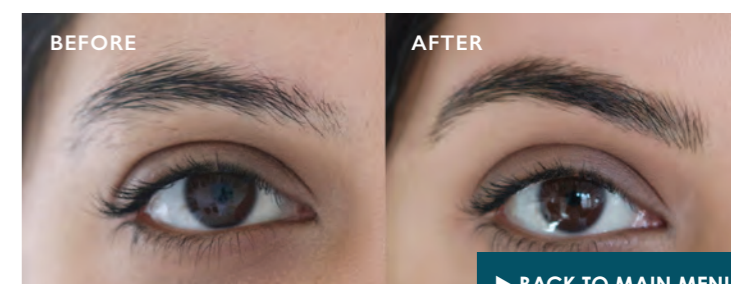
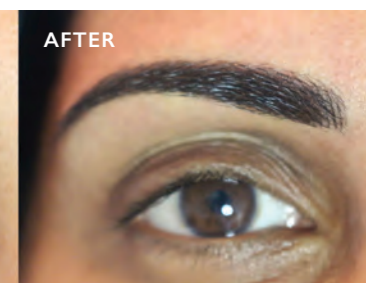
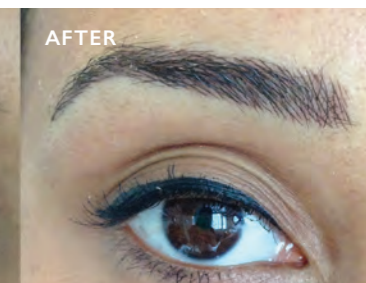
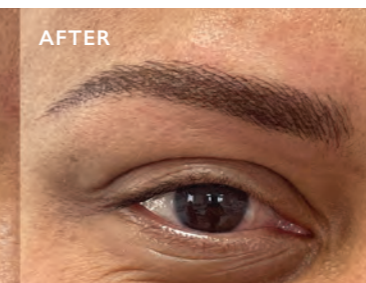
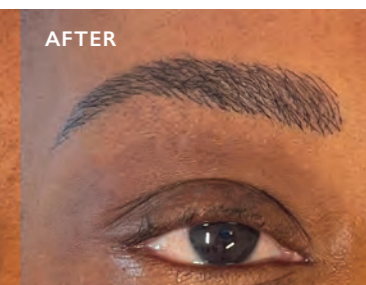
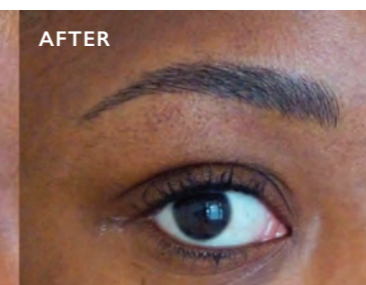




## Melanin-Rich Skin Tones



Selecting the right pigment for melanin-rich skin tones requires careful consideration and advanced expertise. As the UK's leading experts in colour theory, we can make the best choice tailored to your individual needs, and by combining hair strokes with soft shading we create the most natural and flattering brow designs.



*"A strong understanding of colour theory is crucial when working with melanin-rich skin. The higher melanin content can significantly alter the appearance of pigments, so it's vital to select the right shade from the start."*

VIKKI, ELITE ARTIST

# IF YOU'VE LOST COLOUR, DEFINITION OR VOLUME, SMILE AGAIN WITH A LIP TREATMENT

Although it's called permanent 'makeup', we create natural-looking, beautiful lip enhancements for anyone looking to define or rebuild lost colour and shape in their lips. Whether your considering a treatment to boost your confidence, or replace something you've lost, the Karen Betts team are here for you.



