

# THE POINT

ISSUE 62  
SPRING 2013

THE QUARTERLY JOURNAL OF THE **APP**



- **2013 Philadelphia Tattoo Convention** p. 8
- **At What Age Are Body Modifications Appropriate?** p. 10

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# THE POINT

THE QUARTERLY JOURNAL OF THE ASSOCIATION OF PROFESSIONAL PIERCERS

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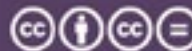
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# FROM THE EDITOR



**KIMBERLY ZAPATA**  
*The Point* Editor

**W**e have focused a lot of energy in the last few issues of *The Point* on various aspects of the internet (from piercing videos to social media and content sharing), and for good reason. As everyone is already aware, especially us “old-heads” who grew up in the pen-and-pencil days of yesteryear, the internet has permanently altered every aspect of our lives: from how we communicate to how we conduct research, business, and even shop. The pros and cons of the digital age can be debated at length, and without a true resolution, but like it or not, the information era is here to stay. Why do I bring this up? I’m glad you asked.

This issue of *The Point* is full of coverage that may not have been possible just a few decades ago. It is no doubt cliché to say we are more connected now than we have ever been—not only as a global culture but also as a piercing community. (Just one look at the reach and scope of the Association today is a testament to that.) It is because of this connectivity, we can learn what is going on in our global community almost instantaneously. For example, in November 2012, the South Australian government passed legislation making it illegal to perform body modifications on minors. Before the internet, who knows when this would have come to light. Thanks to the digital age, articles about this new law were appearing in my Facebook feed in less than 24 hours—the same goes for the February 21 TEN-news [story](#) about a proposed amendment to this law, which would also

**This issue of *The Point* is full of coverage that may not have been possible just a few decades ago.**

ban reusable ear piercing guns in the region. (For more information on both of these stories, check out our South Australian legislation [update](#).)

However, this 24/7 culture—with its access to, and overabundance of, information—isn’t always a blessing. As Kendra Jane [explores](#) in “At What Age Are Body Modifications Appropriate?” this connectivity also breeds contempt. Everyone, expert or not, now has a voice, and platform to stand on. Message boards are full of the ignorant, the combative, the judgemental, and the uneducated. This is not to say that productive discussions cannot occur online (in fact, they do each and every day), it is—however—a downside of our tech-savvy, about.com society: everyone now has a place to share their thoughts and opinions, for good or ill. For us, as an industry, this should be seen as an opportunity: we now have a chance—unlike any other—to educate the public about piercing, and to tear down long-standing misconceptions. This is our chance to lead a healthy discussion, and I encourage you all to heed the call (which is why I feel all of this “internet” coverage is so very important).

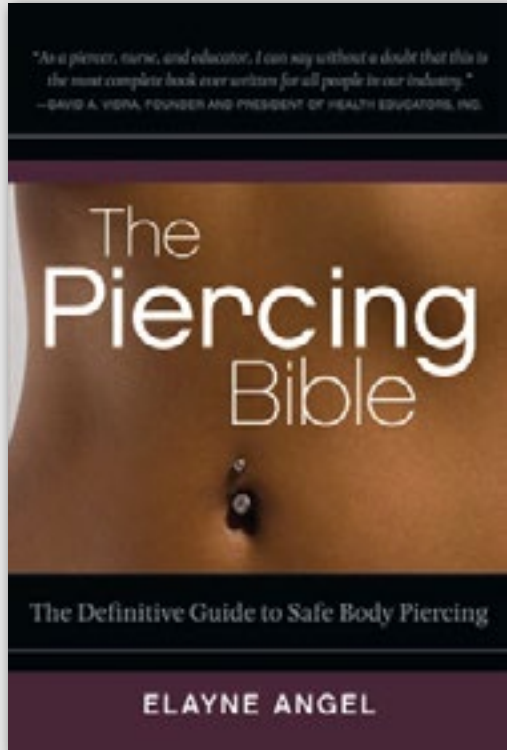
That said, *The Point* is a direct (and positive) result of this modernization,

## INSIDE THIS ISSUE

- 6—PRESIDENT’S CORNER
- 8—PHILADELPHIA TATTOO CONVENTION—2013
- 10—AT WHAT AGE ARE BODY MODIFICATIONS APPROPRIATE?
- 12—MAKING SAFE PIERCING VIRAL: PART THREE
- 16—LEGISLATION UPDATE—SOUTH AUSTRALIA
- 18—2013 APP CONFERENCE SCHEDULE
- 20—THE APP BROCHURES OVERVIEW—PART THREE

and we hope to use it to point you in the right direction (pun intended). Beyond the aforementioned content, this issue includes the final installment of the “[Making Safe Piercing Viral](#)” series, intended to teach piercers and other industry professionals the basic ins and outs of social media. It also includes a [video](#) from our President, in Mexico; [coverage](#) of our recent APP outreach efforts, in Philadelphia, Pennsylvania; and an [article](#) about the APP brochures, written by several volunteers across the country.

