

# Business Connection

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## Business Spotlight

### **“Some say brows are meant to be sisters, I say they can look like twins”**

**B**renda Mondragon of Permanent MB has always found beautifying things very mesmerizing. “I used to beg my cousin to let me braid her hair or even cut my doll’s hair until I liked the style. Most of the time that led to bald barbies, hence my mom never bought me a barbie again,” said Mondragon.

After dabbling in a variety of jobs and schooling that she was not passionate about, she decided to pursue her dream of opening her own studio. She graduated from the Paul Mitchell School of Cosmetology in 2010 and began her career in the beauty industry doing hair and makeup. “It has been THE BEST decision I have ever made, for it has led me to finally do something that I truly love and enjoy.”

“Permanent MB is my baby, my very first official business and I have been running it since August of 2019,” she said. Mondragon specializes in eyebrow shaping services utilizing three of the most popular techniques for semi-permanent make up: microblading, ombre/powdered brows and combo brows which is a combination of microblading and ombre. She also offers top and bottom eyeliner and the freshest lip trend, lip blush, that can color correct lip pigmentation and/or enhance the blushed tones of your lips.

Microblading is definitely the most popular technique now a days that everyone wants to get done due to it being said to be semi-permanent and giving the eyebrow a “realistic”



Permanent MB offers free 30-minute consultations where Brenda Mondragon educates her clients about what she does and shows them the potential of a nicely shaped eyebrow.

look by creating hair-like strokes on the skin to deposit pigment. “However, as I continue to educate my clients about it, most of them opt for a less invasive procedure like an ombre/powdered brow where I limit the amount of microblading done on the eyebrow to create more depth and dimension giving you a more realistic, clean finished look,” said Mondragon.

Permanent MB offers free 30-minute consultations where Mondragon educates her clients about what she does and shows them the potential of a nicely shaped eyebrow. Mention this article for 10% off any first service. Permanent MB is located at 205 Main Street, Suite G in downtown Pleasanton. Find them online at [www.permanenetmb.com](http://www.permanenetmb.com) and on Instagram @permanent.mb.