

Rosy Cheeks That Last All Your Life



Permanent Complexions Tattooed with an Electric Needle and the New Fad of Stencilled Arms and Shoulders

How the Electric Needle Is Used to Tattoo Permanent Pink Cheeks.

THE London representative of the Electrical Experimenter gives the interesting details of a new method of beautifying by electricity. By an electric tattooing machine vari-colored pigments are pricked into the skin and, behold! you have pink cheeks which will not rub off, nor wash out, nor fade.

And what is being done in London is also being done in New York City by a man who specializes on the artistic use of the electric tattooing needle. Laying aside his electric instrument and asking his patient in the chair to rest for a few moments the specialist said:

"There is nothing new in the news from London. I am doing this permanent complexion work every day here in New York. It is a frivolous sort of thing, but customers demand it. The more serious work of covering up facial blemishes, blotting out scars, tattooing proper color on bald spots and imprinting imitation eyebrows—this line of work is more important and worth while. But the silly vanity of mankind must also be gratified, and so we make rosy cheeks and ruby lips when they are demanded."

"But doesn't it hurt, and isn't there danger of blood poisoning?" the expert was asked.

"Not at all," was the positive reply, "when the operation is performed, as it always should be, by an expert. You feel no pain—only a queer prickly sensation such as you experience when your foot's asleep, and this quickly passes away. Careful sterilization of the needle and the use of pigments especially selected for their non-poisonous qualities prevents any possibility of serious irritation of the skin or blood poisoning. In all my thirty years of experience I have never known a case in which tattooing, properly done, was followed by any troublesome after effects."

Formerly, as the expert explained, tattooing was a long, difficult and often very painful operation. But all this has been changed by the invention of the electric needle and the discovery of more suitable pigments.

"This wonderful little device," said he, holding up the needle with which a few minutes before he had been producing a pair of rosy lips on the face of his middle-aged woman patient, "has revolutionized the tattooer's art. When the pricking had to be done by hand it was impossible to insure just the right degree of penetration of the skin. Either the needle was pushed in too far, causing pain and perhaps danger of blood poisoning, or it was not pushed far enough to insure the permanence of the coloring matter.

"But this electric needle can be regulated with hair-breadth delicacy so that it will go just so far into the skin and no farther. The degree of penetration necessary varies with the character of the skin that is being treated. The fresh, delicate skin of a schoolgirl, for example, does not have to be pricked so deeply as the thicker, tougher skin of an older woman.

"The saving of time is another great advantage. This new needle, operated by electricity, punctures the skin at the tremendous rate of 5,000 times a minute, and



Photograph Showing How the Stencil Artist Decorates Women for the Ball.

each puncture is, as I have already explained, of just the proper depth. With its aid the production of a pair of rosy cheeks is a matter of only an hour's time—a half hour for each cheek—whereas formerly it would have involved spending several days in the operator's hands.

"What colors are within reach of the woman who wants a new complexion or a more youthful pair of lips?" the tattooing expert was asked.

"All the hues of the rainbow," he replied, with enthusiasm. "In the old days of tattooing by hand only two colors were available—a harsh, glaring red and an equally unpleasant blue. But now we have at our disposal nine different colors, all harmless to human flesh and all fine enough to grace an artist's palette. By blending these nine primary shades we are able to produce every hue known to mortal eye."

After the expert had put the finishing touches to his patient's rosy lips and sent her away delighted—looking, as she said, "ten years younger"—he explained in detail just how the electric tattooing needle is used to enhance or restore women's appearance of youth and beauty.

The first step in any operation of this kind, whether it be the simulation of a pair of rosy cheeks, the duplication of an eyebrow or the masking of a bald spot or some ugly facial blemish is the choice of the colors to be used to produce the desired effect. This is of the utmost importance, for the finest bit of wrong shading will spoil all the most painstaking work with the needle. Each color employed must be in perfect harmony with a woman's natural coloring, and they must all blend so well with one another and with the colors around them that the point where the tattooing needle stops and the

unusual," said this authority, "I often use as many as a score of different shades of red. Only by combining all these with the greatest skill can I succeed in rivalling the marvellous rosy tints which Nature herself imparts to the skin."

Days and weeks are often spent in deciding what colors to use and in getting them properly mixed. The actual application of them to the skin is the smallest part of the task. When at last the color scheme has been worked out the colors, which are about the consistency of water colors, are arranged on a palette such as artists use.

The patient is placed in an operating chair or on a table, according to what portion of the body is to undergo treatment. The area of skin to which the needle is to be applied is thoroughly sponged with a mild antiseptic solution. Then with a pencil the operator carefully outlines the spot whose appearance is to be changed by forcing new pigments into the skin.

Photograph of Mrs. Herbert Julian Carnduff, Wife of Lieutenant Carnduff, Royal Navy, and Only Sons of the Late Honorable Sir Herbert and Lady Carnduff. Mrs. Carnduff is Not on the Stage or a Public Character, But She Wore a Butterfly Painted on Her Arm as Shown in the Above Photograph by Elwin Neame.

natural skin begins will be visible only to the eyes of an expert.