So sit back and enjoy this issue on your computer screen, Kindle, or smartphone; much of what you are reading, and the way you are reading it, are thanks to technology. Just remember, as Voltaire once said (or Uncle Ben from Spiderman), “with great power comes great responsibility,” and we have a huge responsibility to act as the voice of our industry—not only in our day-to-day encounters but online as well.



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**ABOUT THE AUTHOR** - ELAYNE ANGEL has been a professional piercer for more than 20 years and has performed over 40,000 piercings. She was awarded the President's Lifetime Achievement Award by the Association of Professional Piercers in 2006 and is a contributing writer for *PAIN* Magazine. She lives in Mérida, Mexico. Visit [www.piercingbible.com](http://www.piercingbible.com) for more information.

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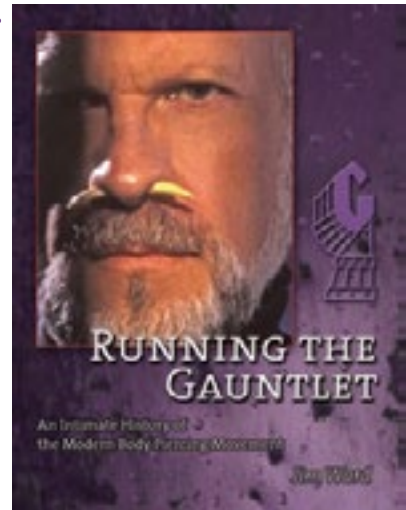
In this revealing autobiography, Jim Ward, considered by many to be the father of the modern piercing industry, tells the engaging and candid story of discovering his own fascination with body piercing, his founding of Gauntlet, the world's first body piercing studio, and how he transformed a personal fetish and backroom, amateur pursuit into a respected profession and spearheaded a world-wide social phenomenon.

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"Essential reading for anyone who wants to understand how modern body piercing arrived at the place it currently occupies."

JAMES WEBER, Former President  
Association of Professional Piercers

# PRESIDENT'S CORNER



**ELAYNE ANGEL**  
APP President

**H**i, I'm Elayne Angel. I'm President of the Association of Professional Piercers, and this is the President's Corner for *Point* #62. I hope you enjoyed issue #61, which was our first [in] all-digital format.

Today, I want to talk to you a little bit about piercing in Mexico. That happens to be where I live, although I don't actually pierce here. I did have the recent opportunity to attend a tattoo and piercing expo, and it was a really different and interesting event when compared to those I've attended in the United States.

One of the things that was really likable about it was that it was a very family-oriented event and there were a lot of people there to get tattooed and pierced with their children. It was a kind of wholesome, family environment that was a little different from the more adult venues that I've seen on previous occasions.

One of the things I didn't like about it as much was the fact that piercing really seemed to be beyond a second-tier aspect of the event. It was in no way as much a priority as the tattooing. And in fact, it seemed overall very much of an afterthought for a lot of people. When they saw that I was there with my book, *The Piercing Bible*, and I was there handing out information in Spanish—all of the APP brochures that we've had translated—people were very happy to take the information and look it over. But it seemed like very few people were actually there with the intention of getting a piercing. And it seemed that home-done piercing is much more common here. So I would like to see that elevated in my area, and I was hoping to do that by being at the convention and sharing information and educating the attendees.

One of the wonderful things that has happened in Mexico is that they have legislated piercing, and they have outlawed the ear piercing gun. It is not permitted for use on piercing anybody, and not even for ears, and no other equipment that cannot be disposed of can be used for piercing by law in Mexico.

So, we have those pros and cons here, like everywhere else I guess. But you are living in a place where piercing is valued; for example, I had a piercing-only studio in New Orleans, and it was a viable business there. (I don't know that such a thing would be viable here [where I live in the



Yucatan] in Mexico.) So if piercing is valued where you live, then you should be appreciative of that, because it is not the case everywhere.

