

---

# BIOGRAPHY

Thanks for opening this page.

My name is Simona Casadei and I'm an aesthetician and tattoo - make-up artist who has specialized and worked in permanent make-up for 23 years.

In 1997, I have opened a private studio with registered trademark and logo: **Carpe Diem Tattoo** by Simona Casadei.

From 2000 to 2017, I was the sole owner and operator of my **Carpe Diem Tattoo** studio dedicated exclusively to permanent make-up: eyebrows (with machine and microblading), eyes, lips, scars, breast areola, tricopigmentation and needling (CIT - collagen induction treatment).

I am the founding partner of the first ever Italian Association of Permanent Make-up ATEC (Association for Corrective Aesthetic Tattoos) which for almost 10 years I have directed together with the President and Vice President. In the ATEC, I have been dealing with the sector's novelties by following manufacturing companies, courses, products, fairs and congresses to be able to convey all the information to our members.

I started working as a make-up artist in the showbiz world of Milan in 1993 and then carried on with artistic tattoos to obtain the Aesthetics Diploma, specializing in permanent make-up, which is my true passion.

I participated in the first course on the aesthetic tattoo of breast cancer patients organized by the LILT (Italian League for the Fight against Tumors) at the Treviso Hospital, Italy, becoming among the first certified aestheticians in Italy for this type of treatment.

I have followed advanced courses all over Italy and abroad with world celebrities (including: Holgher Hoffman, Van Der Velden, Toni Belfatto, Natalia Yeremenco, Mary Rictherson, Victoria Ammoscato, Katerina Zapletalova, Alexandra Goreka, Branko Babik, Nadia Gulan, Karen Betts) which I am very proud of as I have met wonderful people who have helped me grow and become the professional I am today.

I have written this book with hygiene guidelines and have thousands of new projects for the future, always in the field of permanent make-up.

