SURFACE ANCHORS
AN UPDATE

BMXNET
& THE APP SEMINARS IN MEXICO
ANATOMETAL®
THE FIRST NAME IN BODY JEWELRY SINCE 1991

IMPLANT GRADE TITANIUM | IMPLANT GRADE STAINLESS
SOLID 18 KARAT GOLD | NIOBIUM
ALL OF OUR PRODUCTS ARE HAND-CRAFTED IN THE USA

(831) 454-9880 | TOLL FREE: (888) ANATOMETAL | FAX: (831) 454-0163
WHOLESALE INQUIRIES ONLY: SALES@ANATOMETAL.COM

WWW.ANATOMETAL.COM
FROM THE EDITOR

ELAYNE ANGEL
Medical Liaison
Yucatan, Mexico

This issue of *The Point* marks a noteworthy milestone for the Association of Professional Piercers: it is our fiftieth! Having been the editor during both of my prior board terms, I have enjoyed a long affiliation with the publication. This perspective makes me truly impressed with how far *The Point* has come in recent times, thanks to the vision and hard work of my co-editor, current APP President, James Weber. He’s taken our newsletter and turned it into a full-fledged journal.

This seems like an apt time to address everyone who has been involved in any aspect of the production of this publication since its inception. Thank you one and all for your time, energy, and dedication. To date, we have a legacy of 50 printed periodicals that chronicle the development of our industry, which is an accomplishment we can feel proud of.

Even though piercing has been in the public consciousness for many of those years and has fallen from the realm of the sensational, that hasn’t stopped the media from trying to shock the public with it. A recent episode of the TV show “The Doctors” contained a segment about surface anchors in which they were described as permanent piercings put in by individuals who knew nothing about human anatomy. They falsely claimed that the only way the jewelry could be removed was by a doctor with a scalpel.

What’s even more disturbing is that I was asked to appear on the show as a piercing expert (they contacted me through the Web site for my book, *The Piercing Bible*). But it didn’t happen, in part, because they didn’t want me to have any visible tattoos or piercings. I guess they didn’t really want an authority, since they weren’t genuinely interested in providing facts.

The APP penned a response that was submitted to the show’s Web site, where the offending clip appears (http://thedoctors.tv/main/procedure_list/1199), and sent to the uninformed doctor, but that won’t undo the damage that their propaganda has already done. For those who are interested in facts on this hot topic, we have an article in this issue about surface anchors in which they were described as permanent piercings put in by individuals who knew nothing about human anatomy. They falsely claimed that the only way the jewelry could be removed was by a doctor with a scalpel.

The APP penned a response that was submitted to the show’s Web site, where the offending clip appears (http://thedoctors.tv/main/procedure_list/1199), and sent to the uninformed doctor, but that won’t undo the damage that their propaganda has already done. For those who are interested in facts on this hot topic, we have an article in this issue about surface anchors in which they were described as permanent piercings put in by individuals who knew nothing about human anatomy. They falsely claimed that the only way the jewelry could be removed was by a doctor with a scalpel.

In keeping with the mission of the organization to disseminate factual information, the APP has added two brand new brochures to our educational offerings. One is “Body Jewelry for Initial Piercings” and the companion is “Body Jewelry for Healed Piercings.” These are certain to prove useful in many piercing studios. Our “Picking Your Piercer” pamphlet has recently been updated and redesigned to match our new look. On page 17, you’ll find an ad for all of the available APP brochures. You don’t need to be a member to distribute them.

Another group working to educate about safe body art has recently been formed. Learn about the “Be Smart with Body Art” campaign on page 28. There has been lots of education going on around the globe lately. In this issue there are reviews of the 4th Annual Mexico City APP Seminars (page 20) and the BMXnet conference that was held in Essen, Germany (pages 15 and 18).

But that’s not all; you’ll find a number of other articles on a diversity of piercing-related subjects inside, so turn the page and start reading!
What's going to make 2010's APP Conference extra exciting? How about this: **Perhaps our biggest undertaking this year – hands-on workshops!**

These workshops, which were developed by Conference committee members, will be unveiled in their final, hands-on form at Conference. They will be limited to approximately 25 attendees per session and will cover information that is usually taught in the Cross-Contamination Prevention, Autoclave/Statim, and Studio Set-Up/Inspection courses. The workshops will be led by a group of seasoned instructors and will take place in a studio environment. All attendees, including full Conference pass purchasers, will be required to select and sign up for the sessions in advance in order to attend a workshop.

I am really excited to see this movement in the APP. I believe our attendees will benefit from the type of instruction in which there is an immediate application of knowledge. It will add to the diversity of teaching and learning styles that take place at Conference. Who knows where it will take us next.

There's bound to be some trial and error as we launch this very new process at the APP Conference, but I hope everyone will be patient. I know it will be worth the effort!

**We have updated and refreshed our favorite fundraiser with more ways to win!**

We heard the clamor and are making it easier to win more at Conference in 2010. Why come to Las Vegas if you aren't willing to make a wager or two?

We will have three different raffles: one on Tuesday afternoon, one on Wednesday night and a final raffle for the top ten prizes at the banquet dinner.

You will purchase tickets for each raffle separately. You get to choose your strategy - spread 'em out over the different raffles on different days for more chances to win, or put 'em all on the top prize raffle – it's up to you!

In addition, we are adding a Vendor Visit raffle. If you complete a Vendor Visit Card, you can enter a special raffle drawing on Friday. If you're not able to visit with all the vendors, complete an entire row on the Vendor Visit Card to enter a separate raffle. The Conference committee has worked hard to make sure this Conference will be fun and successful for everyone in attendance.

For those of you who want just a little more there will be random giveaways of small prizes on the expo floor. Pay attention to the announcements – you could win for wearing the right shirt, or attending the Anthro class that day. It's random, and it should be a lot of fun.

What else is new? Well, we have a few new classes, special guests Jim Ward and Fakir will both be presenting, and rumor has it the Tropicana is working hard at a full hotel renovation (so cross your fingers that it's done by May!)

Come join us. I will be there – what more do you need to know? P
THE ONE AND ONLY
✅ NO CLEAN  ✅ ONCE A DAY

Formula for Body Piercing Aftercare

✅ Natural enzymes  ✅ Infection treatment  ✅ Anti-inflammatory
✅ Simple to use  ✅ Infection control  ✅ Non-toxic

Sweet Pea’s Piercing Solution uses bio-active antimicrobial enzymes combined with a Biofilm reducing enzyme to effectively destroy a broad range of bacterial and fungal infections on the skin. These dual enzyme systems provide an effective way to aid in the treatment and prevention of infections to body piercings. Sweet Pea’s Piercing Solution is a biological system that reacts with body chemistry to form its antimicrobial properties. Simple to use, just work into piercing daily. Pre-cleaning and cleaning during treatment disrupts this biological system and will negatively affect results. Contains natural enzymes: Patented Lactoperoxidase System, Lysosome, Lactoferrin, Glucose Oxidase and Pectinex, a biofilm reducing enzyme.

Tested to be effective against the following microbes:

- Staphylococcus aureus
- Streptococcus intermedius
- Escherichia coli
- Corynebacterium diphtheriae
- Streptococcus pyogenes
- Proteus mirabilis
- Pseudomonas aeruginosa
- Malassezia pachydermatis
- Candida albicans

Sweet Pea’s Body Care, a division of PKB Inc., Westmont, IL
For a FREE sample, more information or to order, call 866-631-9712.
In my role as President of the APP, the most satisfying work I do is that which helps to shape the role of the organization: helping to define what the APP is, and does. With this commitment comes the responsibility to educate not only the members, but also nonmembers, about what our organization is and how we function. In this issue’s “President’s Corner,” I’m going to attempt a little of this education and explain a change that will be taking place to the APP membership classifications.

This past October, the APP Board of Directors, along with the Bylaw Committee, proposed a change in title and classification for Associate Corporate Members. A six-week comment period was announced to members, and after soliciting and compiling these comments, the Board has decided to proceed with the proposed change.