Create enhanced, fuller lips – **without resorting to fillers**

**Define** faded contours of lips

**Rejuvenate** lost colour and pigmentation

**Save time and effort** when you can ditch the lip pencil!

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See overleaf for in-depth examples of real clients

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## Barely There



## Mature



## Lip Blush



## Cleft Lip Rebuild



## Full Colour



## Medical

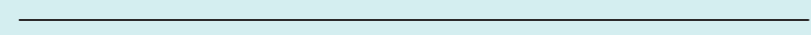


# MAKE PERFECTLY ENHANCED EYES SHOWER-PROOF, SWIM-PROOF AND EFFORT-PROOF... IN ONE SIMPLE TREATMENT

Whether you suffer from hair loss, struggle to create symmetry – or simply want to save time – an eye treatment could be for you. Our eye treatments range from natural-looking definition of the lash line to beautiful replication of makeup that’s perfect and effortless for you every day.



From **subtle lash definition to flicks** or shading



Create the illusion of **thicker**, darker lashes

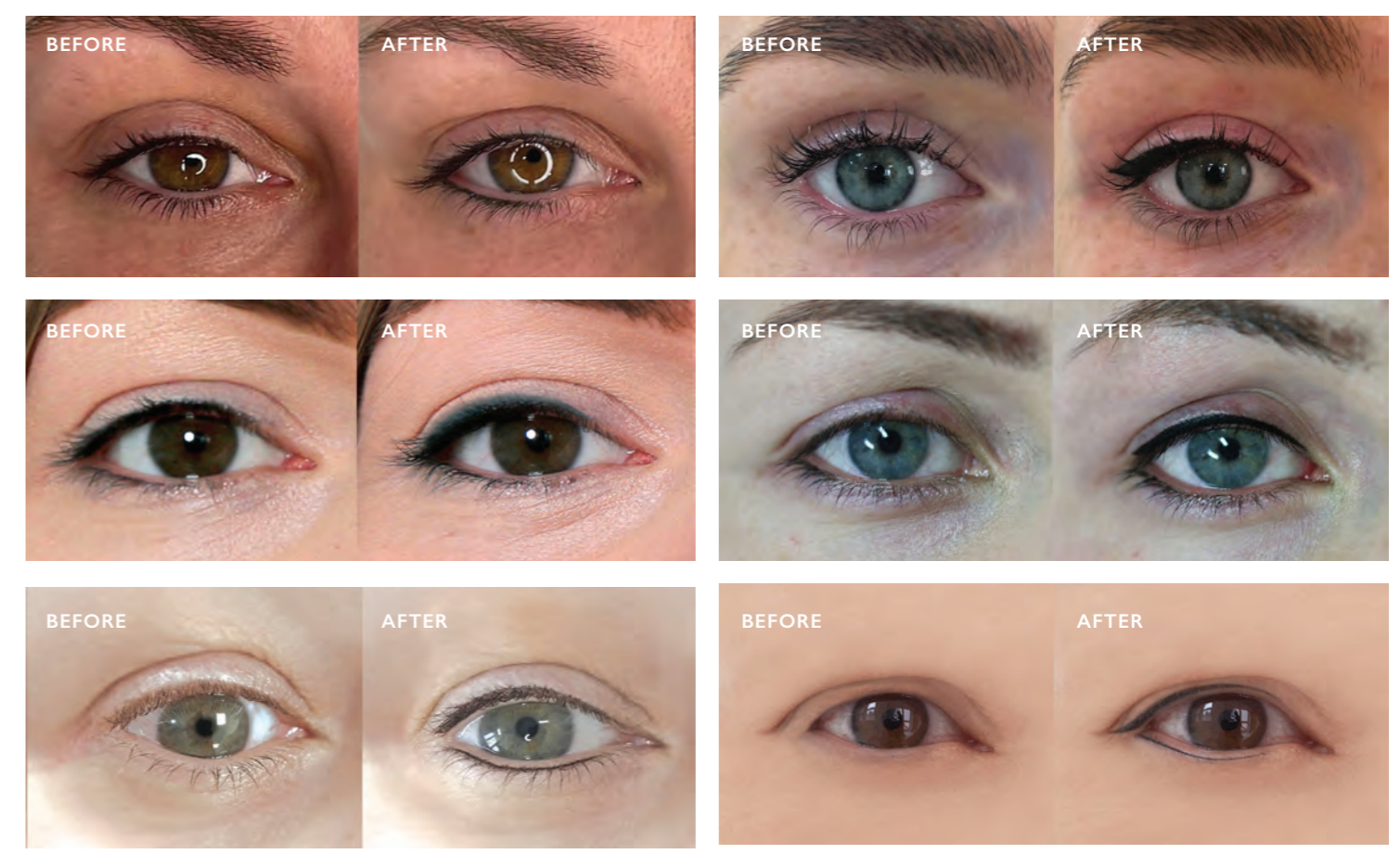


**Effortless** and smudge-proof every day



Take the ease out of makeup application and **creating symmetry**

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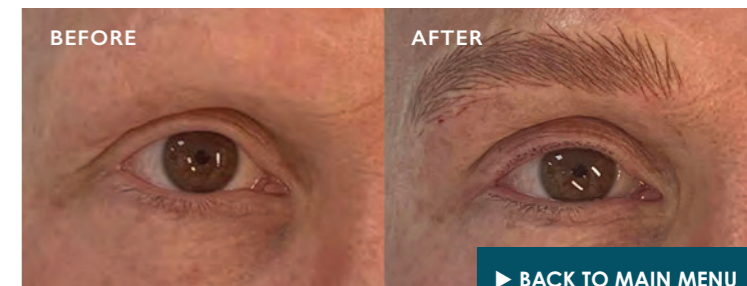
*"Eye treatments aren't as intimidating as they might seem! Our clients are always pleasantly surprised by how quick and painless the process is—and the results are amazing! Our advice? Go for it!"*

VIKKI, ELITE ARTIST

