

making a difference

This month *Guild News* meets Andrew Stassi of Smudge-Free to discover more about his life in and away from the beauty industry.

I ended up in the beauty industry because...

I initially started in the fashion industry designing and manufacturing women's evening wear and soft suiting which I did for 15 years. When the recession hit in the late 90s a lot of my creditors went into liquidation, so I decided it was time to get out and rid myself of the stressful industry I was in. My sister-in-law, Georgina Stassi had her own salon at the time and about 15 years ago she took me to a trade show at Olympia. I saw a few companies offering semi-permanent make up training and I was intrigued with the concept, so the seed was planted. I was looking for a career change and thought I'd give it a go.

If I wasn't in the beauty industry...

I would definitely have gone into the medical arena. I love what aesthetic medicine has to offer. You can make someone look very youthful without going under the knife.

The best thing about my job is...

The immense job satisfaction I get out of it. It's also very lucrative and flexible; however it isn't a nine to five job as I work all hours but I absolutely love what I do. I have definitely found my niche.

An average day for me is...

I'm either busy with clients or training. I'm also dealing with enquiries for the training courses that I run in micropigmentation, both medical and cosmetic, derma roller and skin rejuvenation.

My ideal weekend would be...

I rarely have a whole weekend off as I catch up with students to see how they are progressing with their case studies and make sure things are running smoothly. I also catch up with family and friends, and I love a good British Sunday Roast – you just can't beat it!



My favourite book is...

I don't read books, they give me a headache. I read what I have to online and then the menu when I go out to eat!

My favourite film is...

One Flew Over The Cuckoo's Nest. It left me very choked and very sad indeed.

The most famous person I've met is...

Sir Ian McKellen whom I've known for many years. He was at my 35th birthday party reciting passages from Shakespeare in a one-man show which was very captivating.

My favourite part of the world is...

I love London. I have been to quite a few cities and London is by far the best city in the world. It has everything to offer from exquisite dining, amazing architecture, the arts and fine culture. It's very diverse and cosmopolitan.

I could not live without...

My semi-permanent make-up machine and the internet. They are both my main arteries, excluding my family and friends of course.

My favourite beauty treatment is...

I've recently started having Mesotherapy injections. It's about 50 tiny injections all over the face of a multivitamin concoction blended with hyaluronic acid. I've done the training and I go to Malti at Boston Medical to have it done myself. It's my pampering time which I don't get much of.

When I was growing up my role model was...

I had a few. I always wanted to be a pop star but it never happened. I did sing in a band for a number of years and that's the closest I ever got to that dream.

I would like to be remembered as...

Someone who has improved people's lives, making them feel good, giving back their confidence and self-esteem. Semi-permanent cosmetics are undoubtedly one of the most transforming treatments available and when carried out by a skilled practitioner the results are truly remarkable. The greatest satisfaction is how you can make one feel who has suffered with a medical condition and seeing their face after they have received their treatments.