

# Metal Mafia



**PIERCER SPOTLIGHT:  
JEREMY MCLAIN  
OF DIEHARD PIERCING AND TATTOO  
STUDIO IN ALBANY, OR**



# ASTM F-136 Titanium Nipple Clickers



SWAROVSKI

*With Swarovski Zirconia Gems*

14G 9/16" hand polished nipple clickers have a dazzling personality make this an eye-catching addition to your shop. The clicker ring is characterized not only by the unique color and cut of the gems but the easy-in latch that snaps into place with a satisfying click.



Starting at \$42.42 per piece TNPC4-



Starting at \$44.72 per piece TNPC3-

## *Fancy Colors & Cuts*

These shades are produced using Swarovski's patented and completely radiation-free, TCF™ (thermal color fusion) process. Beyond color, this process also gives each stone a permanent, and highly durable, hard ceramic surface, which also protects it during rigorous production techniques and cleaning methods.



Clear



Fancy Morganite



Fancy Purple



Mint



Fancy Light Green



Starting at \$43.35 per piece TNPC2-

# EDITORIAL

FAMILY NOTES

05



"Rights and Responsibilities"  
By Vanessa Nornberg

# JEWELRY

TITANIUM NIPPLE CLICKERS	02
NATIONAL EYEBROW PIERCING DAY	05
WELCOME TO THE PARTY PAL	06
CRAVE WORTHY NEW ITEMS	08
TITANIUM HINGED RINGS	10
HELP YOUR BUSINESS	12
PERFECT PEARLS	13
CREATE YOUR OWN PIECE	14
THANKSGIVING HOURS	16



08

# NEW GEAR



**5" x 7" Adult Non-medical Reusable 100% 4-ply Cotton Face Mask**  
 "Read my lips! DO NOT TOUCH YOUR PIERCINGS" With logo **CFMB**  
 "Don't make me stab you again, take care of your piercing" with logo **CFMA**  
 Purple Mask Silver Logo **CFMD**  
 Black Mask Silver Logo **CFMC**  
 \$5.00 per piece

**6" x 6" Multipurpose Cleaning Cloth**  
 100% high-density microfiber  
 Give your jewelry a nice clean  
 Purple **MCCPRP**  
 Silver **MCCPS**  
 \$2.00 per piece

NOTE: MASK CANNOT BE RETURNED UNDER ANY CIRCUMSTANCES



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.

# CONTENTS

NOVEMBER ISSUE 2020

2020 CATALOGS AVAILABLE FOR DOWNLOAD ON OUR WEBSITE.



New internally threaded and threadless ASTM-F136 titanium, internally and externally threaded 316L steel, borosilicate glass and novelty jewelry.

**DISCLAIMER:** Piercers and shops appearing in any section may have viewpoints that are not shared by Metal Mafia. Pictures shown may have been taken before COVID-19.

# Rights And Responsibilities

*Metal Mafia has decided to create a space in each of our upcoming magazines for our staff to express themselves on any subject they find important or worth talking about. We hope that by doing so, you'll get the chance to know each of the people that work here as well as we do.--Vanessa and Dale*

## I hold these truths to be self-evident.

- Every American who reaches voting age should be automatically registered to vote.
- Every American should have the right to direct suffrage, meaning that each American's voting choice is weighted the same as the vote of their neighbor, which requires the dismantling of the electoral college.
- Every American should have the possibility to vote in person, by mail, digitally, or by absentee ballot. That citizen should be able to vote early or on Election Day, upside down or right side up, at 6am or 8pm, because the only thing that matters is that every person choosing to vote can do so.
- One person should equal one vote, and voting should be simplified so that everyone, regardless of age or party can understand which candidates are running for each office, and can easily and confidently vote for the person he or she wants.
- No political canvassing or tracts of any kind should be allowed near a polling place, nor should they be allowed at all during the election period.
- No predictions in favor or against any party should be made during the voting period, nor should exit polls be allowed.
- A citizen's vote should be a private, personal, protected act.
- The right to vote is sanctified by the Constitution of the United States of America. The ability to exercise that right should not require a PhD, nor great technical expertise, nor endangering one's well-being.
- The voting process should not be handled by anyone, at any stage—from the polling place to the enforcement offices—who thinks that the process doesn't matter or by anyone seeking to have a particular party come out on top.



