





Ethics matters. In life and in business. Bombshell Accessories/ Metal Mafia trades on that principle. In the era of cutthroat and carelessness, we choose commitment and accountability. No excuses. No slack. No margin for error. Bombshell Accessories/ Metal Mafia is the result of three people's dedication to doing it right every time, in a world where things being done wrong has become the norm. We make jewelry, but our company also makes a home for both the people who work here and the people we serve. Our style is as persuasive as our honesty. Our quality is as irreproachable as our integrity. Our designs are as righteous as we are.



## METAL MAFIA CALENDAR JULY

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### Independence Day

We will be closed on Friday, July 3rd and will reopen on Monday, July 6th. Happy 4th of July!

15

### Tax Day

Tax filing due date was extended from April 15, 2020, to July 15, 2020.



17

### National Tattoo Day

Piercers today is for you too - Decorate healed tattoos with dermals, pierce hand holders and run specials to get clients to your chair.



# 04

## Crave Worthy New Items

Doing lots of rook and ear work these days? Our new clickers can help make your customer more comfortable and your work easier. The jewelry has a bar that simply clicks into place to secure them, so you don't have to fight with captive beads and segments anymore—and you can insert them easily in tight spaces. Your customers can also purchase extras to take home and change out with ease once they are healed.

# 06

## Sterilized, Disposable & Pre-Packaged Tools

Clients may be thinking twice about getting pierced because they are frightened of COVID-19. One way to help emphasize that your shop puts client safety first is by switching to pre-sterilized disposable tools. Reduce the risk for both piercers and clients in the age of the coronavirus.



# 10

## Get to know Cliff's Tattoo

In Centereach, New York.

## Life After Covid

"It seemed to us that the most important thing will be giving your customers the reassurance that your shop is a safe place for them to come and have work done."

## Put yourself and your clients safety first

Let your customers know they are safe after Covid-19

## New Titanium Navel Rings

Your clients will NEED these for summer.

## Get User Friendly Nipple Jewelry

Everyone loves a good nipple ring, but let's face it, no one likes to struggle to get them in and out once healed to put in something new and fresh. Our nipple clicker collection will change your customer's minds.

## Instagram Favorites

Post from our customers. Thank you all for the love

## Get featured!

Want to be featured in our next magazine? Check out how.

05

08

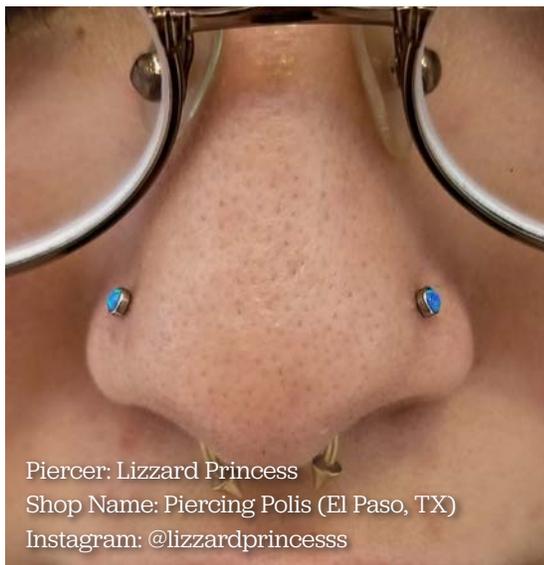
09

12

15

16

# JULY CONTENTS

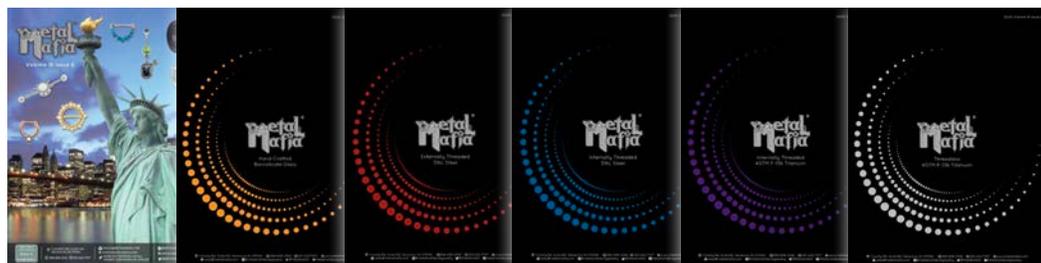


Piercer: Lizzard Princess  
Shop Name: Piercing Polis (El Paso, TX)  
Instagram: @lizzardprincesss

# 14

## Everyone has a story

Read some of the best stories a piercer can hold onto.