## Eye Treatments



Whether you're going for a subtle lash enhancement or more defined looks like shading, lining, or flicks, an eye treatment can enhance your natural eye shape and save you lots of time each morning! It's perfect if you're worried about makeup smudging or running at the gym, pool, or just throughout the day!



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# CONFIDENCE GUARANTEED WITH THE TRANSFORMATIVE ART OF MICROPIGMENTATION

We pride ourselves on our high-realism, natural-looking treatments for everyone, and micropigmentation can be a wonderful solution for both hair loss and camouflage. Our elite team are the leading specialists in this incredible, transformative art for our male clients.

Experts in **highly realistic** hair stroke and follicle pigmentation

Enjoy fuller, **natural-looking brows** after hair loss, scarring or thinning

Replicate the appearance of hair follicles for **denser-looking hairlines**

**Camouflage** facial scars or burns seamlessly with your skin tone

[BOOK A FREE VIDEO CALL](#)



[Click to view more online, or see more brows on the next page](#)

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CLICK HERE TO SEE MARK'S JOURNEY

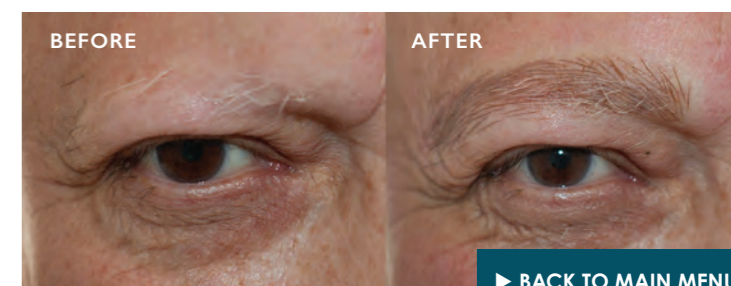
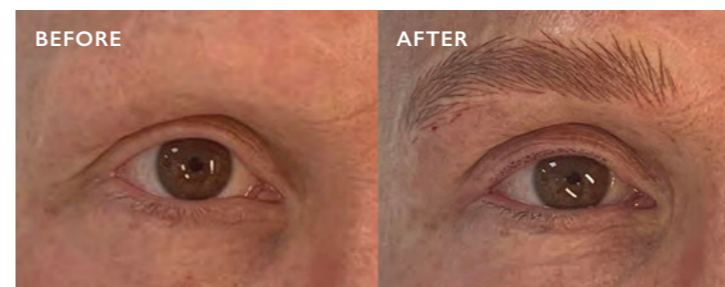
*"I think most men think this is for women - that's not the case. Going from nothing to having eyebrows is such a surprise, I'd never look back. It's given me more confidence and I'd highly recommend it to anyone"*