- All votes should be counted, confirmed, and certified by a non-profit organization that is expressly forbidden from taking financial consideration of any kind, and which is wholly independent of any political parties or interests.

Who you vote for is your business. Whether or not you can exercise your right to do so is everyone's responsibility.

**Who you vote for is your business.**

**Whether or not you can exercise your right to do so is everyone's responsibility.**



*By Vanessa Merit Nornberg  
Metal Mafia Employee  
Since 2004*

# NATIONAL EYEBROW PIERCING DAY

FRIDAY, NOVEMBER 13TH. PIERCE & PARTICIPATE  
#NATIONALEYEBROWPIERCINGDAY



**SILICONE BODY PART**  
Tattoo-able and Pre-pierced \$17.85 each  
Black | **SIBPEYBK**  
Cream | **SIBPEYCR**



## NEILMED WOUND WASH

Buy 1 for \$8.00  
Buy 48 for \$4.25 each and save 47%  
Buy 192 for \$4.00 each and save 50%  
Buy 480 for \$3.75 each and save 53%  
Fine Mist | **SSF**

# WELCOME TO THE PARTY, PAL

## 30 MINUTES WITH JEREMY MCLAIN OF DIEHARD PIERCING AND TATTOO STUDIO IN ALBANY, OREGON



### WHAT DID YOU THINK YOU WERE GOING TO DO WHEN YOU WERE GROWING UP?

**JM:** Once I turned 18, I was thinking of being an x-ray technician, because I actually raced motocross and was looking to go pro one day when I was younger, but then I broke my neck when I was 17, and had to stop riding. So because of that, and since I literally have broken/dislocated far too many bones to count, I already knew the positions in which to put a broken arm, collar bone, etc.. so it just made sense..

### WHAT GOT YOU INTO THE INDUSTRY?

**JM:** I have been doing body piercing since I was "too young to be doing it", like 15. And it just started off with me seeing something in a magazine that kind of intrigued me and it went from there. I was the friend that, if friends were like 'I'm going to pierce my lip' I would say 'Hey--I've researched some stuff, I've read some things, I'll help you.' You know, everything I advise NOT to do nowadays. Haha. But then, honestly, getting into the industry was kind of an accident. I had gotten laid off from a construction job, which I had been doing for 7 or 8 years straight out of high school, and then I got an apprenticeship at the local shop that knew me and knew my interest in piercing and it went from there. Me getting into the industry was actually them saying, hey--we think you're good and we'd like to teach you. This is my 10th year piercing now.

### WHAT'S YOUR FAVORITE PART OF THIS INDUSTRY?

**JM:** Honestly, the fact that I can just be me. In a lot of other fields, there are a lot of restrictions--you can't have this piercing, or that tattoo, or even dress a certain way ... and in our industry, it's almost expected that you are the weird one, the one that looks like that... and I like that. Being able to have the freedom to look and feel and be whoever I want to be. I've literally gone to work in a dress before cause, why not? lol. And now with this whole COVID thing, I have like 5 different outfits I wear throughout the day. So I'm just treating this whole thing like it's Halloween, and I love the fact I am able to be that way because of the industry.

### WHAT ARE YOU MOST PROUD OF?

**JM:** My family. I have 2 amazing children I would do anything for, and a wife who actually embraces what I do and is totally okay with it--the fact that they support what I do for a living, and accept me for who I am is something I never thought an asshole like me would ever have.... Sappy, I know.. I also own a pretty sick pair of Gucci sunglasses... just sayin'...

### WHAT ARE THE BIGGEST SORE SPOTS YOU HAVE DEALING WITH CLIENTS AND HOW DO YOU HANDLE THEM?

**JM:** Yes, I'm sure like most piercers do. You know how trends are though, usually short lived. Lately surface and tragus piercings have been on the rise. I keep encountering clients referring to random ear piercings as constellations and sending me pictures of celebrities' ears in the past few months. I've seen a lot of trends come and go over the years.