**Associate Corporate Members**, a classification already falling within the non-voting membership category, will be now be identified as Corporate Sponsors. At present, Associate Corporate Members are a sub-category of Associate Members and have no voting rights—and this will continue to be the case. The only exception to this change will be membership organizations that are educational nonprofits or not-for-profits, which will retain the title of Associate Corporate Members.

I would like to be clear by stating we are not putting forward any changes to the bylaws of the organization, nor in any way are we changing the legal rights of any member of the organization. These changes are simply an attempt to clarify the roles of different individuals and organizations involved or affiliated with the APP.

To understand the change we are proposing, we should take a look at what the bylaws say about membership in the APP. The bylaws currently state:

**SECTION 12.1 DETERMINATION AND RIGHTS OF MEMBERS**

The corporation shall have four classes of members designated as follows: Professional Business Member, Professional Member at Large, Associate Member, and Patron. Any person dedicated to the purposes of this corporation who qualifies for membership pursuant to the criteria duly established by the Board of Directors shall be eligible for membership upon approval of the membership application by the Board and on timely payment of such dues and fees as the Board may fix from time to time.

No member shall hold more than one membership in the Corporation.

This states the four types of members in our organization: Professional Business Member, Professional Member at Large, Associate Member, and Patron.

Currently, a Business Member is defined as someone who “works full time as a piercer, and has more than one year of professional experience. Must meet both personal and environmental criteria for membership.” A Professional Member at Large is “an existing professional business member who is piercing temporarily or periodically at one or more studios that meet environmental criteria OR a previous professional business member who is still contributing to the piercing industry although they are no longer piercing. This type of membership and its limitations will be at the discretion of the board.”

**SECTION 12.2 VOTING MEMBERS**

Professional Business Members and Professional Members at Large, who are in good standing, shall have the right to vote, as set forth in these Bylaws, on the election of directors, on the disposition of all or substantially all of the Corporation’s assets, on any merger and its principal terms and any amendment of those terms, and on any election to dissolve the Corporation. In addition, those members shall have all rights afforded members under the California Nonprofit Public Benefit Corporation Law.

This section states only Professional Business Members and Professional Members at Large have an official, legal voice in the organization. These Members have a vote on the major issues affecting the organization, such as filling the positions on the Board, the disposition of a majority of the APP assets, dissolving the organization, and changing its bylaws.

**SECTION 12.3 OTHER PERSONS ASSOCIATED WITH THE CORPORATION**

The Corporation may refer to persons of Associate Member and Patron classes or other persons or entities associated with it as “members,” even though those persons or entities are not voting members as set forth in Section 12.2 of these Bylaws, but no such reference shall constitute anyone a member within the meaning of Section 5056 of the California Corporations Code unless that person or entity has qualified for a voting membership under these Bylaws. References in these Bylaws to members shall mean members as defined in Section 5056 of the California Corporations Code; i.e. members of the Professional Business and Professional Member At Large classes set forth in Section 12.2 of these Bylaws. By amendment of its Articles of Incorporation or of these Bylaws, the Corporation may grant some or all the rights of a member of any class, as set forth in these Bylaws, to any person or entity that does not have the right to vote on any of the matters specified in Section
12.2 of these Bylaws, but no such person or entity shall be a member within the meaning of Section 5056 of the California Corporations Code.

In plain English, this says that any person (or “entity”) may be titled a “member” of the organization—but it is clear that these “members” are not to be confused with the voting members of the organization: the Professional Business Members and Professional Members at Large.

And here we come to the first reason for undertaking this change: Associate Corporate Members—actually, the representatives of Associate Corporate Members—are much different than Professional Business Members and Professional Business Members at Large (BMLs). Associate Corporate Members are not individuals and do not have the same rights and responsibilities as voting members. The existing structure and terminology has lead to confusion among members, nonmembers, prospective members, and the general public. Professional Business Members and BMLs have voting rights in the organization—not just in elections, but also in meetings where a quorum has been established. While we value input and welcome all forms of participation in our organization, the bylaws are quite explicit in describing who the voting members are that bear the legal responsibility of the business conducted by the APP. The APP bylaws were written in such a way as to give the responsibility for the running of the organization to the piercers in its membership.

Associate Corporate Membership was first introduced as a subcategory of Associate Membership, independent of the formal adoption of the bylaws. There were several reasons for the creation of this new membership subcategory:

1) It created a way for businesses that were supportive of the APP to be formally recognized, and for the owners of these businesses to feel more active in the organization.

2) It created more exposure for the organization—as businesses promoted themselves as “APP Members,” the APP was promoted as well.

3) It was a way to increase membership, in addition to revenue through corporate membership dues.

The original intention of this pairing—to create a mutually beneficial relationship for both the APP and the membership entity—has been overshadowed by the misunderstandings about what this relationship is. Reference to these businesses, and business owners, as “members” has continually led to confusion. Through the years, this issue—created by the perception of the role of Associate Corporate Members in the APP—has only become more acute.

In the piercing community and among the general public there is prevailing belief by many that, since they display the APP logo on their catalogs and promotional materials, Associate Corporate Members are somehow endorsed, “approved,” or “certified” by the APP. This is not the case. The APP mission statement and bylaws clearly state we are an educational organization and endorsement of businesses or products is simply outside the scope of this mission.

Even among other piercers, there is the increasing belief that the APP polices products and monitors claims made on behalf of our Associate Corporate Members. This is simply not the case. The APP reviews each application for Associate Corporate Membership and accepts members based upon their businesses operating “within the scope of the mission statement of the APP.” This is, admittedly, highly subjective, but is set up in this way to ally the organization with like-minded businesses and organizations.

By defining these businesses as Corporate Sponsors, we hope to clarify the role these businesses have in the APP. Instead of the APP being asked to assume the role of an approval or endorsement agency, we will return to the reciprocal promotional relationship originally intended by making them part of the APP. Instead of “The APP supports this business” we will now be saying—much more clearly—“This business supports the APP.”

[I would like to thank everyone who responded to our call for comments. All of your emails were compiled, presented to the Board, and carefully considered before going forward with this change.

Current Associate Corporate Members will be receiving information on new logos and new logo agreements shortly. Adequate time will be given to update all promotional materials.]
Coverage Available For:

- Body Piercing
- Tattoo Services
- Permanent Makeup
- Medi-Spas
- Professional Liability
- General Liability
- Property, if needed.

Available in all 50 states.

For more information, have your insurance agent call Lyla Byers at: 1.800.275.6472

National Insurance Professionals Corporation
PO Box 834, Poulso, WA 98370 - www.rpsins.com/nipc

Writing specialty programs nationwide since 1976.
PICK UP THE PHONE AND CALL

Do you sell body modification products, jewelry, equipment, etc... This is where you need to be.

Pain magazine goes to every shop and studio* in the US.
* call now if you’re a new shop or artist and start receiving Pain Magazine today.

Pain magazine is here to help you! Call now to see how we can help you grow.

505 275 6049 www.painmag.com

SM 316

- 316 LVM Stainless
- Implant Grade Titanium
- Niobium

Handcrafted in the USA

Phone: 928 204.9316
Fax: 928 204.9317
Toll Free: 800 613.0316
Surface anchors have exploded in popularity and by now they have made their way into most piercing studios as an alternative form of surface piercing to offer clients. This has happened because surface anchors are a safe type of body piercing with nearly unlimited potential in the hands of a competent, well-trained professional. The concept of piercing the surface of the skin is not a new one, but this type of jewelry is a recent addition to mainstream body piercing. I have found that the techniques I used for assessing the anatomy and successful placement for surface piercings now pertain to surface anchors.

In this article, I refer to this particular type of piercing exclusively as a surface anchor, though it is also called at least a half-dozen other names. Before the design was even modified to perfection or finished testing, it was being referred to by multiple manufacturers with terms implying medical applications. It is never a good thing for our nonmedical industry to adopt terminology insinuating we are venturing outside the piercing realm. When the manufacturer I was working with approached me for suggestions on a name, my focus was on staying within our industry and adapting our common term for the jewelry used in surface piercing. So instead of surface bar, I suggested surface anchor. It may not seem like a big deal, but this issue has snowballed to the point that we have clients in our studio referring to anchors as implants on a daily basis. If we don’t do our best to inform the public, this could lead to anchors being banned due to misunderstanding and ignorance.