I'm looking forward to seeing this whole issue, and I hope that you are too. If you have any comments or questions, please contact us. My email is [president@safepiercing.org](mailto:president@safepiercing.org). Thank you.

*\*\*EDITOR'S NOTE: You are currently viewing The Point in a downloaded format. This means that what you read (above) is a transcript of the brief introductory "President's Corner" video that is posted on the blog version of The Point. To view the video in its entirety, please visit <http://youtu.be/N8kujiufAVs>*



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# PHILADELPHIA TATTOO CONVENTION—2013



SAMUEL SWEIGART



**T**he weekend of February 8-10, 2013 brought the Philadelphia Tattoo Convention back to the Philadelphia Convention Center, and like last year, the Association of Professional Piercers was in attendance. Volunteers handed out information and educated the public on safe piercing. I worked the booth, with Lou Quino, on Saturday evening, and can happily report the show was busy. There was lots of foot traffic passing by our well-placed booth. As always, the best response was to our printed materials, with countless brochures and back issues of *The Point* being passed out. We also talked

to a few faces brand new to our industry, apprentices who were excited about all of the pamphlets and general information that was available for the taking, and I personally bumped into a few local clients who were happy just to be able to access aftercare information at a venue outside of our shop (sometimes it is hard to get down to South Philly).

A special thanks to Troy Timpel for his generosity, support, understanding, and ability to be an overall awesome guy.





Left: James Weber



Left rear: Brandon Danger, right rear: Chris Glunt, Front: Ed Chavarria

# AT WHAT AGE ARE BODY MODIFICATIONS APPROPRIATE?



KENDRA JANE

In most areas of the world, the body modification industry remains highly unregulated. This means tattoos and piercings are available to the masses regardless of sex, gender, or—in many places—age. In the past, societal pressures on conformity and reserved appearances were strong enough to sway most minors away from body modification. However, the more popular and mainstream tattoos and piercings become, the more teenagers want them and believe that they are completely socially acceptable. Take a recent example that hit North American media like a wild fire:

*Will and Jada Pinkett Smith's 11-year-old daughter, Willow, was recently given a tongue-lashing on social media after posting a picture of herself sporting a tongue piercing on Instagram. Though she later revealed that it was in fact a fake, magnetic tongue ring, people were already whipping their opinions back and forth about whether young people are too vulnerable to make permanent (or potentially scarring) decisions about their bodies. The issue: What is classified as "too young"? (CNN, 2013 Jul 6)*

For us as body modification artists the larger issue at hand is who is going to decide these things for us and our clients. Whether we like it or not regulations for our industry are either a reality already or may be in the near future.

Although the battle over modifications for teenagers is typically fought between parents and children (Hudson, 2012), with many examples such as Willow Smith, this debate has now entered legislative bodies around the globe. One of the latest examples comes from Australia, where legislation just went into place (November 2012) affecting when and what modifications minors can receive. An Australian newspaper (Adelaide Now) reported that The Summary Offences (Tattooing, Body Piercing and Body Modification) Amendment Act of 2011 included redefining body modification and its related terms. (These amendments were made to the original *Summary Offences Act 1953* as well as accompanying amendments to the *Criminal Law Consolidation Act*

1935.) The amendments covered everything from body branding and body implantation to tattooing, piercing, splitting and stretching—and even the sale of body modification devices to minors. (Check out our “Legislation Update—South Australia” [article](#) for more information about this new legislation, and all of the provisions of the new Summary Offences Amendment Act.)

Closer to home (for many of us) are the examples of Health Canada: although they provide guidelines to prevent the spread of infections, communicable diseases, they do not have a legally established age requirement for body piercing. Instead, professional body piercers and health authorities agree that these requirements are regulated at a provincial or municipal level, and where no requirements exist, it is left up to the individual operator's judgement. (In British Columbia, for example, provincial recommendations on ear and body piercings call for parental consent on anyone under the age of 19.)

It is no surprise that, stateside, there are regulations being put into place everyday to ensure that modifications are happening in proper, hygienic environments and on clients of consenting ages, but we are starting to see such legislation being implemented—or updated—around the world. As many recent articles in *The Point* have discussed, the internet and social media is a driving force for our industry. (For more on “Making Safe Piercing Viral,” click [here](#).) Countless hours are spent by hundreds of thousands of people every day, tweeting, blogging, reposting and pinning the next piercing we are going to do. This as a call to action; let us do our part to shift the balance from YouFail videos and botched piercings to perfectly placed, well-angled piercings with beautiful jewelry. As APP member April Berardi believes: we should share and share alike. Post your own knowledge, and share what other good piercers are doing. This will do just as much to boost your own clientele, and if you're too busy to dedicate time to editing and posting your own work, then share, share, share. Before we are told what we can't do, let's show them what we can. Where there are no regulations, we need to police ourselves and

promote the change we want to see. Be proactive; we must be the catalyst to drive the changes we want to see.