### WHAT'S YOUR BIGGEST PAIN POINT?

**JM:** Septums, septums, septums! I don't know what Pinterest, or Instagram has that special filter so that a 16 year old girl could take a picture of her face and see what it would look like with a septum piercing in it, but man, septums. I'm super good at them, so I shouldn't bitch, but they STRESS ME OUT!! And I'm doing like 9 a day! So that's fun.

### WHAT DO YOU WISH YOU KNEW WHEN YOU GOT STARTED?

**JM:** With piercing, I wish I had known what this industry could have been for me as a profession at a younger age, instead of falling into it later in life... With being a business owner, anything would have been nice. Lol. I have been pretty much a self-taught business owner since I took over. I had no prior experience in knowing how to own and run a legitimate business, and for me it has been a lot of trial and error. Like if someone could have taught me how to do something as simple as proper filling practices, that would have been rad. lol.

## WHO IS YOUR ROLE MODEL AND WHY?

**JM:** I would have to say my father. If it wasn't for him I wouldn't have the work ethic, the drive, and determination I have today. He really showed me what it takes to be a hard worker, and a good man. And for that he has always been my role model.

## WHAT KIND OF INDUSTRY TRENDS DO YOU SEE HAPPENING?

**JM:** I don't see anything specific being a trend per say. With that said though, the industry is becoming more and more mainstream or 'trendy' overall. Like for me, for example, a large portion of my clientele are nurses and doctors nowadays—which is something I would have never expected, but is super cool to see that our world is becoming more socially accepted in those types of places of work.

## WHY DO YOU BUY FROM METAL MAFIA?

**JM:** Christine—my rep. The customer service. The contact. I'm also really big on loyalty. I have been buying from Metal Mafia for 10 years now for a reason. Back when Oregon changed initial jewelry requirements, it was hard to find a company that would work with us at that time. If it wasn't for Metal Mafia helping us out, and being available, I would have had to shut down. You guys were there, and were more than willing to help our shop at that time get what we needed to stay open, and to continue doing what we do, and because of that, I'll stay with you guys 'til the end.



## ONE THING THIS YEAR YOU'RE PROUD OF?

**JM:** The fact that the shop is doing great right now! Despite being shut down for 2 months because of COVID, we were still able to reopen like nothing happened! It was scary for sure, but knowing we are still here, thriving, and pushing forward despite everything makes me extremely proud.

## IF YOU HAD ALL THE TIME AND MONEY IN THE WORLD, WHAT WOULD YOU DO?

**JM:** I would travel. I would go abroad. I would want to learn about other cultures and how they do their own forms of body modification first hand, instead of just reading it from a book. And hit up as many concerts as possible... (I miss my concerts.... lol)

## WHAT IS SOMETHING YOU FAILED AT?

**JM:** Failed? What's this 'failed' you speak of? lol. I don't really believe in 'failed'. It's like, if I fuck something up, and I am looking at what I fucked up, I don't think, 'I failed'... I think 'Challenge accepted.' And then I do what it takes to fix it. You only truly fail once— you just give up. And I don't ever give up...

## WHAT'S NEXT FOR YOU?

**JM:** Biggest thing coming up, researching and figuring out how to do online jewelry sales. I have a lot of clients who have moved away, and who still call me up because they don't trust the shop wherever they have moved, so they want me to send them pieces, which I will always do for them. So I'd like to have an online jewelry store option to make it easier for them to see what I've got.

## DO YOU HAVE ANY SIDE PROJECTS?

**JM:** My deck at my home. It's glorious and a never ending project. Mainly, I just work on my house and help friends with construction projects. Since I used to work construction, I don't need to go to anyone to do it, and my friends don't have to either, so my free-time goes to that.

## WHAT SUPERPOWERS DO YOU WISH YOU HAD?

**JM:** "What powers you ask? I don't know, How 'bout the power of flight? That do anything for ya? That's levitation, holmes. How 'bout the power to kill a yak from 200 yards away with mind bullets! That's telekinesis, Kyle. How about the power to move you???"