CLIENT MARK, BROW TREATMENT

## Male brows



From adding a few hair strokes to a complete re-creation of full brows after hair loss, we adapt each process according to your personal needs. The proportions and hair stroke pattern are usually a lot more un-groomed in a natural male brow, and so specialist methods need to be used to implant the pigment so that the brows look naturally full and not too overpowering – a delicate balance to achieve!



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## OUR ULTRA-REALISTIC TREATMENTS CAN BE A STEP IN HEALING & REGAINING LOST CONFIDENCE

Across the whole team, our medical work is extremely close to our hearts. As the UK's leading authority in medical tattooing and micropigmentation, Karen is a trailblazer in this artistic medical field, with many incredible case studies of awe-inspiring transformations.



KAREN, VIKKI, SHARON &amp; ANGIE

Experts in **highly-realistic** aesthetic treatments

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30 years experience of the **intricacies of healed and healing skin**

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**Close relationships** with medical professionals and surgeons

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**Transformative treatments** & industry leading results

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See overleaf for in-depth examples of real clients

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*"Unplanned chemotherapy had robbed me of my hair, lashes, brows and inner confidence. Karen gave me that back. Her empathy combined with her amazing techniques, ability and kindness make the process enjoyable. There's not a day that goes by that I don't look at my brows and smile, at the reminder of my cancer journey and the future I will enjoy."*

CLIENT DIANE

## 3D Areola's and Scars



Medical tattooing is an advanced form of permanent makeup designed to enhance the appearance of various conditions that cause loss of skin pigmentation. The aim is to restore what has been lost through the skilled artistry of tattooing, helping to recreate a more natural look.