Unfortunately, many states and counties in the U.S. are adopting strict laws and regulations against performing this type of piercing. It has been a few years since my last article on surface anchors for The Point, and even longer since I helped with developing a jewelry prototype. Since then, we have had time to try a few different techniques, and an update is long overdue. This article contains some older information that remains relevant as well as new developments and observations.

The issue of scarring is usually the number one downside that I address when consulting with a client about surface piercings. This is not necessarily the case with surface anchors, but being able to explain the concept of how the jewelry and body’s surface work together - or more like against each other - is beneficial. I have found that most new piercers don’t have the fine communication skills necessary for consulting with clients, even though they might have performed surface piercing before as a standard piercing and used surface bars as standard jewelry. From years of personally trying different placements, rises, lengths, and overall designs of jewelry, I know that surface piercings were not an easy development for our industry. The whole time I was testing out theories, I had to develop my ability to address what I thought was different from standard “flap” piercings.

Scarring from the anchor is usually minimal compared to that of most surface piercings, but like all aspects of piercings, this can vary widely from client to client. Individuals considering getting a surface anchor should be made aware of scarring risks. One main factor that differentiates anchors from other piercings is the issue of removal and the removal process. Although taking out a surface anchor can be simple (and in some cases it can be done by the client) it differs from removal of other jewelry. This should be addressed thoroughly before performing the procedure. Even if you’ve done hundreds of anchors, it’s always best for the client to make an informed decision. If you
covers surface anchors inserted with piercing needles. Most coverage offered by insurance providers only
has been established. It would be difficult to set the criteria for design specifications for all anchors are subject to lifting, tilting, and sometimes migration. Migration can be a direct result of a lifting or tilting anchor that is unattended.

Snagging or other types of trauma can turn a well-healed anchor into a migrating mess very quickly. If you determine that an anchor is on its way out, it is best to suggest removal rather than risk having the client let it migrate out on its own. Migration of the jewelry and any tearing may result in a more raised and/or darker scar.

The basic jewelry design has not changed much in several years. The use of anchors in gauges other than 14 is not very common, but varying rise lengths have made their way into standard practice. Anchors are available in 1/16", 3/32", 1/8", and 5/32" post lengths to accommodate different anatomy and tissue thicknesses. The initial length that was adopted (3/32") is still used for most placements. The 1/8" and 5/32" rises can be used for areas of the body that require a longer post to accommodate thicker tissue. An 1/8" length is the more frequently used of the two.

If you have experience with determining the rise for a standard surface barbell, that can make it easier to choose the length needed for a surface anchor. If this is not your strong point with surface piercing, it can still be simple. Too short of a rise may be more difficult to insert, whereas too high of a rise is visibly apparent and more subject to trauma.

The difference between most surface anchor designs usually relates to the shape and size of the anchor's base (heel and toe), though the thickness, shape, and hole configuration vary from design to design. The problem with many versions is the length of the heel. Most anchors that migrate do so from the short side. This side of the base is less than half the length of the toe side, and even when there is a hole in the base, the tissue almost never grows through it. A heel that is too long makes insertion and removal of the jewelry more difficult.

I have used several variations. Having the extra width provided by some designs adds more stability when needed, but the standard width makes it easier to avoid the roundness of the face and other tight areas. Much like a flat surface bar, the thinner the base of the anchor, the more uncomfortable the jewelry can be. Additionally, the body reacts to a thicker base as a foreign object and is more inclined to reject it. It would be difficult to set the criteria for design specifications for all manufacturers to follow, but in the case of liability insurance, a standard has been established. Most coverage offered by insurance providers only covers surface anchors inserted with piercing needles.

Like all piercings, you can place surface anchors all over the body. And like all piercings that are placed in a random fashion with no thought or theory behind them, they will not have a good of a chance healing, staying in, or being safe. Additionally, they lack the potential to be aesthetically appealing. While surface anchors seem to have unlimited placement possibilities, they are susceptible to most of the same problems as all piercings. The successful placement of the piercing depends on the shape of the surface of the body; the flatter the area around the anchor, the better chance it has. Any roundness of the tissue at the heel or toe of the anchor can cause migration; creasing of the tissue from movement or natural folds can have the same results. A smooth surface area will also add to a piercing's aesthetic by not competing with other angles. The shape of the surface should determine positioning of the foot's heel and toe sides, and potential snagging or movement must also be considered. If you anticipate the way the skin stretches, this can help avoid having the jewelry pop out of its channel, whether healed or unhealed.

My approach from the start has been to promote performing surface anchors with a needle, using a standard freehand piercing technique, and that remains my approach. The sometimes easier method of using a biopsy punch has resulted in a handful of states banning the performance of surface anchors entirely. They have classified the anchor piercing as an implant and are implying a medical device is needed to perform the piercing. These legislators have little or no exposure to anchors other than numerous videos of piercers on YouTube. Unfortunately, for the most part they are using improper instruments, poor aseptic technique, and taking way too long to complete the procedures.

I agree that reviewing videos can help with the learning process, but I do not allow my clients to video tape procedures. I think it’s just a matter of using good judgment. I test all the prototypes and still solely apply the needle technique. I believe there is no need for a competent professional to use any other tool to pierce the body when performing this procedure. The tools needed to install a surface anchor are a 12ga, 11ga, or 10ga tri-beveled piercing needle and an anchor tool or hemostats (preferably modified specifically for this purpose). A piercing set up consisting of all the essentials for a freehand piercing is needed as well (see above photo).

Once placement is determined, you must judge the tissue for needle size. Thinner tissue calls for 12ga or 11ga needles, and a 10ga
may be used when uncertain of the tissue's thickness or to facilitate an easier insertion. A larger needle makes for easier insertion of the heel but will lead to more bleeding and less initial stability. There are many techniques for inserting surface anchors. Finding one that is safe and comfortable for you and your client should be your main priority. Don't make a big mess to insert such a small piece of jewelry! I will describe what I think is the safest for you and your client:

- Turn the bevel of the needle toward the toe side of your mark until it is almost perpendicular with the surface of the tissue. Push 1/3 of the bevel in from this position.

- Turn or scoop the needle along the surface of the skin toward your thumb and index finger (which are supporting the tissue) another 1/3 of the bevel, (see above)

- Remove the needle and apply direct pressure to the piercing with sterile gauze in preparation for inserting the jewelry.

- Make sure to have a firm grip on the jewelry for insertion. Hold the anchor from the top of the threaded end with hemostats or an anchor tool.

- Place the toe side into the piercing following the angle of the needle. (see below)

- Once the toe side is in, tilt the tool back and away from the toe side dipping the heel of the anchor in while pulling the tissue taut and away from the heel side. (see below)

- Use the tool and jewelry to apply pressure in the opposite direction from your fingers. Another option is to use your index finger to do this while the thumb stretches the piercing open on the heel side.

At this point the anchor should be laying flat. If not, it is completely acceptable to remove the jewelry and reinsert it. If the anchor is not sitting flush with the body chances for migration are much higher. Anchors don't always do what you want them to. That doesn't mean you have to redo the piercing by poking in both directions or going in deeper. The opening in the body has been made already. It helps to stop, apply direct pressure, take a deep breath, and evaluate your situation for a few seconds, then continue. In most cases, I have been able to solve an insertion problem by simply changing the direction of the foot. It can be very simple if you allow it to be.

As piercers we insert and remove threaded ends all day long and it's no big deal. With the right tools and techniques, removal can be easy. First, you have to make sure to secure the base of the surface anchor in order to remove the top (threaded end). But I have noticed that even on a well-healed piercing this can be disruptive, so I encourage
clients to select a piece that is safe for healing and a style they are sure they will leave on throughout the entire length of the healing process. (For optimal results, the client should wait three to four months before threaded ends are changed.)

Tools are manufactured specifically for threaded-end installation and removal purposes. Like most tools, they can make the task easier but may damage the wearing surface of the post if not used with care. These tools make all the difference in changing the end, but you still have to go grab and hold the post. This can promote migration in a healing anchor piercing. A threaded end can be removed on a healed anchor by hand to avoid lifting or disrupting an anchor that sits close to the surface. If you choose to remove the threaded end by hand, remember the turning of the base can be traumatic if not secured by your fingers or the appropriate tool. To determine the location of the heel and toe of the base, gently pull up on the anchor from the end. Feel around the base of the anchor. Place your index finger on the heel side and your thumb on the opposing toe side. With fingers in place use a pair of hemostats to unscrew the end.