In a 1970 article about Lyle Tuttle in *Rolling Stone*, journalist Amie Hill said this in regards to her visit to Tuttle's studio:

*Far from being the sinister, greasy hole that popular fiction associates with tattooing, Tuttle's establishment is almost disappointingly clean and well-lighted.*

That was almost forty years ago, when the concept of regulating and inspecting tattoo establishments was a new idea and not nearly as stringent as some are today. Those who recognized tattoos as an art form sought to protect the future of the career they held so dear (Hudson, 2012).

Those of you reading this are the next generation of piercers and modification artists; seek to protect the future of a career you hold dear. Does Paul Booth need someone telling him how to clean and sterilize his equipment? Does Bob Tyrell or Guy Aitchison need a written reminder not to smoke while tattooing or re-use ink? No – of course not! Even if no such laws were in place, artists of this calibre would continue to raise the bar of body art safety to ensure the continuation and reputation of their

livelihood (Hudson, 2012). Although piercing may not garner the same attention that tattoo artists often gain, if the current state of growth and interest in body piercing continues, this will indeed be the case. If all humans were mature and responsible enough to regulate themselves, we wouldn't need laws of any sort, but that is not the case. The good news is that these rules should not pose any inconvenience to the true professionals, as they are probably already acting above and beyond these laws on their own.

*Editor's Note: Regardless of any local legislation being more lenient, the APP maintains that "for any piercing of a minor, a parent or legal guardian must be present to sign a consent form. Proof positive, state issued photo identification is required from the legal guardian, and a bona fide form of identification from the minor. In the event the parent has a different last name and/or address from the child, court documentation is needed to prove the relationship, i.e., divorce papers, or a remarriage certificate. Under no circumstances is it acceptable or appropriate for a piercer to perform piercing on the nipples or genitals of an individual under 18 years of age."*







Fig. 1

These tools could enable you to generate a whole month’s worth of posts in a single afternoon.

All this media can be overwhelming to learn and to use. In order to help studio owners and piercers get ahead, below are some simple “How-To’s”— complete with diagrams to help you utilize these time management features.

### Facebook

To see your recent and scheduled posts: Select “Edit Page” from the Page Admin panel. A expanded text box will appear. Select “Use Activity Log” to see all posts—past, present, and future. (Fig. 1)

To schedule a post: Type content, link an article, or upload an image in your status bar. Instead of clicking “Post,” select the clock icon in the bottom left-hand corner. This will allow you to select the year, month, date, hour, and minute you want your post to go live. Once you have entered all of this information, click “Schedule.” (Fig. 2)

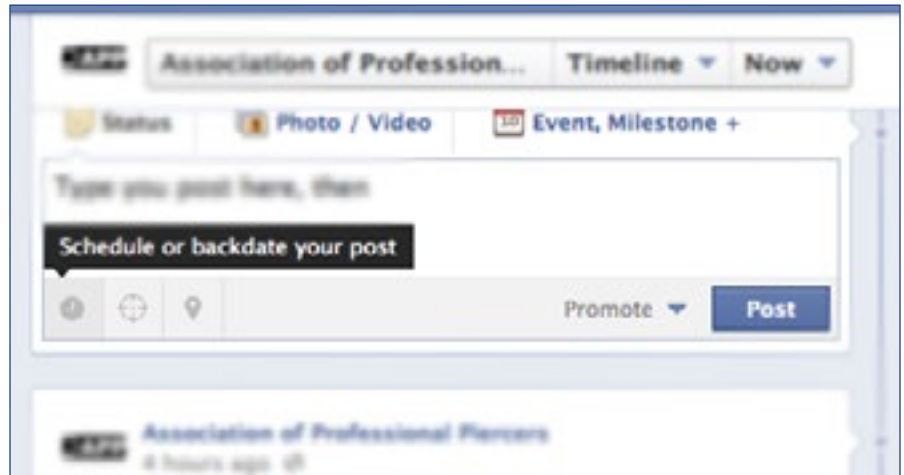


Fig. 2

### Tumblr

To use Tumblr’s Queue function: First create a post. By default, your post will publish immediately. Selecting the dropdown menu will reveal options to “Add to queue”, or to schedule your post for a specific date & time. (Figs. 3 & 4)