## New catalogs available now!

Check your mailbox or if you want to see them now, visit [metalmafia.com](http://metalmafia.com)

# CLICKERS



SRC8GS-

## PETALS WITH PRONG SET GEM

Ear Clickers -16G 1/4"  
\$5.14 Each  
Rook Clickers -16G 5/16"  
\$5.14 Each



SEC8GS-

## FEATHER WITH PRONG SET GEM

Ear Clickers -16G 1/4"  
Start at \$5.14 each  
Rook Clickers -16G 5/16"  
Start at \$5.14 each



SECFT2-



SRCFT2-



SRC7G-

## DOUBLE DIAMOND SHAPED PRONG SET GEMS

Ear Clickers -16G 1/4"  
Start at \$7.43 each  
Rook Clickers -16G 5/16"  
Start at \$7.43 each



SEC7G-

# Life After COVID: How You Can Thrive Now that You've Survived

**A**lthough we hope the worst of the Covid-19 crisis is behind us all, as we emerge from this exceptionally difficult moment in time, we all do so into a new “normal”. It is clear that this new life after Covid will require all of us to deal with both actual limitations (social distancing, continued business restrictions, etc) but also with psychological trauma that both we and our customers have experienced from being told that something dangerous lurks outside houses, from experiencing the virus ourselves or knowing someone who has, from fearing how we might safely get food or other essentials without encountering the disease.

At Metal Mafia, we will continue to take the utmost precautions, requiring temperatures of our employees to be taken upon entry to our facilities, engaging in best safety practices for the handling of all our merchandise, maintaining buffer zones among staff, providing sanitary supplies to insure the highest degree of security of our workers and your supplies. But we are also creating space for stress management, for team bonding, and for being grateful to our whole 15-person staff who we worked hard to keep on the payroll throughout the shutdown--and for you, our customers, whose stories, whose needs, whose calls, gave us purpose every day of our confinement.

During the confinement period, Dale and I spent a lot of time imagining what you and your shops might need to get started again when the confinement was lifted. As we did so, it seemed to us that the most important thing will be giving your customers the reassurance that your shop is a safe place for them to come and have done. That means likely putting your hygiene

efforts on display as a central part of your selling proposition. One way to show that is by, at least temporarily, using pre-sterilized disposable tools, so that your customers can't even wonder about whether they might be encountering something that was touched by someone else. To that end, we increased our production of these items, and they are sitting in our warehouse ready to ship to you.



Sterilized, pre-packaged disposable tools come in a variety of different tips. Check out page 6 for more details.

In addition, perhaps you will need to limit the number of people in your shop at one time. We checked out PODIUM software, which a lot of restaurants use to contact their customers when their takeout order is ready. It lets you text from your shop number, for example, even if that number is a landline, and it might help you to manage the arrival of your clients for their appointments, and also to easily set up contact information for them including their phone numbers, and even encourages them to review your shop on Google, Facebook, and many other platforms to help drive more traffic to your store as you reopen. Podium has a free version of the software you can start with so there is no expense as you get back up and running. Check them out at [podium.com/starter](https://podium.com/starter).

Stay safe, be well, practice gratitude.  
Vanessa and Dale



# DISPOSABLE TOOLS

## STERILIZED & PRE-PACKAGED

### CHOOSE YOUR TYPE

"ECO" version for the price conscious piercer and a "PRO" version for the perfectionist; but both clamps have the same strength, precision and versatility. These clamps have been designed with a 'breaking point' on the ratchet to allow you to just 'break them off' and use the rubber band provided if you prefer. Sterilized via EO Gas by ISO 1385 and ISO 9001 standards. Measures approximately 7".