As intimidating as taking out an anchor may seem to any person on the street, removal should take only a second. The most common method is:

- Hold the anchor from the threaded end.
- Place your thumb on the heel side of the base.
- Lean the tool toward the toe side and tilt the heel out while pulling the anchor out.

If this method is not possible, the same tools you used to install an anchor can be used to remove it. Check the stability of the anchor by holding it from the top with a tool and placing your thumb at the base of the heel. Tilt the anchor away from your thumb and if the anchor still seems resistant to removal, use a piercing needle to pierce straight down at the base of the anchor’s post on the heel side of the anchor. See if exposing the heel is possible. If it is, remove the anchor and cover the wound with gauze.

Your client may request to have the anchor reinserted directly after removal, but it is always best to suggest they consider letting the area heal before attempting repiercing. If you do reinsert without a waiting period, swap the position of the toe and heel to help find a healthier area of the tissue. If the area is highly irritated or heavily scarred, insist that the client wait and suggest a form of natural scar tissue reduction to attempt before repiercing the area.

Aftercare can be very simple, and it seems that, when left alone, anchors frequently heal themselves — though it does make sense to stick with the guidelines for normal cleaning, especially when you consider what a piercing comes into contact with throughout the course of a day. Staying consistent with aftercare is also important. For the first few days, cold saline pads can help with any irritation or swelling. The client should clean around and irrigate the piercing with saline once or twice a day. Flushing underneath the threaded end will help to prevent build up of discharge and lifting of the anchor. I’ve been suggesting cleaning under the anchor as a daily regimen to reduce build up on the jewelry inside the channel, as daily saline flushing can reduce the chance of migration. The flush should be done in addition to any standard saline soaks to assure that your client ends up with a healthy, healed piercing. This cleaning schedule should be followed for six to eight weeks or until the piercing appears healed.

Surface anchors have specific jewelry, piercing, and removal techniques that make them somewhat different from other piercings. These differences can be intimidating to a client if they are not explained in a simple, thorough manner by a qualified professional. If you are unsure of anything, seek out the knowledge you need. There are enough competent piercers available that you should not have to settle for being underinformed. I always encourage my clients to do research on their own in addition to having a consultation with me. Even with the most experienced and knowledgeable professional, without sound communication, there can be misunderstandings. This communication with your clients is a form of outreach that you are performing. It will not only educate that client, but hopefully everyone who asks the about their experience, and importantly, their amazing new piercing.
Editor’s Note: In response to my article written with David Vidra in the last issue, Surface Anchors, Punches, and Legislation Issues, Part 2, I’ve received updates from several piercers in states mentioned in that article. If you are involved with regulations in your area, we encourage you to contribute to future issues of The Point. You can email me at president@safepiercing.org.

For those unfamiliar with the different terminology for this variation of surface piercings, surface anchors, microdermals, and dermal anchors all refer to the same thing. APP publications use the accepted term “surface anchor,” in part to help separate this procedure from more medical connotations and classifications. Since the contributions below use the term “microdermal” (or “microdermal anchor”), the decision was made to keep the wording penned by the original authors—especially since the name for this procedure varies with regulations in different areas.

FLORIDA:

I’ve just finished talking at length to Edith Coulter, of the Florida Department of Health. I’ve worked directly with her and Ed Golding since before the statute was passed. We have spent a lot of time educating them on a number of issues, most recently dermal punches and implant quality jewelry. They have repeatedly informed us that 2mm and smaller was legal and acceptable and that this information would be placed on the Florida Board of Environmental Health Web site. That has not yet happened and so the most accurate and conservative interpretation is that inserting microdermals using dermal punches is illegal in the state of Florida. There is nothing to my knowledge prohibiting the insertion using sharps to perform the piercing. So all of your information is correct to the best of my knowledge.

A much larger issue is that Edith reported that our request to enforce the statute that mandates the use of implant grade material in initial piercings has been passed along to the county health departments that inspect and enforce the code. This would be a massive victory for professionalism and consumer health in Florida.

Bink Williams
Body Piercing by Bink
Tallahassee, FL

NEW JERSEY:

Originally when I met with Tim Smith [New Jersey Public Health Sanitation and Safety Program Manager and head of the NJ Body Art Department in Trenton], he and his team workers wanted to know everything microdermal even if this meant telling New Jersey the not-so-great things about punches and removal. After several lengthy person-to-person meetings, Mr. Smith thought it would be a good idea to start a pilot program. This program would allow for the collection of information from the piercers and clients who directly dealt with the microdermals. After a year of collecting positive data, New Jersey would then allow any piercer to apply to this pilot program.

In early January, Mr. Smith told me that instead of creating a pilot program he is going to reclassify microdermal anchors from “implants” to a “surface piercing”. During our original meetings we reviewed recommended practices and procedures. If you want to be a body piercer and also perform microdermals, you must be approved by your local health inspector. You will need to show proof of microdermal anchor liability insurance, use only jewelry sold or marketed as “microdermal anchor jewelry”, use a needle to install the jewelry, and use only grade 23 titanium microdermal anchors.

This is a big step considering a lot of other states are banning microdermals outright. Mr. Smith still has concerns with some things, including removal, since cutting of any kind is not allowed in the state of New Jersey. If you come across a microdermal anchor that cannot be pried out, you may be able to pierce it out with a needle, but use of the punch is still prohibited at this time.

Official letters should be going out to body piercers in New Jersey outlining the new regulations for microdermal anchor use. Contact your local health department inspector for further information.

Jonny Needles
Dynasty Tattoo & Body Piercing
Newfield, NJ

Tim Smith sent me an email on January 14, 2010 stating that his basic position on microdermals “is that they are permitted.” As this department follows the state’s directions and regulations, upon receiving written documentation, microdermal anchors are allowed. Tim mentioned that he intends to send a Body Art Procedures rule interpretation statement to all Health Officers in the state at the onset of February. This department has not yet received the document.

Wendy Carey
Chief Registered Environmental Health Specialist
Gloucester County Offices at East Holly
Division of Health/Consumer Health Program
Sewell, NJ

CALIFORNIA

(see press release on next page)
CALIFORNIA SAFE BODY ARTS BILL - AB 223

PAUL STOLL
Body Manipulations
San Francisco, CA

San Francisco, CA, 2010: Body Manipulations is working closely with the California Association of Environmental Health Administrators (CAEHA) and the Health Officers Association of California (HOAC) in an effort to ensure that a new Safe Body Art Act (AB 223) is not only protective of public health, but fair and reasonably enforceable. AB 223 establishes statewide minimum standards for all Body Art Facilities and practitioners.

In 1994, California lawmakers put together AB 101. This was the first version of the Safe Body Art Bill. It empowered local jurisdictions to adopt a health ordinance for public health safety in the practice of tattoo, body piercing, and cosmetic tattoo. It was AB 101 that brought the local practitioners to collaborate with local health officials and eventually caused the formation of the APP.

Now 16 years later, in intense collaboration with practitioners and other health organizations, the CAEHA has proceeded to strengthen AB 101 with the new AB 223 clearly defining the minimum standards required for safe body art practices and turning them into an enforceable law. This bill would, as of July 1, 2011, repeal the provisions of AB 101 and, instead, enact the Safe Body Art Act. The act would prohibit a person from performing body art without registering annually with the local enforcement agency. The bill would require practitioners to comply with requirements in areas including client information and questionnaires, vaccination, blood borne pathogens training, and sanitation. The bill would also require the owner of a body art facility to obtain and annually renew a health permit from the local enforcement agency, and to maintain the body art facility in a specified manner.

To read AB 223 and check its current status visit: http://www.leginfo.ca.gov/cgi-bin/postquery?bill_number=ab_223&sess=CUR&house=B&author=ma
Or type “223” in the search query of this site: http://www.leginfo.ca.gov/billinfo.html

PAUL STOLL
Body Manipulations
San Francisco, CA

WHOLESALE ORDERS NOW AVAILABLE THROUGH THE APP!