Once you add your first post to your queue, you will see an added feature on your home page. Use this feature to edit, delete, or

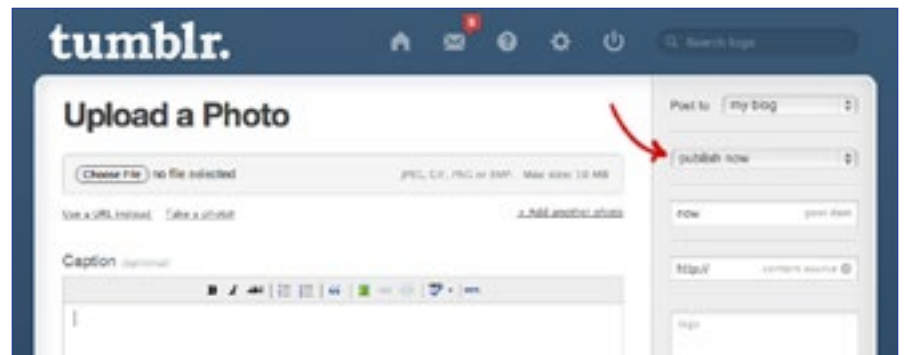


Fig. 3



Fig. 4

reorganize your queued posts.

From your Queue menu, you can edit how often Tumblr posts the items in your queue. (Fig. 5)

Finding a routine may be challenging at first, but don't be discouraged. It takes time, as well as trial and error to find what works best for you and your studio. Some find it helpful to keep a journal to track their progress; others find networking groups helpful when they are stuck on ideas or just want to compare notes. Once you do establish your routine not only will you be saving time, you will be helping to make safe piercing viral!

And remember: You can also provide content for the APP's social media sites. The APP has committee of volunteers dedicated to posting members' safe and successful piercing pictures to their network of over 15,000 followers. Along with other health & safety related information, photos are a very integral part of the



Fig. 5

safe piercing experience we want to provide on our media pages. After all a picture speaks a thousand words.

Please join us next issue where we will share some more “Do's and Don'ts” for managing your social media sites. Until then, be sure to continue (or start) uploading content to your own page, and send your beautiful piercing photos—with your name, studio name, and a little bit about you—to: [\[safepiercing.org\]\(http://safepiercing.org\).](mailto:submissions@</a></p></div><div data-bbox=)

*Editor's note: Due to the time sensitive nature of the information provided—and the constantly changing state of the internet itself—some the content and/or screencaps in these articles may become outdated very quickly. For up-to-date information on each of these sites, please view their individual FAQs, tutorial or training pages.*



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# LEGISLATION UPDATE—SOUTH AUSTRALIA



**KIMBERLY ZAPATA**

*The Point* Editor

**O**n November 15, 2012 the South Australian government passed a new law—and tougher penalties—regarding the piercing, tattooing or modifying of minors. This new legislation, as [outlined](#) by the Attorney General’s Department, made it illegal to “perform a body modification procedure (such as tattooing, body branding or ear stretching) or intimate body piercing on a minor under the age of 18 years[; to] perform a non-intimate body piercing on a minor who is under 16 years of age without the consent of a guardian[; to] perform a body piercing or body modification procedure on a person who is intoxicated (whether by alcohol or other substances)[; or to] sell body modification equipment to a minor.” Those found guilty of unlawfully piercing, tattooing or modifying a minor will be subject to a slew of penalties ranging from a \$5000 fine to twelve months in prison. (This is an increase from the previous \$1250 fine, or three months imprisonment.) [According](#) to Attorney General John Rau—and [adelaidenow.com](#)—the new laws represent “the biggest changes to tattoo [and piercing] legislation in decades” and piercers will be held to these standards through written agreements they are now required to enter into with all customers. These agreements will contain any “information required by

the [new] regulations...[while also providing customers] with information about aftercare and the possible risks of a procedure.”

For more information about South Australian piercing, tattooing, and body modification legislation, [visit](#) the South Australian Attorney General’s Department.

South Australia

## Summary Offences (Tattooing, Body Piercing and Body Modification) Amendment Act 2011

An Act to amend the *Summary Offences Act 1953* and to make a related amendment to the *Criminal Law Consolidation Act 1935*.