ECO  
SHOWN:



PRO  
SHOWN:



← **Strongest  
disposable  
clamp available.** →

← **Made from  
Recyclable  
Medical grade  
plastic.** →

Redefined teeth reduces abrasions on the skin without sacrificing your grip

50 clamps per box.  
\$45.00

Redefined teeth reduces abrasions on the skin without sacrificing your grip

50 clamps per box.  
\$52.50



# CHOOSE YOUR STYLE

Each box has 50 clamps with the style of your choice. Universal, Round Open or Closed and Triangle Open or Closed.



Each clamp is individually sterilized and packaged with a 3M sterilization test strip.



## NOT SURE WHAT STYLE YOU WANT TO BUY?

Pick up a sample box which consists of 20 round, 20 triangles and 10 universal tips with your choice of open or closed ends for the same price!



# CALL US FOR A FREE SAMPLE



# FACE SHIELD

## PROTECT YOURSELF

GET THE SAME CLEAR FIELD OF VISION THAT YOU ALWAYS HAVE HAD AND REMAIN PROTECTED  
CREATED FOR PRECISION WORK

**SKU - SHIELD**  
**PRICE - \$5.00**



- HIGH TRANSPARENCY
- CHEMICAL RESISTANCE

- ANTI FOG PROPERTIES ON BOTH SIDES
- HIGH IMPACT RESISTANCE

- HIGH RESILIENCY FOAM BAND FOR COMFORT
- ADJUSTABLE BAND TO FIT ANY ADULT HEAD

Can be cleaned with a cloth with either alcohol, window cleaner, or dish soap.

# FACE MASK



Meets the ASTM F2100-11 requirements  
as performance level 2 barrier medical face  
mask. 50 mask per box.



**SKU - FEL110B**  
**PRICE - \$30.25**

# ASTM F-136

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## TITANIUM

INTERNALLY THREADED NAVEL CURVE WITH SWAROVSKI GEMS



Available in 14G in Heart cut, Flower Cut and Square Cut.

Anodize in any of these 12 colors for only 30 cents more.



Anodized Colors: Blue, Bronze, Blue-purple, Dark Blue, Dark Purple, Golden, Light Blue, Pink, Light Pink, Purple, Rose Gold, Yellow

Square SKU: TBNIPGS14 \$18.60 per piece.  
Heart SKU: TBNIPGHR14 \$16.52 per piece.  
Flower SKU: TBNIPGFL14 \$16.52 per piece.  
Additional 30¢ for anodizing

# MARILYN WHITE FROM CLIFF'S TATTOO INC.

Cliff's Tattoo Inc in Centereach, New York has been open since 1989. Cliff White, the owner has always been artistic. In high school, he was really good at drawing and art and even had drawing competitions with a fellow classmate. He says he came to the realization that he'd never beat this guy, so instead, he decided to befriend him, and they built a friendship that inspires him still to this day.

Together with their artistic backgrounds and a big interest in tattooing, they decided they should buy some tattoo equipment and see what comes of it. Unfortunately, his friend ended up taking his own life and that was the push Cliff needed to go out there and buy the equipment himself and get into the industry.

He had worked for a few shops that had owners that liked to have their thumb on everything. They micro-managed and basically killed creativity. Cliff opened his own shop in 1989 and says he loves that he gets to offer a creative outlet for his employees, and everyone there feels like family. He likes to treat his employees as artists and give them room to go their own way artistically and grow.

He says he never considered having piercing in his shop. He was actually against it. However, in 1990, someone came into his shop with a fishing lure stuck in his lip, looking for help. Cliff realized he needed to do something in educating people in piercing and ended up hiring 2 people to get trained in Manhattan for piercing. Once they were trained, the piercing end of the shop was slow to start, but steadily grew and is now a booming success.