"In producing a pair of rosy cheeks for a woman whose natural coloring is at all unusual," said this authority, "I often use as many as a score of different shades of red. Only by combining all these with the greatest skill can I succeed in rivalling the marvellous rosy tints which Nature herself imparts to the skin."

Days and weeks are often spent in deciding what colors to use and in getting them properly mixed. The actual application of them to the skin is the smallest part of the task. When at last the color scheme has been worked out the colors, which are about the consistency of water colors, are arranged on a palette such as artists use.

The patient is placed in an operating chair or on a table, according to what portion of the body is to undergo treatment. The area of skin to which the needle is to be applied is thoroughly sponged with a mild antiseptic solution. Then with a pencil the operator carefully outlines the spot whose appearance is to be changed by forcing new pigments into the skin.



Photograph by Malcom Arbuthnot of Miss Peggy Greenough Exactly as She Appeared at the Recent Victory Ball in London with a Black Cat Stencilled on Her Shoulder Blade.

Now all is ready for the application of the colors. These are put on with little camel's hair brushes. In producing rosy cheeks, of course, the most brilliant colors go in the centre. And in this case the colors soften by the most delicate gradations as they approach the outer edges so that the point where the untreated skin begins will be hardly perceptible.

The needle is carefully sterilized and the electric current that operates it turned on. With lightning-like rapidity its sharp point is driven into the skin the exact distance which the operator by previous experiment has found to be necessary. With each puncture the needle point carries

some of the coloring matter beneath the surface of the skin, where it will remain forever, giving the flesh an entirely new aspect, unless a second operation is some time undergone for its removal.

"What things are most in demand by the women who seek your services?" this New York expert with the tattooing needle was asked.

"Rosy cheeks," he replied without an instant's hesitation. "There seems to be nothing modern women covet more than those indescribable peaches-and-cream tints which we associate with healthy, vigorous youth."

"American women are extremely intelligent and they are quick to see how far superior the bloom produced by the skillful use of the tattooing needle is to that produced by rouge. Not one woman in a thousand knows how to apply rouge so as to produce an artistic and life-like effect. And even if she does she faces the necessity of going through the task at least once every day unless she wishes to endure the embarrassment of looking like a ghost."

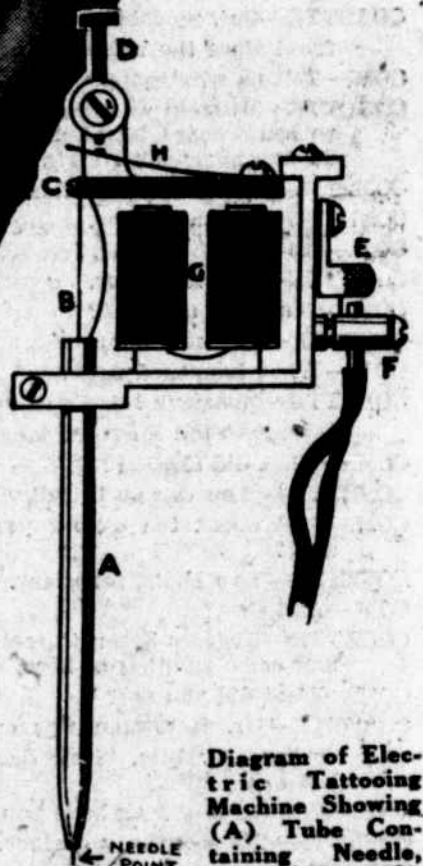


Diagram of Electric Tattooing Machine Showing (A) Tube Containing Needle, (B) Needle, (C) Vibrator, (D) Adjustment Screw, (E) Switch, (F) Binding Posts, (G) Magnets, (H) Spring with Platinum Connecting Points.

which it rivals the skin's natural tints it is far to be preferred to rouge.

"It used to be thought that the marks left by tattooing were indelible, but this is no longer the case. Science has discovered a number of ways of removing them without serious pain or inconvenience. If a woman has the time and inclination she may keep on experimenting with new cheeks and lips, having one shade after another tattooed on her face until she gets a pair to her liking."

Quite separate and distinct from the production of rosy cheeks and ruby lips by tattooing is the present fad of London women for painting fanciful designs on their flesh. The extreme décolletage of the present gowns appears to have suggested a fine background for decoration, and the mails are bringing over from England photographs of smart London society women who are appearing at balls and the opera with birds, insects and animals painted on their arms, shoulders and backs. These pictures are not tattooed—they are painted, and can be washed off.

If this new fashion were confined to women of the stage it would attract little attention, but women in private life appear to be taking it up. One of the interesting photographs printed on this page shows no less a person than the daughter-in-law of the late Sir Herbert and Lady Carnduff, who is the wife of an officer in the royal navy and who is not in the professional world, adorned in this way.

In a light opera that was very popular twenty years or so ago there was a song which contained this line:

"You can beat a tattoo, but you can't beat a tattooed man."

If half that is said in favor of the newly discovered use for the tattooing needle is true, we shall soon be able to say that for an appearance of youth and beauty which will last as long as she lives you can't beat a tattooed woman!