### Contents

#### Part 1—Preliminary

- 1 Short title
- 2 Commencement
- 3 Amendment provisions

#### Part 2—Amendment of *Summary Offences Act 1953*

- 4 Substitution of Part 4

##### Part 4—Tattooing, body piercing and body modification

- 21A Interpretation and application
- 21B Performance of body modification procedures on intoxicated persons prohibited
- 21C Performance of certain procedures on minors prohibited
- 21D Pre-conditions to performing certain procedures
- 21E Sale of body modification equipment to minors prohibited
- 21F Display of information
- 21G Record keeping
- 21H Offence to make false statement or produce false evidence

#### Schedule 1—Related amendment to *Criminal Law Consolidation Act 1935*



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# THE ASSOCIATION OF PROFESSIONAL PIERCERS 18TH ANNUAL CONFERENCE & EXPOSITION CLASSES & CONFERENCE SCHEDULE—2013

(FULL CLASS DESCRIPTIONS & REGISTRATION INFORMATION IS AVAILABLE AT [SAFEPIERCING.ORG](http://SAFEPIERCING.ORG))

## MONDAY, June 10, 2013

9:00-10:30

Orientation/Mentor Program

*Facilitator: Derek Lowe, Courtney Maxwell*

11:00-1:30

Studio Documentation

*Instructors: Rick Frueh, Crystal Sims*

11:00-1:30

Preventing Cross-Contamination in the Sterilization & Piercing Rooms (A)

*Instructors: Ryan Ouellette, Jesse V. John Joyce, Johnny Velez*

11:00-12:00

Vendor Meeting

*Facilitator: Luis Garcia*

11:00-1:00

Basic Steel & Titanium

*Instructor: Jason King*

11:00-12:00

Becoming an APP Member Membership Committee

12:30-1:30

Outreach: Sharing the Safe Piercing Message

*Instructor: Ashley Misako*

2:00-3:30

Customer Service Philosophy

*Instructor: Courtney Jane Maxwell*

2:00-6:00

Bloodborne Pathogens (BBP)

*Instructors: David Vidra, Miro Hernandez*

2:00-3:30

Stretching: Everything More than Lobes

*Instructors: Sarvas Berry, John Johnson*

4:00-6:30

Preventing Cross-Contamination in the Sterilization & Piercing Rooms (B)

*Instructors: Ryan Ouellette, Jesse V. John Joyce, Johnny Velez*

5:00-6:30

Studio Aesthetics

*Instructor: William Spencer*

5:00-6:00

Bedside Manner & Grounding: Connecting with Your Client

*Instructors: John Johnson, Josh Bryant*

6:45-7:45

Friends of Bill W

## TUESDAY, June 11

10:00-12:00

Aftercare Series:

Wound Healing Dynamics

*Instructors: David Vidra, Adam Santos*

10:00-12:00

Minimizing Tools: An Intro to Tool-Less Piercing (A)

*Instructors: Ed Chavarria, Chris Glunt, Brian Skellie, Ron Garza*

10:00-12:00

The Ins & Outs of Female Genital Piercing

*Instructor: Elayne Angel*

10:00-12:30

Preventing Cross-Contamination in the Sterilization & Piercing Rooms (C)

*Instructors: Ryan Ouellette, Jesse V. John Joyce, Johnny Velez*

10:00-12:00

Marketing & Social Media (SBDC)

*Instructor: Mike Bindrop*

12:00-1:00

Expo Opens: Members Only

1:00-3:00

Surface Piercing:

Going Deeper than the Surface (A)

*Instructors: Sarvas Berry, Seth Dietz, Nate Janke*

1:30-2:30

Interpersonal Studio Dynamics

*Instructors: Courtney Maxwell, Lexci Million*

1:30-3:00

Aftercare Series: Client Home Care

*Instructors: Steve Joyner, Cody Vaughn*

2:00-4:00

Tools are not the devil (A)

*Instructors: Luis Garcia, Georg Birns, John Johnson, Jef Saunders*

3:30-4:30

Health Inspector Meeting

*Instructor: Mike Martin*

3:30-4:30

International Meeting  
*Facilitator: Brian Skellie*

3:30-4:30

Aftercare for the Masses

*Instructor: Rick Frueh*

4:45-5:45

Shop Owners

*Instructor: Darrin Walters*

4:45-6:15

Basic Statim Usage

*Instructors: Ryan Ouellette, Jef Saunders*

4:45-6:45

Minimizing Tools: An Intro to Tool-Less Piercing (B)

*Instructors: Ed Chavarria, Chris Glunt, Brian Skellie, Ron Garza*

4:45-6:15

Aftercare Series:

Troubleshooting & Scars

*Instructor: Bethra Szumski*

6:15-7:15

Legislation: How it Affects You, Your Shop & Our Industry

*Instructors: Mike Martin, Steve Joyner*

7:00-9:30

Preventing Cross-Contamination in the Sterilization & Piercing Rooms (D)

*Instructors: Ryan Ouellette, Jesse V. John Joyce, Johnny Velez*

7:30-9:30

Corporate Branding:

Delivering on Your Promise (SBDC)

*Instructor: Kevin Raiford*

7:30-9:00

Anodizing is Awesome!