## IF YOU COULD TURN BACK TIME AND TALK TO YOUR 18 YEAR-OLD SELF, WHAT WOULD YOU SAY TO HIM?

**JM:** I would tell my 18 year-old self, 'Keep doing what you're doing because it's all going to work out alright'.

## WHAT'S THE FUNNIEST THING THAT EVER HAPPENED TO YOU?

**JM:** So way back in the day, the old owner had cans of mace hidden everywhere. Well I was cleaning up an area one day and I found a can that looked super old and I said to Rob, one of my artists 'hey, lets go spray this outside and see if it still works'. So we went into the alley, and I sprayed some onto the wall of the shop, and when I didn't smell anything I said 'huh, I wonder if it's a dud?' to which Rob replied 'Maybe, why don't you lick it?'. So I did. Gotta say, worst decision I've ever made in my life! Shit was for sure not a dud. Pretty sure Rob almost pissed his pants laughing with that one.

## IF YOU COULD COMPARE YOURSELF TO AN ANIMAL, WHICH ONE WOULD IT BE?

**JM:** A snake. They're mysterious, a lot of people are super scared of them, and they can be dangerous. But if you handle them appropriately, they can be more docile than your family dog, which is me. I look big and scary, and I can bite if I need to, but if you treat me right, I'm just a big old teddy bear.

## DO YOU HAVE ANY HIDDEN TALENTS?

**JM:** Yes, I am actually really good at jump rope. I was part of a jump rope team as a kid, I went to jump rope camp and everything.. And even now as an adult, being 265 pounds and 6 foot tall, I can still do multiple double-unders back to back, speed rope, all the fun little tricks, not for long though.. Sucks getting old. haha.

## WHAT WOULD YOU WANT FOR YOUR LAST MEAL?

**JM:** My mom's lasagna that she makes for Christmas every year. I really don't care about Christmas as a 35-year old, it's mainly for the kids. However if her lasagna is there, I WILL BE AS WELL. It's a whole lot of cheese, a whole lot of noodles, and even more cheese. So much cheese. haha.

## IF YOU COULD HAVE DINNER WITH 3 PEOPLE, WHO WOULD IT BE AND WHY?

**JM:**

1. Bruce Willis, cause ya know, DieHard and all that. haha
2. Fakhir because of what he brought to the industry.
3. And honestly I don't even know.. I don't do dinners. That's weird.

# CRAVE WORTHY

## NEW ITEMS



\$2.20  
SBRTUNI1



\$4.97  
SBNATW4RG

14G 3/8" navel curve, 16G 1/4" tragus barbell and 14G 1 1/4" industrial barbell pre-packaged with an extra 1 1/2" and 1 3/8" barbell, extra silicone rings and 2 extra balls. Silicone rings are attached behind the chain charm making it adjustable. So you can put it on any of the 3 packaged barbells to insure it fits any ear.