Cliff met his wife Marilyn in 2006 and within a couple of years, they were married and slowly, she started working at the shop. Eventually she took over the book-keeping and had her office right off the piercing rooms. Always a curious mind, she started watching and getting interested in the piercing procedures and everything around it. She started doing the Metal Mafia jewelry orders and she laughs to remember how 'bad' she was at it, not knowing sizes or what anything was for. Then at 60 years old, she decided "I want to do this piercing thing!" With the help of two of her piercers, Mollie and Angie, she started apprenticing and learning how to pierce. The two women have over 12 years of experience each and Marilyn says they were more than willing to jump in, teach her and discuss different techniques and tricks of the trade. Being older, she felt insecurities and

Mollie and Angie were both able to talk her from the ledge and give her the confidence and push she says needed. Now after 2 years, she is way more confident in her piercings, saying it all makes sense to her, and not to mention - she's a pro at placing her orders! So, when I asked her what keeps her coming back to Metal Mafia, she said without a doubt customer service and the quality of the jewelry. But "It's mainly you," she said to me.



Marilyn's free time is spent with her grandson, whom she adores spending time with. "Being a grandma is the best thing that ever happened," she says. He's pure joy and whenever she can, she wants to always be with him. She also loves to read, in fact when I asked what she'd be doing if she had all the money and time in the world, she says she'd be reading on a beach in the US Virgin Islands!

I asked her what the funniest thing that happened to her recently was and she did not disappoint with her response. "I dropped my keys down the toilet... In a rest stop... On the New Jersey Turnpike." Unfortunately, the toilet was an automatic flusher, so they dropped in and then they were gone.

Marilyn has a sensitive side that shines through when she answered that one of her superpowers would be to cure





childhood diseases. It breaks her heart and she would take away all the unnecessary pain and suffering. Her other superpower would be flying, because that would be so cool.

Her role model is her dad. He was gentle and always had a kind word. He taught her a lot of what it is to just be kind with everyone and everything in life. He helped with homework and

made sure to spend time together with experiences such as trips to Jones Beach. "I miss him" she says.

If she had the chance now to go back and speak to her 18-year-old self, she says she would tell her "Love who you are. Love what you look like. Don't care about what others think about you and be confident."

As for her last meal, she says she'd go with filet mignon, medium rare, mashed potatoes with butter and asparagus. "And anyone who knows me knows about my jelly doughnut addiction, so of course, that would be my last dessert!"

I wanted to know what Marilyn's favorite part of working in the piercing industry was and without hesitation, she says it's the interactions with the people she takes care of. She just loves when they are happy with what they got done. Most of the time, they jump up and give her a hug and she says this is what keeps her doing it. The current piercers at the shop, in addition to her - Mollie, Angie and Amanda are all fantastic. Marilyn loves having them at the shop with her all the time. She says she's constantly learning from them and they are always willing to help! She says they are a really great crew and is grateful for the atmosphere because everyone is happy coming in to work and gets along really well together.



# NIPPLE CLICKERS

The easy-in latch gives people with nipple piercings the ability to change jewelry as easily as they change shirts. Add them to your store and be sure to show your customers how simple it is to freshen up their wardrobe. What makes ours different from other companies? We design in-house, meaning we are dedicated to bring you the hottest styles and innovations nobody else has. Steel cast, fully autoclavable and safe for initial piercings. Be different from your competition, and carry one-of-a-kind, user friendly jewelry for your customers! They'll appreciate it, and so will your wallet.



**Fun Fact: we invented the shield clicker**



14G 9/16" Universal Nipple Clicker  
\$9.99  
SNPC21-



14G 9/16" Opal or Semi Precious Stone  
THW- \$6.50 OWH & OPK -\$14.75  
SNPC23-



14G 9/16" Opal and AB Gem  
S- \$6.15 BK- \$7.77 RG & G -\$8.17  
SNPC11-



S



G



RG



SOWH



GOWH



RGOWH

14G 9/16" Universal Clicker  
S - \$8.68 / RG & G - \$10.69 / SOWH - \$16.00 / RGOWH & GOWH - \$18.85  
SNPC18-