*Instructor: Brian Skellie*

**7:30-9:30**

Aseptic Technique & Suspension  
*Instructor: Allen Falkner*

**8:00-9:30**

Initial Jewelry: The "Rules"  
(& when to break them)  
*Instructor: Cody Vaughn,  
Jef Saunders*

**10:00-11:30**

Managing Difficult Clients  
*Instructor: Bethra Szumski*

## **WEDNESDAY, June 12**

**10:00-11:30**

Photography Tips  
for Industry Professionals  
*Instructors: April Berardi,  
Autumn Swisher, Barry  
Blanchard*

**10:00-12:00**

Ear Projects: The Ear as Art  
*Instructors: Luis Garcia,  
Christina Shull, Rob Hill,  
Seth Dietz*

**10:00-12:00**

Minimizing Tools: An Intro  
to Tool-Less Piercing (C)  
*Instructors: Ed Chavarria,  
Chris Glunt, Brian Skellie,  
Ron Garza*

**10:00-12:30**

Preventing Cross-Contami-  
nation in the Sterilization &  
Piercing Rooms (E)  
*Instructors: Ryan Ouellette,  
Jesse V. John Joyce, Johnny  
Velez*

**1:00-3:00**

Anatomy of the Body for  
Piercers  
*Instructors: Elayne Angel,  
Dr. Jack*

**1:00-3:00**

Surface Piercing: Going  
Deeper than the Surface (B)  
*Instructors: Sarvas Berry,  
Seth Dietz, Nate Janke*

**1:00-3:00**

Tools are Not the Devil (B)  
*Instructors: Luis Garcia,  
Georg Birns, Cody Vaughn,  
Jef Saunders*

**1:30-2:30**

Statim Maintenance &  
Troubleshooting  
*Instructor: Brian Skellie*

**3:15-4:15**

New Attendees & Mentors  
Meeting  
*Facilitator: Courtney Max-  
well*

**3:15-4:15**

Finding Balance Between  
Work & Life Outside the  
Studio  
*Instructor: Jesse V.*

**3:30-6:30**

CPR  
*Instructors: Red Cross*

**4:30-6:30**

Exploring Sexually Func-  
tional Piercings (Members  
Only)  
*Instructors: Paul King,  
Elayne Angel, Derek Lowe,  
Crystal Sims*

**4:30-7:00**

Preventing Cross-Contami-  
nation in the Sterilization &  
Piercing Rooms (F)  
*Instructors: Ryan Ouellette,  
Jesse V. John Joyce, Johnny  
Velez*

**4:45-6:45**

Minimizing Tools: An Intro  
to Tool-Less Piercing (D)  
*Instructors: Ed Chavarria,  
Chris Glunt, Brian Skellie,  
Ron Garza*

**7:00-9:00**

Making Effective Piercing  
Rituals  
*Instructor: Fakir*

**7:30-8:00**

Members Mingle

**8:00-9:00**

Members meeting

## **THURSDAY, June 13**

**10:00-11:30**

Gold & Diamonds! Knowl-  
edge, Sales & Custom  
Design  
*Instructors: Nick Martin,  
Noah Babcock*

**10:00-12:00**

The Grieving Body: Does  
Body Modification Injure  
or Heal the Psyche?  
*Instructor: Paul King*

**10:00-12:00**

Surface Piercing:  
Going Deeper than the  
Surface (C)  
*Instructors: Sarvas, Seth  
Dietz, Nate Janke*

**10:00-12:00**

Tools are Not the Devil (C)  
*Instructors: Luis Garcia,  
Georg Birns, Cody Vaughn,  
Jef Saunders*

**10:45-11:45**

Breaking Barriers:  
Building a Local Piercer  
Group  
*Instructors: Rick Frueh,  
Becky Dill*

