

On June 19th 2016, the third PERMANENT INTERNATIONAL 2016 closed its doors in Berlin, Germany's capital city. We look back on a successful and effective PERMANENT INTERNATIONAL Congress. The congress was colorful, lively and introduced to the audience latest trends within the Permanent Make-Up industry as well as revolutionary new working techniques and treatments.

The Congress gathered 300 participants from 31 countries and 17 speakers from 10 countries and was sold out very quickly.

The first day's Conference was dedicated to presentation of scientific lectures and practical key studies with innovative topics as for example:

Gum pigmentation: "Innovative technique for recovering natural oral pigmentation" by **Dr. Claire Katto (UAE), Sandra Rocha and Gisele de Paulo (Brazil)**.

Miriam Keisar & Avital Keisar from Israel presented their lecture "The secret of Langers' Lines in PMU" on the PERMANENT INTERNATIONAL Stage.

Ina Bennoun (Israel) introduced in her lecture "Paramedical Procedures - New concepts and protocols" a brilliant case study on transgender patients. **Dr. Hanieh Erdmann (UAE)** with the topic, "Pro and contra of eyebrow pigmentation and hair transplant" highlighted the cooperation possibilities between permanent Make-Up artists and dermatologists.

These and more lectures have been important milestones for the international elite of the PMU industry.

More specific and practical subjects of the Congress were innovative master classes including: NanoBrows - Nanotechnology Applied for realistic eyebrows by **Alan Spadone (Brazil) and Elena Nikora (Russia)**, HDFL high definition Full Lips by **James Olaya (Brazil)**, Combined Microblading techniques - **David Brow (Thailand)**, Scalp Pigmentation - combined techniques & technology - **Toni Belfatto (Italy)** as well as Realistic Eyebrows - combining strokes and shadows by **Ennio Orsini (Italy)**.

International Speakers 2016:

Alan Spadone (Brazil), Dawn Forshaw (Great Britain), Ina Bennoun (Israel), Elena Nikora (Russia), Sandra Rocha and Gisele de Paulo (Brazil), Anna Savina (Russia), Toni Belfatto and Ennio Orsini (Italy), Dr. Hanieh Erdmann (UAE), Dr. Claire Katto (UAE), James Olaya (Brazil), Joern Kluge (Germany), David Brow (Thailand), Maud Ravier (France), Miriam & Avital Keisar (Israel);

The attendees of the PERMANENT INTERNATIONAL Congress were accompanied by our charming moderators **Sara Lopez** from Spain and **Claudio Inove** from Brazil / UAE.

The exclusive gala event at the famous Rooftop Weekend Club included special highlights like Singer-Songwriter Ricarda, a musical background by Baumeister & Kuip accompanied by the performance by the SIXXPAXX dancers. These program points formed an extraordinary evening. While enjoying finger food and drinks, all attendees and speakers could exchange impressions network & dance over the roofs of Berlin's city Center.

Organizer of the PERMANENT INTERNATIONAL is the company MT.DERM with support of Sponsor Companies: **Swiss Color SC, Finishing Touches, IONTO COMED, Ripar Cosmetici, MS Gaube Kosmetik** as well as **PERMANENT Make-Up MAGAZINE, Higimask, PERMANENT MAGAZIN, PMU World, PIGMENT Magazine** and **amiea**;

MT.DERM is the market leader for beauty treatment equipment in the area of insertion of substances into the skin. Thanks to the expertise of our scientific team, including medical doctors, engineers, chemists and biochemists we have become the market leader in the field of transdermal delivery of substances into the skin.

We are glad to review an extraordinary congress. A special honor appertain to our Sponsoring Partners and our international Speakers.

We are looking forward to the next PERMANENT INTERNATIONAL 2018!

For Sponsoring- or requests for collaboration or participation in 2018, please contact us:

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