THE PIERCING BIBLE
THE DEFINITIVE GUIDE TO SAFE BODY PIERCING
by Elayne Angel

This one-of-a-kind comprehensive resource covers everything piercers and piercees need to know about the subject. Piercing pioneer and authority Elayne Angel shares her exhaustive knowledge about piercing techniques, jewelry, placements, aftercare, troubleshooting, and more.

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 for more information.

Available for purchase through the APP office: 1 (888) 888-1APP or APP Web site: www.safepiercing.org

A portion of the proceeds from each sale goes to the APP

To sell The Piercing Bible in your studio, place a “retailer order” with the publisher: email NewAccount@randomhouse.com or call 800.733.3000, ext. 86384

$20.00
PAPERBACK
6 X 9 INCHES
PHOTOS & ILLUSTRATIONS
320 PAGES
Essen, Germany - This was the location of the 3rd annual BMXnet Body Modification eXchange NETwork conference. Of the many different conventions in many different countries I’ve had the honor of attending and teaching at, this was one of the best, for many reasons. For those unfamiliar, BMXnet is a conference for body artists of all sorts: piercing, tattooing, and then some. As I learned more about the conference, it quickly became obvious why Europe was chosen for this event. It has the right balance of progressiveness and a liberal open-minded attitude to host a conference that educates the professionals from our tattooing and piercing communities together, and fosters all other body modification aspects including branding, cutting, 3-D implants, and other emerging fields. BMXnet remembers these subsets of our industry and embraces its’ facets with eager and open arms. Regardless of your specialty or involvement in the industry, there was probably a class suited to your interests. Here, finally, was a place for all modification practitioners to get together and share insights, viewpoints, and knowledge. As if that wasn’t enough, there were also classes that delved into the body play aspects that seem to run so seamlessly into many of our lives.

Not only were there classes on such industry staples as Acceptable Initial Jewelry Sizes and Materials, Piercing Placement, Clamps and Freehand, and Better Sterilization Techniques (in English and German), but this conference also offered groundbreaking classes on Genital Beading; Microdermals and Skin Divers; Traditional, Cautery, and Laser Branding; Magnetic Implants Theory; and a lecture on 3-D implant risks, given by Cookie Haworth. (I’m so sorry I missed that one.) It makes me so happy to see experienced practitioners come out and explain that sometimes stuff doesn’t always heal like we want it to, as there is another side of modifications, a side in which things can and sometimes do go wrong. It was nice to have this other side candidly shared so that professionals in our industry can be fully informed of the potential risks accompanying many things we do.

I presented a class on freehand piercing theory and piercing techniques with Brian Skellie, an introduction into working freehand with blade needles (which is not the norm in Europe, as many countries use cannula [IV] needles). In this class, I debuted the first volume of my freehand DVD series, which is geared toward working freehand with blade needles. Additionally, I led an introductory theory course on scarification, covering basics that I have realized not everyone understands in this day. I ended the conference with a workshop on cutting, in which I cut a small lotus from a stencil in order to show the proper way to perform each step from stenciling, to layout, to cutting, to cleanup. What people see as basic knowledge differs from practitioner to practitioner, and along ethnic and cultural lines as well.

I was also fortunate to present a class on suspension safety with Håvve Fjell, and speak on piercing at the Phuket Vegetarian Festival - which was my introduction to Paul King and V. Vale, author of Modern Primitives, the book that changed so many of our lives. Meeting him was an honor unto itself.

In addition to the modification classes, the rundown of classes offered for artists in general was amazing - oil and acrylic painting, and Japanese composition. There was so much more, but with a full teaching schedule, so much I missed - like the rituals class given by Paul King. However, I did catch some of Lars Krutak’s classes in which he showed a few films of him being tattooed and cut by ethnic tribes people. Lars Krutak was the Tattoo Hunter of the Discovery Channel show [See issue #44 of The Point]. He has had some amazing experiences and is incredibly knowledgeable about a variety of cultures and practices. I had the great honor of meeting him, and sat and picked his brain as much as I could. It was nice to connect with someone who shares a lot of the same internal drives and passions.

The end of each weekend night featured performance shows - a highlight of the conference. The first night was a meet and greet. The second night opened with Damien Kenny, who performed a mix of sideshow and suspension with a shaolin twist. The Saviours took the stage next, a great show ending with Lassi hanging a bucket of change from himself until he bled - to elicit a laugh from the crowd. Despite their teaching academy burning down a few weeks before the conference, Pain Solution and the Fakir Academy students were on hand to finish with a great presentation of their interpretation of sideshow. They used costumes that were visibly burned from the fire - anyone in the first few rows could smell the smoke that lingered from the aftermath. It was amazing that they performed, and afterward they rallied together and took a big collection that will help reopen the new Fakir Academy [Pain Solution is still taking donations by PayPal to painsol@online.no].

The third night opened with Hillary Hastings and Operafication. They have an amazing take on suspension that combines modern theater, dance, opera, and aspects of symphony that results in one of the most interesting and beautiful presentations I have ever had the pleasure of experiencing. Ralf and Roland from Visajavara went on next to perform their well-choreographed act. In addition to sideshow...
and suspension, they utilized many older aspects of performance that were nice to see incorporated into a show again, like cutting and branding - even if used as well-placed filler.

U.S.-born Chandler Barnes and his Berlin-based group Superfly headlined the closing night with an amazing tandem shibari suspension. The cut-down medley that ended their show started a healthy debate afterward as to what were negligible risks. Either way, I have to say how impressed I am when people think outside the box and really push the envelope. Chandler and the rest of Superfly Suspension definitely do that.

It was refreshing to see how the different presentations were influenced by cultural and regional differences and how each culture perceives, approaches, and expresses the same “act” but does so in their own style. Even though these groups may only be hours apart geographically, the methods and manners of presentation are light years apart from each other. I noticed this is in contrast to the U.S., where the emphasis is usually on the act of suspension or sideshow rather than the storyline.

One of the things that really struck me about this whole conference was the overwhelming sense of community. With the small, intimate setting, everyone checked their ego at the door - it was truly amazing. If I have one complaint about BMX, it is that I didn’t have time to sleep. Next year I have to put that on the schedule! I cannot begin to express how great conference was. Thanks to BMXnet President Stephan Strestik and Board member Stephanie Rihm for having the vision for this event.

This year’s conference will be in Berlin in September - see you there! P
NEW INFORMATIONAL BROCHURES ARE AVAILABLE FROM THE APP OFFICE

Each brochure has been recently updated with a new look and the most current information. Brochures are available in packs of **100 for $20**. PDF downloads are **free** at safepiercing.org.

**TITLES INCLUDE:** jewelry for initial piercings (New!) • jewelry for healed piercings (New!) • what is the APP? • picking a piercer • body piercing aftercare • aftercare for oral piercings • oral piercing risks • troubleshooting for you and your healthcare professional (now with more detailed medical information for doctors).

Many titles are also available in **Spanish**.

To order, contact the APP office at **888.888.1APP** or email **info@safepiercing.org**

---

You do not need to be an APP member to purchase or distribute APP materials. If you are a healthcare professional or educator, you are entitled to sample packets or complementary copies. Contact the office for more information. All brochures are licensed under the Creative Commons Attribution-Noncommercial-No Derivative Works License. For more information, visit creativecommons.org
Hello,

No worries! I have tons of pictures [we’re getting better in organizing it every year ;-) ]. I will go through it tonight at home and upload them on our server in a good resolution!

What text/information do you need to be added?!

The Numbers/Facts/Statistics:
- Three days (30 hours)
- Two classrooms (~100-150 seats each)
- Two workshop rooms (20 people and 50 people)
- 192 attendees
- 26 teachers (piercers, tattooists, Dr. Med., Prof. Dr., and so on)
- 12 people in the organization team (plus some helpers and volunteers)
- 20 different classes (most of them in English AND German)
- 10 different workshops/hands-on classes
- Four real-time interpreters and consecutive dolmetschers
- Six show acts: Pain Solution’s Fakir School, The Saviours, Mr.Ktion, Operafication, Visajavara Crew, Superfly Crew - a total of 18 Performers!!
- A new record has been set - the venue had never ever served so much beer, they had to get re-stocked on Saturday since after Friday all the weekends’ beer was already gone!
- Also a record was set with “served plates”—we had an all-you-can-eat buffet and 480 plates were served, which made the kitchen MAD and in the evening they had to improvise to get everybody happy!