14G 9/16" Beaded Flower  
\$4.34  
SNPC20



CL



PK

14G 9/16" Pave Heart  
\$18.57 per color  
SNPCHR1-



G



RG



BK

14G 9/16" Prong Set Gems  
BK - \$7.63 / G & RG - \$7.95  
SNPC9-



RGCL



RD



BK



GCL



CL



PK



LG



AM



LV



BKBK



BKCL

14G 9/16" Prong Set Gem Clicker  
CL, PK, LG, AM, LV, RD, BK, BKBK - \$9.13 / GCL - \$10.63 / RGCL - \$11.00  
SNPC24-



S



G



BK

14G 9/16" Skull & Bones  
S - \$4.40 / BK - \$5.75 / G - \$6.09  
SNPC1-



14G 9/16" Prong Set Opal Flower  
\$12.21  
SNPC19OWH



S



RG



GO

14G 9/16" Skull & Flowers  
S - \$5.25 / G & RG - \$7.26  
SNPCSK1-



S



BK



RG



G

14G 9/16" Tribal Clicker  
S - \$3.67 / BK - \$5.16 / G & RG - \$5.55  
SNPC13-

# WHAT'S YOUR STORY?

## PIERCING POLI'S IN EL PASO, TX



A milestone in every Piercer's career, their first Double Nostril piercing and now it was my time. I was thrilled beyond belief to finally get the chance to perform a Double Nostril. My heart was pumping & I had major tunnel vision! I knew I had to nail this and show myself that my skills were improving. The markings took me several tries to get perfect but once I saw the symmetry, it was time to pierce. I preformed her left side nostril perfectly! The pressure was on to match the right side. I cautiously did the right side, and they both came out exactly as I envisioned them. I was so proud of the job I did.

Piercer: Lizzard Princess  
Instagram: @Lizzardprincesss



16G, 18G & 20G Nose Pins & Screw  
18G & 20G Bones  
Steel sold in 6 piece packs per size and style - \$7.20  
Titanium sold individually- \$3.36  
**Screws** - Steel **SNS-OBL** Titanium **TNS-OBL**  
**Pins** - Steel **SNP-OBL** Titanium **TNP-OBL**  
**Bones** - Steel **SNB-OBL** Titanium **TNB-OBL**



40 Piece 18G Nose Screw Assortment  
Opal assortment includes 6 pieces of black, blue, lime green, light purple and 8 pieces of pink and white.  
Steel **ASNS180PL** \$42.00  
Titanium **ATNS180PL** \$120.00

## INKORPORATED IN BROWNSBURG, IN



14G 9/16" Steel Cast  
\$3.26 each **SNPMNDL**



14G 9/16" Steel Cast  
\$2.50 each **SNPWNG**



14G 9/16" Steel Cast  
\$5.20 each **SNPGHRPRD**



14G 9/16" Steel Cast  
\$3.17 each **SNPLTS**



14G 9/16" Steel Cast  
\$8.40 each **SNPORPWH**



Piercer: Chris  
Instagram: @thesumofc

So, I had a woman come in who was a victim of child abuse. She had been abused for years and due to this, she ended up with a split nipple and wanted to get it pierced after all these years. We picked out the jewelry, took a breath and got it done. Afterwards, I was tearing down as she looked at her piercings and was not facing her. All I remember is her hand on my shoulder and hearing her cry. She made me turn around and hug her as she said "This is the first time I've felt beautiful in all my life." We often forget the impact we have on other people's lives. It's so easy to get caught up in the mundane, but you never know what someone's story is. I think about this moment a lot, and it's a great reminder to spend that extra time with each customer to show them the individual respect and kindness each person deserves and hopefully be a positive experience in their time spent at the shop.