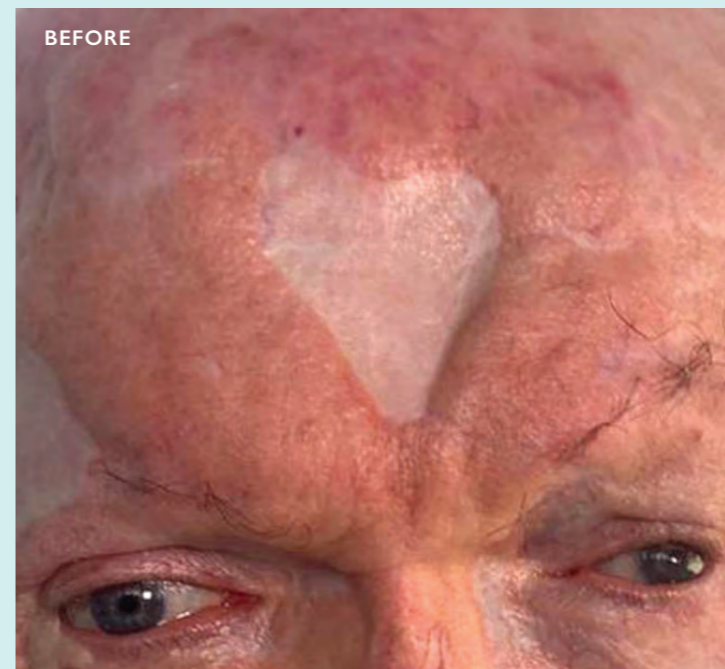




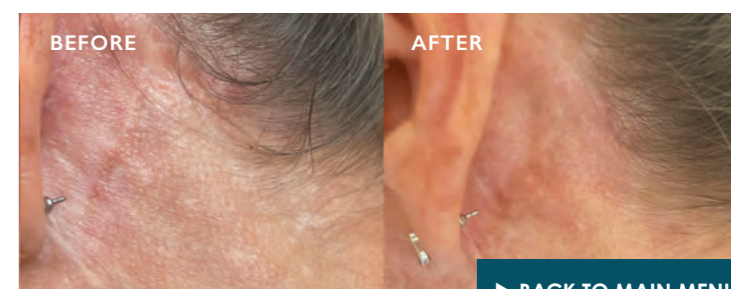
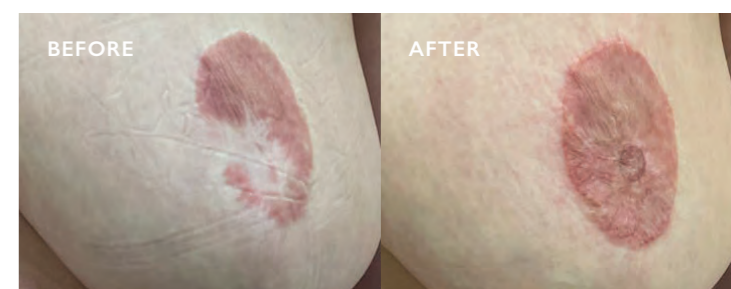
*"While scar camouflage won't completely erase scars, it can make a huge difference in how they look, giving you a more natural, seamless appearance. It's a great option for anyone wanting to feel more confident about their skin after dealing with scarring."*

KAREN BETTS

## Scar Camouflage



Scar camouflage is an advanced technique within medical tattooing that helps reduce the visibility of scars by blending them with the surrounding skin. This process involves carefully matching the pigment to the skin tone, making the scar appear less noticeable.





*"I've been a paramedical tattoo technician for 30 years, and the difference I've been able to make in people's lives has had a huge impact on me too. Helping people heal after medical conditions has taught me that confidence and pride aren't just about how we look—they're key to feeling good mentally and physically. I've seen firsthand how embracing life with a strong, positive spirit makes all the difference"*

KAREN BETTS

## Burns Camouflage



Burns camouflage is a great option for anyone with burn scars who wants to make them less noticeable. Using special pigments that are matched to your skin tone, this treatment blends the scar with the rest of your skin, making the discoloration from burns look much smoother and more natural.

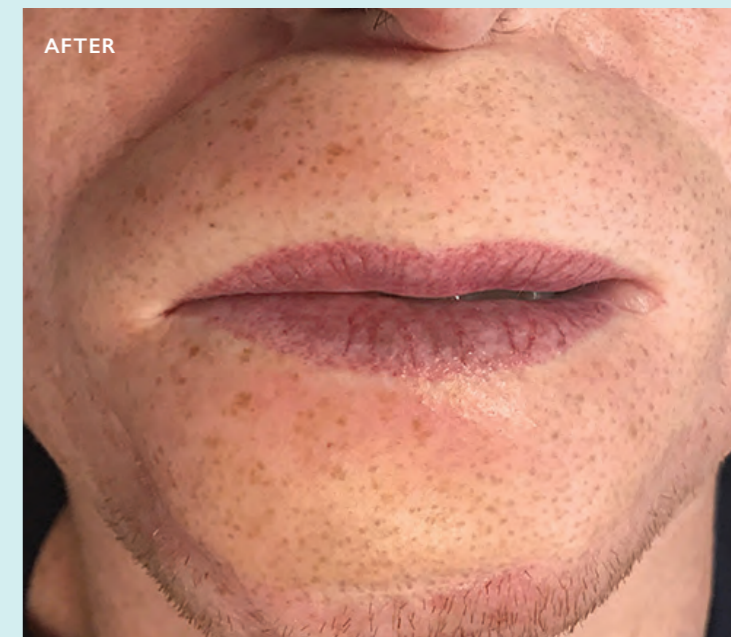
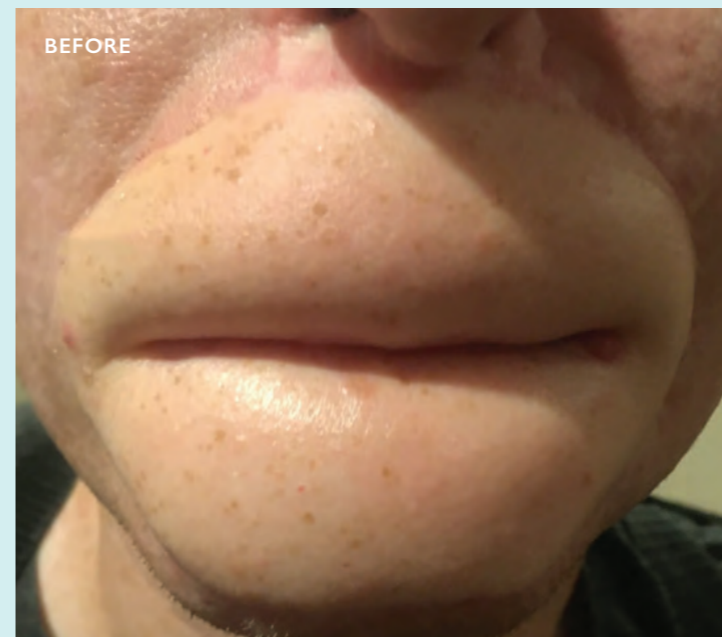




