

# Hometown News

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## Permanent makeup artist celebrates milestone

By Donald Rodrigue  
For Hometown News

FORT PIERCE – If you want professional help with eliminating or facilitating your daily makeup routine, or if you just feel prettier in pink, then head to the historical house on Midway Road that's painted in three shades of that color where Linda "Lady Fish" Frank reigns supreme at Always Perfect Permanent Makeup.

For four decades, this New Jersey native has used her artistic ability and a tattoo needle to create artwork on human canvases in St. Lucie County, as well as helping area women stay effortlessly beautiful with permanent makeup solutions. Ms. Frank's father baptized her with the nickname "Lady Fish" many years ago because her maiden name was Haering [think: herring] and she was a Pisces. She's been an artist for almost as long as she can remember.

"When I was eight years old, my parents found me an art school," she said. "I began painting in oils, and that's how I spent my Saturdays."

In fact, Lady Fish and her late ex-husband, "Tattoo Danny" Frank, met at a motorcycle show in New York where she was painting the choppers and he was working as a tattoo artist. After working for a time in his shop, they moved to Fort Pierce in 1979 where they opened Skin Art Tattooing on U.S. 1. By the time Ms. Frank opened her own shop further south on Prima Vista Boulevard in 1990, she had begun to notice a sea-change in the industry. The former stigma of tattoo ink had gradually disappeared, and she saw an increase in women and older customers in the



Linda "Ladyfish" Frank pictured left, in 1979, and right, 2019.

tattoo chair.

"Over the years we were in a number of shops on the Treasure coast and in New York," she added. "I had begun to see more women clientele interested in skin art. I then designed the Port St. Lucie shop in pink and named it Skin Art Tattoo Boutique. After many magazine stories on us in the 1980s and '90s, we began hitting the news with stories on an older clientele and put Port St. Lucie on the map with ink."

The influx of women into her parlor and multiple generations of female customers looking for easier makeup solutions eventually led to another significant change in her focus. Today she's a member of the Society of Permanent Cosmetic Professionals and is certified for medical tattooing and approved by the Florida Department of Health.

"When I began applying permanent makeup, no one knew what I was talking about," Ms. Frank explained. "I had to educate my clients to the many benefits this procedure had to offer. It was funny because they wouldn't tell anyone about it since it was a tattoo. I then decided to separate it from the Port St. Lucie Artistic Designs tattoo stu-

dio and formed Always Perfect Permanent Makeup in 1990."

Since that time her latest branch of tattoo arts has mushroomed. In addition to offering microblading -- which is reapplied every two to three months -- her plethora of longer-lasting makeup solutions includes eyebrows, eyeliner, eyeshadow, full lips and lip liner. The clientele of all ages come from as far away as Europe and the Pacific Northwest to seek out her services.

"Our permanent tattoos can solve a number of issues for women who have a hard time achieving the look they desire," she said. "We've given tattoo eyebrows in St. Lucie County to women in their 80s and 90s, while giving younger women the lasting eyeliner they demand. Whether you're looking for more consistency in your makeup or want to cut down your morning routine, we can help. No matter who you are, we're ready to help you wake up with makeup!"

Nine years ago, she relocated to her cozy pink palace on Midway Road where she's also highly sought out for her artistic expertise in the medical tattoo field. These services include scar camouflaging, hair simulation and areola 3D reconstruction for

women recovering from a mastectomy.

"We offer a number of special medical tattooing procedures designed to help restore a person's confidence, appearance and sense of self," she said. "For those with alopecia or who have had issues with permanent hair loss due to scarring, we offer hair simulation tattooing to fill in the gaps and give you a more natural appearance. We can restore pigment to scars to make them less noticeable. I am also a pioneer in dimensional nipple tattooing for breast cancer patients."

Ms. Frank credits at least part of her artistic focus to her grandfather Hans Haering who she said "hung out in a tattoo parlor behind his neighborhood New York barber shop" and was heavily tattooed. Her son Daneal Frank grew up in his parents' Fort Pierce parlor and ran his own shop called Beyond Reality in Port. St. Lucie for more than 10 years. Nowadays he primarily does tattoo shows and tattoos locally. Lady Fish says she finds the transformation of her patients just as rewarding as seeing an image take shape on the easel and sees herself a co-artist with her medical tattoo customers' doctors helping them along the road to recover.

"I have the opportunity to help people with my art every day," she exclaimed. "I am now able to transform a living canvas to look and feel better about themselves."

Always Perfect Permanent Makeup is located at 1005 W. Midway Road in Fort Pierce. For more information, call (772) 466-2769 or visit [www.AlwaysPerfect.com](http://www.AlwaysPerfect.com).