# INSTAGRAM FAVORITES

@METALMAFIABODYJEWELRY #METALMAFIA #METALMAFIALOVE #METALMAFIABODYJEWELRY

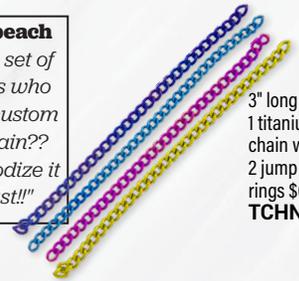


**@metalmomm**  
**@the\_polaroid\_punk**  
Paige wearing our black & white striped borosilicate glass tunnels. **Fun Fact:** Unlike soda lime, borosilicate glass is so resistant to chemicals that it is even used to store nuclear waste.

Starting at \$4.60 per piece  
**GTSFBKW**



**@piercingsbypeach**  
*"Who else has a set of nostril piercings who wants to add a custom cut titanium chain?? You can also anodize it which is a blast!!"*



3" long grade 1 titanium chain with 2 jump rings \$6.37  
**TCHN183**



**@repentlessbarbie**  
*"In love with my new 25mm double flare turquoise stone plugs. Also this gemmed moon barbel looks awesome in my flat piercing!"*

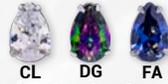


Turquoise Howlite Stone Plugs  
8G- 25MM Start at \$3.80 per pair  
**PTRQ-**



Gemmed Moon Barbell  
16G 1/4" 2.5mm ball - \$1.44  
**SBRTMOON2S**

**@the.impossiblegirl**  
*"How can you not fall in love with this beauty. Perfect to finish your ear project."*



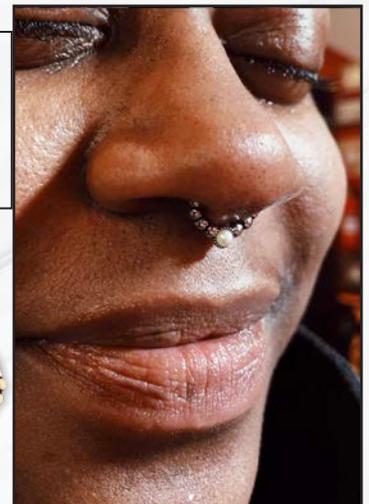
Titanium Pear Gem Prong Set  
14G or 16G/18G Internally Threaded-\$3.30 per piece **TRHPR-**  
Threadless-\$4.11 per piece **TTRHPR-**



316L Steel Prong Set  
Emerald Green Clicker  
16G 1/4" - \$8.11  
**SEC3GSAB**

**@julziegurl**  
*"While I didn't get the chance to pierce this nostril, I did have some fun upgrading it!"*

**@the.stabbing.russian**  
Septum clickers are a top sellers for septum jewelry. Client's need a bigger size than 16G? Check out our septum expanders.



316L Steel Septum Clicker Expander  
Available in 14g, 12G and 16G  
**SSCEXP-**



316L Steel Septum Clicker  
16G 5/16" - S- \$3.25 G- \$6.00, RG- \$6.50  
**SSC31165/16-**



**@jason337patrick**  
Titanium flat surface barbell with discs. Did you know our ASTM F-136 titanium meets APP standards for initial piercings. See our metal certificates online.



3/8", 1/2", 5/8" 3/4" or 1" in 2mm or 2.5mm rise \$10.20 per size and rise.  
**TSBIF14-**

**@lydiarosepierces**  
Stacked titanium hinged clicker. Anodize titanium to any of the 12 colors you choose.



Titanium Hinged Clicker Ring  
Available in 1/4" or 5/16" \$9.33 per piece. anodize for 30¢ more. **THSGR316-**

**@piercingsbyremy**  
*"First appointment out of quarantine was a banger. I love doing the #ashleypiercing, always comes out looking 🔥"*



316L Steel Internally Threaded Labret with Gem Disc- Starts at \$2.10 per piece  
**SLBI-GD**



sales@metalmafia.com

866-696-2342 Toll Free

Fax: 201-222-7707

@metalmafiabodyjewelry

@Metalmafia1

@MetalMafiaBodyJewelry

# DO YOU AND YOUR SHOP WANT TO BE FEATURED IN OUR MAGAZINE?



EMAIL JUSTINE@METALMAFIA.COM FOR MORE DETAILS!