

Dermagrafix Aesthetic Center

Crafting Classic Beauty With a Modern Approach



Once upon a time in America before the paparazzi flooded us with celebrity photos, the internet made fame an easily grasped phenomenon and cultural icons morphed the ideal female form into an unreachable standard, what society regarded as beauty was a carefully crafted study of aesthetic perfection. For Valerie Weber, owner of Dermagrafix Aesthetic Center, the pursuit of that ideal serves as her professional passion.

And for anyone wondering about Weber's ability to craft beauty, they needn't look any further than her business or her credentials. Located at 123 South Main St. in Doylestown, Dermagrafix specializes in two areas: skin care and permanent cosmetics. "We look at skin care as ongoing process," she explains. "We tailor all our treatments to every one of our clients' individual needs." Weber is a member of the Society of Permanent Cosmetic Professionals and certified as a Permanent Cosmetic Professional as well.

And beyond simple attention and diligence, Weber also finds success. "A lot of our clients say they've tried everything, but the only thing they haven't tried is what actually works," she says. "We can address their issues and get results."

But for those dealing with circumstances even further beyond their control, Weber offers a solution as well. From cancer survivors to those suffering from alopecia, from those with poor vision to perhaps clients whose old beauty habits left them a little worse for wear, permanent cosmetic applications provide a beneficial alternative.

"It's usually the eyebrows, eye liner and lip liner," Weber explains. "But it's not just for those with a necessity either. A lot of our clients are younger, and they look at it as a convenience."



In addition to Weber's professional services, she also seeks to educate as well. Featuring an intensive 100-hour program in permanent cosmetic application, Weber's students benefit from both her experience and knowledge, as well as an in-clinic apprenticeship program. Students are afforded the opportunity to hone their skills on practice mediums and live patients near the end of their training. **54**

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