



## FILOMENA BERNARDO

### TOTAL ALOPECIA MALE EYEBROWS

PORTUGAL

Filomena Bernardo's professional career has been devoted to aesthetics, **health and well-being**, as a means of enhancing her patients' self-esteem. The goal; Filomena sees beauty as the essence of a person, a way to find personal well-being.

The **appearance of a person** can be obtained from a set of objectives; and it was the pursuit of these objectives what allowed Filomena to grow as a professional. Enhancing the beauty in each person and helping them increase their self-esteem, resulting in an improvement of the image of her patients.

The subject chosen by Filomena for her talk teaches us that aesthetics is not only an issue of concern for women. More and more, men care about their image. This is not limited to having their hair and beard cut, but now they are looking for procedures to maintain a good appearance, and thus increase their self-esteem. They take care of themselves and sometimes undergo **dermopigmentation treatments**. To solve the problem of alopecia in men's eyebrows, Filomena Bernardo has perfected Dermopigmentation techniques realistically, since keeping the natural shape of the eyebrow is very important for men.

Therefore, Filomena **developed specific procedures for male faces**, since techniques are different to those used in a female face, we must try not to alter the features of the male face.

**Dermopigmentation treatments** on eyebrows are of special importance, since any change must be calculated minutely and accurately so as not to change the client's appearance.

Dermopigmentation techniques meet this **objective**, offering the specific aesthetic cares in various types of alopecia, necessary for men to feel fully satisfied with their physical appearance.

Eyebrows are an important aesthetic element that contributes decisively, to the expressiveness and balance of the face. Dermopigmentation is aimed at **developing a careful**, practical and elegant image at all times.

In order to **feel good inside**, the person has to feel comfortable with what he sees on the outside. It is essential for the self-esteem and, consequently, to feel fulfilled and good about ourselves.

"**My profession is my conviction**, my most genuine form of life, that mission that we carry out with the conviction that nothing is given to us by chance," concluded Filomena Bernardo.