



In Memory of

When Jaudon Sunde lost her mother, Faye, in a tragic car accident in Dallas in 2001, she dedicated herself to honoring her memory with a commitment to art, her profession and serving others.

Mom

by **Beth Newcomb**
Contributing Writer

On the evening of November 3, 2001, Dallas native Jaudon Sunde checked her home answering machine to hear the voice of a Texas state trooper using phrases like “next of kin” and “fatal injuries.” That’s how she learned her beloved mother had been killed in a one-car crash. Apparently her tire had struck a curb causing a momentary panic, enough to initiate heart failure. As Jaudon’s mother slumped forward, her foot pressed against the accelerator and moments later she struck a parking garage wall going 100 miles per hour.

Faye died instantly.

But death could not break the strong bond between Jaudon and her mother. The tragic event inspired Jaudon to reevaluate her career path and to begin to see her work in permanent cosmetics as an art form and as a way to help others.



Charcoal drawing of Jaudon by her mom.

“My mother was a very passionate artist,” Jaudon insists. “She launched an hospital art program in Shreveport, Louisiana as a form of patient therapy. She even went before the State Board of Insurance to argue that art as therapy should be covered by insurance—and she won.”



**Jaudon Sunde,
Certified
Cosmetic
Technician**

Today Jaudon is a Master Interdermal Technician and has obtained both an instructor’s license and a paramedical scar camouflage license. She also serves on the national board for the

Alliance for Safe Practices, a group that helps set and maintain the highest standards for safety in the Permanent Cosmetics industry.

And although Jaudon began her permanent cosmetics career by helping Miss Texas Pageant Contestants win their crowns, her true passion helping those who are seriously scarred. In fact, now that she has relocated to Northeast Ohio, each year she takes on at least one major “gratis” case—in honor of her mother. She calls it a “life gift.”

“I just recently finished working on a scar camouflage procedure for a gentleman who was burned on well over 70% of his body. To see how this procedure changed his self-esteem and the way he now interacts with others was so incredibly gratifying. I have been blessed with this God-given talent and the desire to see my mother’s legacy continue to touch lives for many years to come. It’s my mother who made it possible for me to help

others.”

Beyond these more severe cases, Jaudon’s primary work is with busy women who want to look great right when they wake up. Her expertise in eyebrows, eyeliner and lip color

“I feel that I’m allowing my mother’s legacy to continue to touch lives through me.”

—Jaudon

is unrivaled. “After a procedure, you should always look as though you are wearing ‘light’ makeup,” Jaudon explains. “This has high psychological value that increases one’s overall confidence and builds positive self-esteem. The physical and emotional transformation can be astounding.”

The current trend, Jaudon says, is toward “natural look enhancement.”

“The best compliment I can get is when people tell my clients that they look great, but they can’t figure out what exactly has changed,” she adds.

This month Jaudon will be honored as a Top Achiever from the American Institute for Interdermal Cosmetics and this October she will be one of the keynote speakers at the 2007 International Interdermal Convention in Dallas, Texas.

And in honor of her Mother’s Day, right now Jaudon is offering a complimentary consultation and \$100 off any procedure. Just

mention that you read about Jaudon and her mother in Mimi.

In the meantime, darling, please remind your mother what a good job she did—with you.

To find out more about permanent cosmetics, you can find Jaudon Sunde, C.P.C.T.-L.M.T.-P.L. at Strongsville’s Docere Medical Esthetics Center in Suite 2. The address is 10633 Pearl Road. Her phone number is 440-268-9333 or you may visit www.MyWakeUpToMakeup.com. You may also find her on the Eastside at Dermatology Specialists, 3733 Park East Drive, Suite 104 in Beachwood. The phone number there is 216-464-7333.



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