What else??

Oh, a member’s meeting took place where I (unfortunately) had to step back from being president—it’s for private reasons. I had a lot of changes in my life and already had not enough time for it in 2009, so I have to slow down and put family first. But the new board is very strong and will replace me, also I’m still there helping with organizing the next conference. Also, Marcus stepped back from the board earlier in 2009 so we will have almost a completely new board.

Sooo... the new board is:
President: Stefanie Rihm (former Board)
Board:
Arnulf Ragnar Schmitz (New)
Chris Rihm (former Conference Organization Team)

What else, what else???

Oh, next conference will be September 16-19, 2010 in BERLIN! And it will be open to 500 attendees. The 2009 location had a limit of 200 and we already had to turn down around 50 people who wanted to come but were too late!

The next conference will be kinda “APP Style”: that means it will be in a congress hotel - more rooms, bigger rooms, and a huge expo space (2009 we had 10 sponsors/booths due to limited space we had to turn some down. The new expo will be open to 40 sponsors/booths). There will be no buffet or food arrangements but a non-alcoholic beverage flat rate for attendees. Mmmh... Oh, yeah... also new the
Thursday - that day will not be included in the conference. We opened the Thursday for whole-(or half) day classes and workshops, such as Scarification, Implants, Suspension, Hand Poking, Tattoo Machine Tuning/Building, Drawing, Bondage, a public speaking training for our stuff and some more. Some are free, some have to be paid on site to the host/speaker! The whole conference (Friday to Sunday) will cost around 200 EUR (possibly a little less but we do not have all costs set yet—but registration will start in February!)

In February also our new Web site will launch (it’s ready already we only wait for some facts for the registration and video material of last conference to be converted). On that Web site we will host a forum and members-only section so people can stay in touch and discuss classes and such afterward. Also if permission is given, videotaped classes will be shown! Also members can put up a page and get moderator status for a public board where people can ask questions to all topics. Also there will be an online software to work together on documents/fliers and educational material for the general public. So BMXnet understands itself as a network of pros and the interface to the general public and that is what we finally bring to our Web page!

That’s by the way another reason why I quit my president’s position cause I do a big part of all the online programming and it also consumes a lot of time.

What else???
Hehehe... anything??? Ask! ;-)
The 4th annual APP Conference in Mexico took place at the Hotel Royal in the Zona Rosa of Mexico City from October 6-10, 2009. About 70 piercers were in attendance from all over Mexico, other parts of Central America, and as far away as Spain. The four-day event was jam-packed with information and so many offerings were added that, for the first time, attendees had the opportunity to choose between two different classes during two of the conference days.

Each piercer was provided with a useful notebook that contained a schedule for the conference, all of the handouts for the entire curriculum, and a CD of the Procedure Manual, plus a sample of each APP brochure that has been translated into Spanish.

After the orientation, the first day started off with a series of roundtable discussions to encourage camaraderie and participation. Each round table had one or more moderators to facilitate the dialogue. A diversity of topics were covered that included Ethics, Discrimination, Handling Biohazardous Waste, Professionalism, Forceps vs. Freehand Techniques, and Suspensions.

An opening party was held on the penthouse roof deck of the hotel that evening. The panoramic view, gentle breezes, and great company helped bring a wonderful conclusion to the opening day of the conference.

A great variety of topics were covered throughout the conference: Male Genital Piercings, Female Genital Piercings, Initial Jewelry, Scars, and Anthropology, as well as Steel & Titanium, and Ear & Surface Projects. A medical doctor local to Mexico City presented an anatomy class. David Vidra presented coursework on Infection Control and Medical Risk Assessment, and Ana Paula Escalante taught Stretching. She also took on the added role of interpreter during the conference. APP Business Members rounded out the instructor list, including Nick Wolak, who taught Customer Service, and Public Speaking, and Leticia Mejia, who taught Autoclave Operations, and Cross-Contamination with Ed Chavarria. The list of instructors also included me and other members of the APP Board of Directors: Bethra Szumski, Danny Yerna, and Didier Suarez.

A new teaching approach was tried out with two scheduled hands-on piercing workshops. One was on Surface Piercing and Anchors, and the other was planned to demonstrate five different techniques for an eyebrow piercing. Due to great demand for the first class, the second one was canceled. During the live demonstrations, a video camera was used to project the action onto a screen so that everyone was able to view the presentation. In all honesty, things didn't go very smoothly or according to plan, but everyone remarked that they learned something from the experience.

A buffet lunch, catered by the hotel, was included as part of the conference package. The food was fresh and delicious, and this offered a much-needed break in the middle of the day to clear our heads and fill our bellies. It also allowed the conference-goers some time to socialize and get to know one another better.

On the final evening, a meeting was held that included about 30 piercers who had attended three or all four of the APP seminars in Mexico. A discussion took place about the fate of the Mexico City seminars, as International Liaison Danny Yerna's term of service will be up in May 2010. Approximately 10 of the attendees expressed a desire to participate and further explore the possibility of forming a Mexican sister organization to the APP. Their information was collected and plans were made to continue this important dialogue.

At the conclusion of the meeting, we thought the paparazzi had arrived! For no less than 20 minutes, there was a non-stop flurry of photographs taken of the Board members with the attendees in every possible combination. The students were warm and friendly and extremely eager to learn. It was clear that they genuinely appreciated having us there.

Thanks to H2Ocean and Industrial Strength Sharp-Ass Needles for their sponsorship of this event, which made it possible for David Vidra to teach, and for professional interpreters to provide Spanish translation for his classes.

Huge kudos are due to Danny Yerna and his team for their dedication and tremendous organizational skills. Pulling together a conference of this scale is a challenging task and they went above and beyond the call of duty to make certain that every detail was as perfect as possible. Thank you Danny and team!
15th ANNUAL CONFERENCE & EXPOSITION

MAY 2-7 2010
@ TROPICANA LAS VEGAS

Newest Styles
Innovative Designs
Largest Collection of Wholesale Vendors
Industry Expert Instructors

Industry Specific BBP
Hundreds of Raffle Prizes
($38,000.00 Total Value In 2009)
Wholesale Discounts
(Not Open to the General Public)

Training Groups
Updates Of Standards
In-Depth Technique
Anatomy And Aftercare Courses

Medical Products
Cutting Edge New Courses
Open And Educational Sharing With Piercers From Around The Globe

SAFEPIERCING.ORG • 888.888.1APP • INFO@SAFEPIERCING.ORG
PROFESSIONAL PROGRAM INSURANCE BROKERAGE

BODY PIERCING INSURANCE

BODY PIERCING • TATTOO SHOPS
MINOR PIERCING • DERMAL ANCHORING
SUFFACE PIERCING • GUEST PIERCERS
APPRENTICESHIPS • PIGMENT REMOVAL
PIGMENT LIGHTENING • LASER
BEAUTY INDUSTRY • PERMANENT COSMETICS

415.475.4300
tattoo-ins.com

371 Bel Marin Keys Blvd. Suite 220
Novato, California 94949-5662
Fax: 415.475.4303  CA license #OB17238

WE KNOW THE PIERCING INDUSTRY
What are 2257 Regulations?
They are 18 U.S.C. §2257, the Federal Record Keeping and Labeling Requirements, which are imposed by the U.S. government, ostensibly to prevent child pornography. Those who produce sexually explicit materials must obtain proof of age (over 18) for every model they shoot, retain those records in very specific ways, and make the records available to inspection by the Feds. That sounds perfectly reasonable, but the particulars are exacting and extremely time consuming to comply with. Any infraction is considered a felony.