**12:30-3:00**

Oro-Facial Anatomy for  
Safe & Successful Piercings  
*Instructors: Betsy Reynolds,  
Elayne Angel*

**1:00-3:00**

Tools are Not the Devil (D)  
*Instructors: Luis Garcia,  
Georg Birns, Cody Vaughn,  
Jef Saunders*

**1:00-3:00**

Minimizing Tools: An Intro  
to Tool-Less Piercing (E)  
*Instructors: Ed Chavarria,  
Chris Glunt, Brian Skellie,  
Ron Garza*

**12:15-1:15**

Transitioning To  
& Selling Higher End  
Jewelry  
*Instructor: Chris Jennell*

**1:45-2:45**

Working with Vegan/Veg-  
etarian Clients  
*Instructor: Casey Wardell*

**3:15-4:15**

The Transgendered Effect  
*Instructor: Jezebel Voulé*

**3:15-4:45**

Medical Risk Assessment  
*Instructors: David Vidra,  
Derek Lowe*

**3:15-4:45**

Going Paperless  
*Instructors: Alicia Cardenas,  
Mike French*

**5:00-6:30**

Beyond Ramps: Disabilities  
101 for Piercing Professionals  
*Instructor: Amy Taklif*

**5:00-7:00**

Surface Piercing: Going  
Deeper than the Surface (D)  
*Instructors: Sarvas Berry,  
Seth Dietz, Nate Janke*

**5:00-7:00**

Technique Workshop  
(Members Only)  
*Various Members*

## **FRIDAY**

**10:00-1:00**

First Aid  
*Red Cross*

**11:00-1:00**

Surface Piercing: Going  
Deeper than the Surface (E)  
*Instructors: Sarvas Berry,  
Seth Dietz, Nate Janke*

**11:00-1:00**

Tools are Not the Devil (E)  
*Instructors: Luis Garcia,  
Georg Birns, Cody Vaughn,  
Jef Saunders*

# THE APP BROCHURES OVERVIEW—PART THREE

## What They Are and How to Use Them



**JULIE TAYLOR  
APRIL BERARDI  
LOU QUINO**

The informational brochures available through the [Association of Professional Piercers](#) can be used in a variety of ways to educate the public about safe piercing. To help you better make use of these resources, we have summarized some of these pamphlets in our three part series by outlining the numerous ways in which studios have successfully utilized this vital information. (See *The Point* #60 and #61 for more information.)

In this, the last of the series, we will turn our attention to the brochures geared towards minors and to our international users. Remember: The Outreach Committee supplies these brochures FREE of charge to any member interested in doing outreach at a local convention or conference. (If you are attending a convention or conference in your area, please contact [outreach@safepiercing.org](mailto:outreach@safepiercing.org).)

### Brochures for Minors

The APP has a series of aftercare brochures which are specifically geared toward minors. These brochures provide young piercees with a simplified, easy-to-read outline on how to take care of their new piercing. These brochures are extremely useful for piercers working with schools or youth groups, as they have been edited with their young audience in mind. They offer more basic text and remove any mention of genital piercings—making them accept-



able for use in elementary, middle, and high school presentations.

**These brochures provide young piercees with a simplified, easy-to-read outline on how to take care of their new piercing.**

### International Brochures

Reaching people in their preferred language can reduce confusion, help bridge communication barriers, and help to serve as a relationship building tool to gain the trust of varied clientele. For those very reasons, many of the APP's brochures are also available in Spanish and French.

The following *brochures* were previously discussed in issues 60 and 61:

- What is the APP
- Picking your Piercer
- Jewelry for Initial Piercings
- Oral Piercing Aftercare
- Oral Piercing Risks
- Taking Care of your Piercing (updated from “Suggested Aftercare Guidelines for Body Piercings”)

(The North American population contains not one but three recognized national languages; for this reason it only makes sense that the APP publish brochures in all three languages.) This increases both the numbers of piercers and piercees

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who have access to proper and vital piercing information and allows for more outreach opportunities.

### Conclusion

Studios are always looking for more ways to get involved in their community, to spread the word and to support the APP's mission. We hope that you have found new ways to use the brochures to promote safe piercing. The resources provided by the APP are invaluable and, when used by the entire membership, can impact our communities on a larger scale.

To download these as well as other APP publications, or for more information about the APP brochures and other resources, visit the APP's website. You can place an order on the [website](#) or by calling (888) 888-1APP. You can also access and download web and quality print versions of PDF files for free.



Prince Cyrus and Roxanne Swaminathan. Photo by Autumn Swisher

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