S BK  
S- \$4.95 BK- \$7.95  
SBRIND4-



RD WH  
\$4.15 per piece  
SBNAST1-



G S  
S- \$5.80 G- \$6.90  
SBNALH2-



CL TZ  
\$4.94 per piece  
SBNAMN5-



\$5.48  
SBNAMND1



S G  
S- \$3.27 G- \$4.22  
SBN AFL2-



S BK  
S- \$4.45 BK- \$7.25  
SBRIND3-



SCL SWH BKCL BKWH  
SCL - \$3.69 SWH - \$10.85 BKCL - \$5.32 BKWH - \$12.48  
SBN AFL6-



\$8.51  
SBNACAMEOSUN



G

S- \$4.60 G- \$5.20  
SBNALH1-



S



\$4.80  
SBNAFL3



\$5.02  
SBNAQJ2



\$4.80  
SBNARVN1



\$3.09  
SBNAUN16



S



BK

S- \$3.71 BK- \$7.02  
SBRIND2-



AQ

BD

CL

PK

TZ

\$1.97 per piece  
SBNACZ4-



BK



AB



PK



AQ



CL

BK- \$4.85 AB- \$6.30 AQ- \$4.25 PK- \$4.25 CL- \$4.25  
SBNACZ6-



CL



TZ



AQ

\$4.80 per piece  
SBNAMN7-



S



BK



RG

S- \$5.00 BK- \$5.48 RG- \$7.14  
SBNAFIL9-



PK



AQ



CL



TZ

\$5.05 per piece  
SBNACZ5-



BK



S

BK- \$7.84 S- \$6.22  
SBNACZ8-



\$4.80

SBNABPT1BD



S



BK

S- \$5.66 BK- \$7.45  
SBNAFIL8-



G



S

S- \$5.00 G- \$5.97  
SBNAFIL7-



G



S

S- \$3.77 G- \$5.14  
SBNAFIL1-

# ASTM F-136 TITANIUM HINGED SEGMENT RINGS



16G 5/16" and 3/8"

**Beaded:** THSGR116 \$6.65 per piece.

**Crescent Moon:** THSGRMN16 \$8.25 per piece.

Anodize in any 12 colors for only 30 cents more!



Anodized Colors: Blue, Bronze, Blurple, Dark Blue, Dark Purple, Gold, Light Blue, Pink, Light Pink, Purple, Rose Gold, Yellow



16G 5/16" and 3/8"  
\$9.30 per piece **THSGR116-**



16G 5/16" and 3/8"  
\$8.86 per piece **THSGR916-**



16G 5/16" and 3/8"  
\$8.70 per piece **THSGR1016-**



16G 5/16" and 3/8"  
\$8.00 per piece **THSGR816-**



16G 5/16" and 3/8"  
\$9.38 per piece **THSGR516-**



16G 5/16" and 3/8"  
\$8.00 per piece **THSGR416-**



16G 5/16" and 3/8"  
\$7.72 per piece **THSGR616-**



16G 5/16" and 3/8"  
\$6.23 per piece **THSGR216-**



16G 5/16" and 3/8"  
\$7.86 per piece **THSGR1216-**



16G 5/16" and 3/8"  
\$8.91 per piece **THSGR716-**

# SO YOU WANT TO SELL ONLINE

## HERE ARE SOME TIPS AND TRICKS ON GETTING YOUR SHOP INTO E-COMMERCE

COVID has changed the face of our industry—first by shutting down brick and mortar businesses during quarantine periods, then by reshaping reopened studio businesses from walk-in to appointment-only. Both of these changes come with economic repercussions—but like every potential problem, they can also create opportunities.

When people around the world were told to stay inside, they may have stayed home, but they did not stop shopping. Instead they got creative, and found ways to order all the things they needed and wanted from various sources online. If your business wasn't yet digitally enabled, now is the time to make your plan and lay the groundwork for ensuring you are going forward. Here are some tips and resources for getting started.

Taking great photos of your jewelry is easy.

You can build your own light box out of white posterboard on the cheap (that's how we started at Metal Mafia) or you can get a real lightbox if you have a bit more money to invest. If you create your own box, you'll also need 3 lights. Cut holes that fit tightly around the lights in the sides and back of the box. Cut a small hole in the top of the box that you can fit your camera through and make a removable side for the front of the box. That way you can shoot from the front of the box by removing the side, or from the top of the box with the removable side in place, depending on what you're shooting. You can use modeling wax to hold your jewelry in place while you photo, or choose a display you like. There are great apps available for your iPhone, and also whole light box set-ups for them if you want to be able to do more.

Choosing a service provider for your website should be based on how much control you want. Having your own site gives you more control over how it looks, and it can save you money in the long run, because you pay once to build it, and then no fees on your transactions. If you want to make updating it easy and fast, choosing a plug-and-play site like Shopify may mean you'll pay a

commission on every sale you make, but you won't have to worry about technology needing to be updated. You'll just plug in your new styles as they arrive and build your shop out quickly.

Mastering your keywords can help your e-shop get found and convert sales quickly. Think about the words one of your customers might use when asking for a piece of jewelry in your shop. Make sure to use those same words in the description of each item on your website. If customers might ask for the same thing in multiple ways—like calling a curved barbell a banana or a navel ring, make sure all those expressions find their way into your descriptions. Having these words listed will improve how you are referenced on search engines, and ultimately, win business for you.