Is This Something New?
No, the Child Protection and Obscenity Enforcement Act of 1988 was a United States Act of Congress. It has been updated and amended several times. In 2006, the regulations were further expanded with the Adam Walsh Child Protection and Safety Act, passed by President Bush. The FBI began scrutinizing the 2257 records of several companies that produce hardcore adult videos. So far, only one company has been prosecuted. The final revisions to 18 U.S.C. §2257 officially took effect January 20, the same day President Obama was sworn into office.

Initially, the 2257 record keeping requirements included instances of “actual sexually explicit conduct.” This was defined as “sexual intercourse, including genital-genital, oral-genital, anal-genital, or oral-anal, whether between persons of the same or opposite sex.” The Department of Justice released its latest ruling on the matter, and as of March 18, 2009, the requirements of this rule also specifically apply to producers of visual depictions of “masturbation, sadistic or masochistic abuse, and lascivious exhibition of the genitals or pubic area of any person” (and also simulated sexual activity!).

How Could It Affect Me? I’m a Piercer, Not a Pornographer…..
The online posting of images of genital piercings could fall under “lascivious exhibition of the genitals.” Also, images of body and genital piercing could potentially be construed as “sadistic or masochistic abuse.” These types of content fall under the 2257 regulations—and potentially under the ambiguous laws relating to obscenity, too.

In 2006, Clarence Thomas Gartman and his partner Brent Alan McDowell were sentenced in federal court in Dallas to 34 and 30 months in prison, respectively, after having been found guilty in a five-day trial for having mailed obscene material. The video depicted nipple piercing, but not explicit sex. http://business.avn.com/articles/27285.html

If your Web site features photos and/or videos of genital piercings, then you should post the required notice and compliance statement, and be certain to maintain identification records of all models. Under the current law, anyone who commercially operates a Web site with this type of content is subject to harsh penalties for even one infraction.

What Constitutes an Infraction?
Violations of these record keeping requirements are criminal offenses punishable by imprisonment of not more than five years in federal prison for a first offense and not more than 10 years for subsequent offenses. A punishable offense can be as minor as omitting a model’s alias or “date of production” from your records or failing to post a “2257 record keeping statement” on just a single page of a site where graphic images appear (more on this below).

Record Keeping Form
In addition to a piercing release form, to comply with these regulations, you should also have each piercee/model fill out a form like the Record Keeping Compliance Form here: ecstasymediaproductions.com/system/application/views/2257.pdf, and keep a copy of their ID with it. You’ll need to cross-reference this with information on where the images appear (such as Web page URLs). Records can be kept digitally so long as a digital copy of the identification document is legible, but frequent, comprehensive, and reliable off-site back-ups are absolutely essential to prevent data loss.

Compliance Notice and Disclaimer
Current regulations require a producer of Web sites containing adult content to affix a label stating that models were over 18 when the images were obtained and to provide the name and address of the “Custodian of Records.” This custodian is the party responsible for the recordkeeping.

The compliance notice must be “on its homepage, any known major entry points, or principal URL (including the principal URL of a sub-domain), or in a separate window that opens upon the viewer’s clicking a hypertext link that states:

With the latest change in the statute, the compliance statement providing the location of the records is required to be affixed to every page of your Web site on which genital piercings appear.

Some good news is that the Justice Department has now explicitly stated that “a hyperlink or ‘mouseover’ ” can be used as a means of displaying the required disclosure statement. Also new is that a third party can do the recordkeeping for you. Specialty businesses to support the process have been cropping up online, including special software to help with compliance.
You should post a warning with disclaimer something like the following:

18 U.S.C. 2257 Record Keeping Requirements Compliance Statement

WARNING: This site contains nudity and graphic depictions of body piercings. To view our photo galleries and/or videos of genital piercings you must be 18 years of age or older, and in a legal location to view adult material. By going beyond this point, you acknowledge that you are 18 years of age or older.

All models, actors, actresses, and other persons that appear in this site were over 18 years of age at the time the depictions were created. The Custodian of Records is: (provide the name of the record keeper and the physical address where the records are kept).

The Specifics

Section 2257 requires producers of adult material to check a valid photo ID issued by a state or federal agency, to make a copy of it, and maintain records of this information as described below:

Maintenance of Records

(a) Any producer of any images of a human being engaged in actual sexually explicit conduct made after July 3, 1995 shall, for each performer portrayed in such visual depiction, create and maintain records as follows:

(1) The legal name and date of birth of each performer, obtained by the producer's examination of a picture identification card. For any performer portrayed in such a depiction made after July 3, 1995, the records shall also include a legible copy of the identification document examined and, if that document does not contain a recent and a recognizable picture of the performer, a legible copy of a picture identification card. For any performer portrayed in such a depiction after June 23, 2005, the records shall include

(i) A copy of the depiction, and

(ii) Where the depiction is published on an Internet computer site or service, a copy of any URL associated with the depiction or, if no URL is associated with the depiction, another uniquely identifying reference associated with the location of the depiction on the Internet.

(2) Any name, other than each performer's legal name, ever used by the performer, including the performer's maiden name, alias, nickname, stage name, or professional name. For any performer portrayed in such a depiction made after July 3, 1995, such names shall be indexed by the picture, URL, or other matter. Producers may rely in good faith on representations by performers regarding accuracy of the names, other than legal names, used by performers.

(3) Records required to be created and maintained under this part shall be organized alphabetically, or numerically where appropriate, by the legal name of the performer (by last or family name, then first or given name), and shall be indexed or cross-referenced to each alias or other name used and to each title or identifying number of the picture, URL, or other matter.

The 2257 regulations will likely be reviewed by the new Department of Justice under President Obama. It remains to be seen whether President Obama has an interest in pursuing inspections and prosecutions in this arena.

Disclaimer: This information is intended to educate you about 2257 regulations and should not be taken as legal advice. See a qualified attorney for legal advice.

For more information:

http://www.xbiz.com/articles/105790?ln=legal
http://www.freespeechcoalition.com/
http://www.xxxlaw.net/
Every day, I am reminded of how I started and how far I’ve come. Over the years, I have been molded by many people. When Jesika Bornsen asked me to fill in for her and teach her class, Making Piercing a Lifetime Career at the 2009 APP Conference, I felt honored. Working all the time, I sometimes feel I’ve lost sight of the big picture; after seven years in this business, I’ve made a career.

Nervous yet empowered, I prepared for my portion of the class. Scheduling and circumstance granted me the pleasure of taking Jesika’s and Derek Lowe’s information and, to the best of my ability, presenting it on my own. It was short notice, but I knew I wasn’t the only one who works well under pressure. Remember that book report you had nine months to work on? The morning of, your heart jumps into your throat when you realize it is due that day? I had one second of that, and then the same survival skill that pushed all of us a little harder through this business kicked in. I sought out those I respect for input, advice and encouragement. James Weber, Sky Renfro, Lars Johansson, Jason Pfohl, and many others allowed me to bounce ideas and scenarios off of them and helped me prepare to teach my first class. My employees who traveled with me, Devin Holcroft and Sarah Morgan, helped me get note cards—and my confidence—ready.

The class included financial suggestions and covered the importance of making contacts, being respectful and keeping self-respect, and—above all—customer service. Reaching out and making contacts in this industry can make or break your career. I stressed that our industry didn’t get to where it is without a huge group effort—with respect and credit given to its innovators. This knowledge, and these multifaceted people, create a web of opportunities and solutions.

These are my perspectives and experiences—coupled with hard facts. I am not an expert on how to manage or deal with every scenario you may face, but I have survived and succeeded against a lot of adversity. This is how I did it.

**PRACTICE RESPECT**

Have respect for yourself and respect for others. We are in a small but ever-growing industry. Bad day at work or home? It is not your customers’ fault. It’s definitely not their fault if they ask the one question that you already heard 100 times that day. You have one chance at making a good first impression on every client. That is your cheapest and best form of advertisement. Get rid of a “no” attitude and spend the extra time to explain “why” instead. Explore alternative solutions whenever possible. Don’t lose sight of the fact that we are in a service industry. Educating and informing your clients is the best way to encourage them to make wise decisions with their new modifications. But in the end, it is their modification and it is their moment—you are simply the guide. Leave your personal life at home, and be a clean sponge to gauge your customers’ needs to give them the best experience possible. As you represent your shop, your shop also represents you. You are only as strong as your weakest coworker; you are a team. If you work against each other, it will lead to both of your demise. When there is a personnel problem, work with the coworker or a manager until the issue is resolved. Agree to disagree, or come to a compromise. You will undoubtedly find differences among other piercers. Learn from one another, but when differences are a wall instead of a bridge, don’t let it come between you, your customers, or your success.

