



Applying lipstick is hard enough for every woman, but if you're disabled or struggle with scar tissue, it becomes such a chore that it can prevent you from leaving the house.

When Lakewood's Randi Paltrow lost her upper lip to a tragic dog bite, she endured four reconstructive surgeries, yet it still took her over an hour to apply lipstick. That's because she was missing a natural "cupid's bow" to serve as a guide. But that changed last year when she met Jaudon Estelle-Sunde. And, yes, Randi is related to that Paltrow.



Randi Paltrow with Sen. John Kerry

"When I met with Congress, I wanted them to pay attention to what I was saying -- instead of wondering what had happened to my lip."

-- Randi Paltrow, Director of National Relations for Patient Services, Inc.

by Mimi Vanderhaven

When you speak with Randi Paltrow, you know right away she's a woman dedicated to a cause. As the Director of National Relations for the non-profit *Patient Services, Inc.* (PSI), she helps find insurance solutions for middle class people with specific, expensive, chronic illnesses. "For example, if a family making \$100,000 a year has a child with hemophilia, the medical costs can be \$60,000 to \$260,000 a year," explains Randi. "And the parents' co-pay is between \$40,000 and \$70,000 a year. That means the family loses everything -- their savings, their home, and many times even their marriage."

According to Randi, this downward spiral continues until the family has reached the bottom and finally qualifies for Medicaid. "PSI works with these patients and families to get them off Medicaid and back on their feet," Randi adds. Already PSI has saved millions of dollars for state governments like Kentucky, Tennessee and Virginia -- and the movement is growing.

Last year, when Randi was preparing to speak at a special Congressional reception to talk to U.S. Senators and Representatives about PSI, she wanted to put her best face forward.

But there's a problem with her face.

Ten years ago while holding in her lap and petting a friend's English Springer Spaniel, the dog suddenly attacked her, biting off her upper lip and swallowing it. After four reconstructive surgeries, Randi



Jaudon Estelle-Sunde will be featured on WB 55's Heart to Heart program in February.

still struggled to apply lipstick. "I didn't have a natural 'cupid's bow'" explains Randi (whose niece, by the way, is Gwyneth Paltrow). "So I was constantly putting on lipstick and wiping it off, trying to get it right. Sometimes it would take me over an hour and I would still look like a clown."

But last year, just before her meeting with Congress, she visited Jaudon Estelle-Sunde, the Certified Permanent Cosmetic Technician who works out of Strongsville's *Natural Skin Remedies*. "It's nobody's fault. That's just the way people are. Plus, she was spending too much valuable time each morning applying makeup."

According to Jaudon, Randi is not alone. Many of the micropigmentation specialist's clients visit her for medical reasons -- from "scar camouflage" and skin pigmentation conditions to the inability to apply make-up because of arthritis or visual impairment. "Although most of my clients come in for beauty enhancement and convenience

issues, my true passion is helping people with a medical problem or a disability," adds the Dallas native in a delightful Texas drawl. "We've had clients who would not wear a short-sleeved shirt before their procedure, and now they're going completely sleeveless. It warms your heart."

One of Jaudon's Cleveland-area clients is a blind woman whose husband regularly applied her makeup. "Let's just say he wasn't very good at it," Jaudon smiles. "But now she wakes up in the morning and is ready to go."

But permanent makeup is not for everyone, darling.

"After my procedure I took my mother to see Jaudon to have her eyes done due to her own vision impairment," Randi Paltrow says. "But when she discovered my mother was on blood-thinning medication, she refused to do the procedure. That's what I admire most about Jaudon -- her integrity. She not only gave me my smile back, she put my mother's health above her own pocketbook."

Jaudon Estelle-Sunde, C.P.C.T. can be reached at Natural Skin Remedies, 16978 Pearl Road in Strongsville. The phone number is 440-238-5581. Also visit www.MyWakeUpToMakeup.com. The site does a good, honest job of explaining her procedures and her solid credentials.

For more information about PSI or to help, visit the organization's website at www.uneedPSI.org or contact Randi Paltrow at 216-521-7770.