Getting the word out is crucial to getting online sales. Tell customers that they can now find you online through your social media posts, via email or mailed postcards to everyone in your client database, and then look into advertising. On Facebook for example, you can set the parameters for the people who will see your ads to those in specific zip codes, with designated interests, specific jobs, and more. The more specific you are about who you are looking to sell to, the better return you can get on your advertising money by getting your shop in front of customers who are most likely to want what you are selling.

# Perfect Pearls

creamy, dreamy pearls beautifully accent these unique designs



14G 3/8" Navel Curve  
SPK & SWH \$3.33 per piece **SBNASUN9-**



14G 3/8" Navel Curve  
S- \$2.20 G- \$3.12 per piece **SBNAMN2-**



16G 5/16" Steel Septum/Daith Clicker / S- \$4.00, G- \$6.75, RG- \$7.25  
**SSC33165/16-**



16G 5/16" Steel Septum/Daith Clicker  
S- \$4.25, G- \$7.00 RG- \$7.50 **SSC34165/16-**



14G Prepackaged Adjustable Industrial Barbell  
S- \$5.08 RG- \$11.25 per piece **SBRINDFL7-**



16G 5/16" Steel Septum/Daith Clicker  
S- \$3.25, G- \$6.00 **SSC32165/16-**



14G 3/8" Navel Curve  
\$4.88 per piece **SBNAPRL9-**



14G 3/8" Navel Curve  
\$5.02 per piece **SBNAPRL6-**



14G 3/8" Navel Curve  
S- \$2.57 G- \$3.12 per piece **SBNAPRL2-**



Titanium Threadless Claw Pearl Prong Set  
4mm replacement ends  
\$5.20 per piece **TTRHPL4-**



14G 3/8" Navel Curve  
S- \$2.48 G- \$3.27 per piece **SBNASUN-**



14G 3/8" Navel Curve  
\$6.08 per piece **SBNAPRL4RG-**



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



14G 3/8" Navel Curve  
\$5.37 per piece **SBNAPRL5-**

|||  
*build your unique*

— **DESIGN** —



**ANODIZE YOUR PIECE FOR 30¢ MORE**



Anodized Colors: Blue, Bronze, Blurple, Dark Blue, Dark Purple, Gold, Light Blue, Pink, Light Pink, Purple, Rose Gold, Yellow

# THREADED JEWELRY

ASTM F-136 Titanium jewelry has threaded internally threaded holes so you can create your own piece with our internally threaded ends.



Internally Threaded Tunnels with 14G Threaded Holes  
2G-25mm(1") Starting at \$6.17 per piece **THTTI-**



16G 5/16" post only curve with 5mm threaded disc. Top ball thread requires a 16G/18G threaded end and bottom disc thread requires a 14G threaded end. \$6.00 per piece **TCRVTD**



3mm, 4mm, 5mm & 6mm  
Captive Bead Threaded Hole Disc  
Starting at \$1.35 per piece **TCD-**



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

14G 3/8", 1/2" or 7/16" Captives with 16G/18G Threaded Holes  
\$10.00 per piece **TCTH14-**



14G 4mm disc with a center 14G threaded hole with fixed 14G threads Starting at \$2.81 per piece **TTD-**



14G 9/16" Nipple Clicker with 14G Threaded Holes  
\$33.71 per piece **TNPCTH149/16**



14G 1 1/4", 1 3/8" or 1 1/2" industrial with 14G Threaded Holes  
Starting at \$8.10 per piece **TBRIND14-**



sales@metalmafia.com

866-696-2342 Toll Free

Fax: 201-222-7707

@metalmafiabodyjewelry

@Metalmafia1

@MetalMafiaBodyJewelry



@officialmarytsunami

**SO MANY THINGS TO  
BE GRATEFUL FOR, BUT  
WE ARE MOST GRATEFUL  
FOR YOU!**

**HAPPY  
THANKSGIVING**

**WE WILL BE CLOSED ON THURSDAY  
11/25 AND FRIDAY 11/26 AND WILL  
REOPEN AT 10AM (EST) ON MONDAY  
11/30**