*"Alex continues to inspire me every day. If anyone ever has the chance to have a conversation with this remarkable man, he will most likely tell you that he doesn't miss his old self one bit. He is unique and absolutely loves his life right now. He believes his life is the most amazing it's ever been and feels very lucky indeed. I think that is the most uplifting attitude to have and it makes me even more determined to help him - and anyone like him in the future - in any way I can."*

**KAREN BETTS**

## Alex Lewis



On November 17th, 2013, at the age of 33, Alex Lewis was rushed to an intensive care unit in London, his chance of survival was less than 3%. What he initially thought was a common cold was actually Strep A, which had progressed to toxic shock syndrome, septicemia and necrotising fasciitis. Heartbreakingly as a result, Alex endured a quadruple amputation followed by facial reconstruction and skin grafts over the course of a 12 month period. His life was changed forever.

Alex's plastic surgeon explained that the psychology related to facial disfigurement can be very different from that of losing a limb. During his initial consultation with Karen, Alex shared he was aware of how uncomfortable other people felt when seeing his facial disfigurement for the first time. Above everything else, this was the most difficult thing for Alex to cope with. When he told Karen his own son was afraid to kiss him, she knew she had to help in any way she could.

Camouflage and reconstruction with Karen was the final piece of the jigsaw puzzle. Alex had been through so much up to this point, and it was now up to her to finish the amazing work his facial surgeon had so brilliantly produced. Driven by Alex's own bravery, with

no fears or doubts herself, Karen set about planning one of her most complex treatment plans to date.

- Creating the illusion of lips from nothing
- Camouflaging the white areas of the skin graft to match Alex's natural facial skin tones
- Disguise the scars on Alex's nose and cheek areas

Over the next 12 months Karen worked tirelessly. Because the new skin had been harvested from Alex's shoulder, which is much thicker than the skin on the face, she had to start thinking differently. But it worked! After 10 sessions building the work progressively, Alex's face was truly transformed. And yes, his son was no longer afraid to kiss him.

*No one treatment plan is the same, especially when it comes to the intricacies of paramedical work*

Karen's paramedical tattooing experiences span working with burn survivors, breast cancer survivors, those born with a cleft lip, and other scars resulting from surgeries and medical conditions.

## ARE YOU, OR SOMEONE YOU KNOW, LOOKING TO HIT 'RESET' ON YOUR BROWS?

If you are unhappy with a permanent makeup treatment or tattoo for whatever reason, let Karen Betts Professional 'RESET' your look with our advanced removal service. From unexpected results to pigment changes, or perhaps you've changed your own hair colour and want to start afresh – we can help!



Advanced tattoo removal **suitable for all skin types** & previous work

**Fast and gentle** on the skin

**Completely safe and precise** with our highly trained technicians

Special package available to **RESET & RENEW**

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*Ready to book?*

Click the link [here](#), or call our friendly  
Customer Services team on 01977 526085

**KAREN BETTS**  
PROFESSIONAL