**CREATE A BUSINESS PLAN**

Planning for the future is important to everyone. You can get lost in the moment with a $100 tip and spend it as free money, but budgeting and planning are musts. There may be busy and slow seasons, and you should map out your finances accordingly. What if you were injured? What if you lost a family member? Are you financially ready for these things? When do you want to retire? You should have a series of goals: 1-, 5-, and 10-year plans. Why is it that you do what you do? What clients are you targeting? What sets you apart from your competitors? These are all things that can be outlined in a business plan. If these questions are confusing, seek out a financial adviser or an accountant who is skilled in drawing up business plans. Look into switching over to a payroll system instead of having employees work on a contract basis. A contractor is not legally considered a contractor unless, for example, they make their own schedule and have their own phone line and credit card machine. If an audit leaves you in the position of establishing payroll, it can take 30 to 60 days to set up. There are fines that the business owner is responsible for if it is determined that a person in your studio is not a contractor. There are daily fines and one-time fines. It is best to ask an accountant who handles these types of audits to find out where you stand.

**SPREAD THE WORD**

To get the most from your advertising and marketing efforts, you should first think about who you are trying to target. What is the age range? Are you predominantly targeting males or females? What do these types of people do for fun, and where do they hang out? Planning for these questions is important. Have a plan in place to reach your customers. A business plan is your blueprint. Remember that you are in business and doing business. This goes for how you speak, how you act, and how you dress. The way you present the shop also represents you. You are only as strong as your weakest coworker; you are a team. If you work against each other, it will lead to both of your demise. When there is a personnel problem, work with the coworker or a manager until the issue is resolved. Agree to disagree, or come to a compromise. You will undoubtedly find differences among other piercers. Learn from one another, but when differences are a wall instead of a bridge, don’t let it come between you, your customers, or your success.
they go? A lot of these questions can be answered just by taking statistics from your paperwork and asking your clients more in-depth questions. You can research the demographics of your town to find out who the general population is, what their ages are, and what their general income range is. All of these things will help you to better tailor your advertisements to your market. Free forms of advertisement are the best for testing. Talk to local businesses owners, explore periodicals and online options, and track your results to see what works best for you. While I sometimes think if I hear the words “Facebook” or “MySpace” one more time I’m gonna scream, they have done wonders for my networking, getting in touch with clients, and publicizing events. Use them to your advantage. Take your paperwork at the end of every day and look for your clients on social networking sites. Remembering client birthdays or running birthday specials is a ringer; people love to feel special and will appreciate and remember when you are a part of it. Make sure your portfolio is updated on all of your online venues and in your shop. It should look professional and always be accessible.

LEAVE YOUR HOME TURF

Do some community outreach. Whether you sign up your business to be in a community parade or appear at a school to educate the public, your success depends on the overall impression you make in your shop and outside of it. The APP can help you with outreach efforts by providing anything from pamphlets to material for presentations; they have it all and are only a phone call away.

CONTINUALLY SEEK KNOWLEDGE

It is important to keep yourself well rounded. Traveling and doing guest piercing takes you out of your element and tests your skills of adaptation. Guest appearances are also great for networking and learning what works for other shops and piercers in terms of organization, setup, and advertising. In a different location, you can walk around town and see where you would instinctively go if you wanted to find out about piercing in that area. Use that knowledge, and apply it to your hometown so you can reach your local customers. Knowing about jewelry materials and different companies will allow you to be confident anywhere, with any amount of jewelry. Learning more about the equipment you work with, along with other applicable knowledge, will make you indispensable as a piercer.

LOOK AHEAD

Think outside your work. Do you want to build a family? If so, how is that going to fit into your lifestyle and the hours you work? Most of us are busy on weekends, so how might that affect spending time with a significant other who has a 9-to-5 job, or a child in school? It’s a hard adjustment to make, and giving up the party nightlife is often part of the compromise. The tools, experience, networking, and ideas are there, and they are yours for the taking. Piercing is not only a lifestyle; it is you. When you walk out the door, you are a walking advertisement for yourself. The connections you make within the industry and at your shop can last you a lifetime. Take your career by storm and with confidence; the people you respect the most have already done it and you can learn from their examples. P

I am not an expert on how to manage or deal with every scenario you may face, but I have survived and succeeded against a lot of adversity. This is how I did it.
UC Davis and Sacramento State University have teamed up with the APP and APT for their educational campaign “Be Smart with Body Art.” The campaign was launched on December 1, 2009. It aims to raise awareness that improperly done body art can lead to the spread of viral blood diseases such as hepatitis C, which is successfully treated in only about 50 percent of cases.

Information is being provided through a Web site: besmartwithbodyart.org and via postcards and other printed materials featuring images of attractive young models with piercings and tattoos. The campaign will include campus activities, community events, radio spots, and postings on Facebook, Twitter, and MySpace. The program is focused on arming young people with questions to ask an artist before getting a tattoo or piercing. They plan to take the program to other campuses throughout California and, eventually, the rest of the country.

Researchers from UC Davis and Sacramento State University have found that more than 40 percent of college students falsely believe that tattooing and body piercing are unlikely to pose health risks. The two universities have teamed up to address the lack of awareness with an innovative new multimedia campaign that educates young people about ways to prevent spread of viral hepatitis C when getting tattoos or piercings.

The campaign does not intend to discourage tattooing and body piercing. “We just want people to be smart and safe about it,” said Professor Heather Diaz, a Sacramento State health sciences faculty member. “We hope to partner with many professional tattoo artists to help us spread the message to Be Smart with Body Art.”

APP Treasurer Paul King attended the launch press conference on December 1 and gave a number of interviews. APP Business Member Mike Martin, Vice President and Health and Education Coordinator for the Alliance of Professional Tattooists, was also at the event, and both organizations have provided letters of support for the campaign.

The campaign’s printed press release contains quotes from both Mr. King and Mr. Martin:

The Be Smart with Body Art campaign already has been endorsed by two major industry associations.

“It’s long overdue,” said Mike Martin, a tattoo artist in San Diego and coordinator for health and education for the Alliance of Professional Tattooists. “We are professionals, we love our industry, and we want to take care of it.”

The Association of Professional Piercers, a California-based international organization that advocates for safe piercing, also backs the campaign. Citing inconsistent and often lax local health codes related to body art, the group’s treasurer, Paul King, said, “since there are no standardized statewide codes for body art practices at this time, it is imperative that this preventative health and safety information on hepatitis C is made available to young adults.”

5 QUESTIONS TO ASK WHEN GETTING A TATTOO OR PIERCING

1. Do you use only new needles? [watch the artist open the package]
2. Do you use new ink caps for each client?
3. Do you sterilize all equipment that may come into contact with blood? [ask to see sterilization process and log]
4. Do you wear single-use latex gloves?
5. Do you cover fresh tattoos to prevent infection or hepatitis C virus transmission? [Make sure your tattoo is covered with a sterile, absorbent dressing]

www.besmartwithbodyart.org
Titanium Single Flared Multi Gem Eyelets now available in 8g thru 1/2"

Double Flared and larger sizes coming soon

1-800-339-5725 • Fax 760-438-8077 • orders@iscmailbox.com
WWW.ISBODYJEWELRY.COM
UPCOMING APP EVENTS

- **APP ANNUAL CONFERENCE AND EXPOSITION**
  May 2-7
  Tropicana Hotel and Casino
  Las Vegas, NV

- **ACHA (American College Health Association Conference)**
  June 1-5
  Philadelphia, PA

- **NEHA (National Environmental Health Association Conference)**
  June 6-9
  Albuquerque, NM

- **ADHA (American Dental Hygienists’ Association Conference)**
  June 23-29
  Las Vegas, NV

- **APP MEXICO SEMINARS**
  October 11-14
  Mexico City, Mexico

- **APHA (American Public Health Association Conference)**
  November 6-10
  Denver, CO