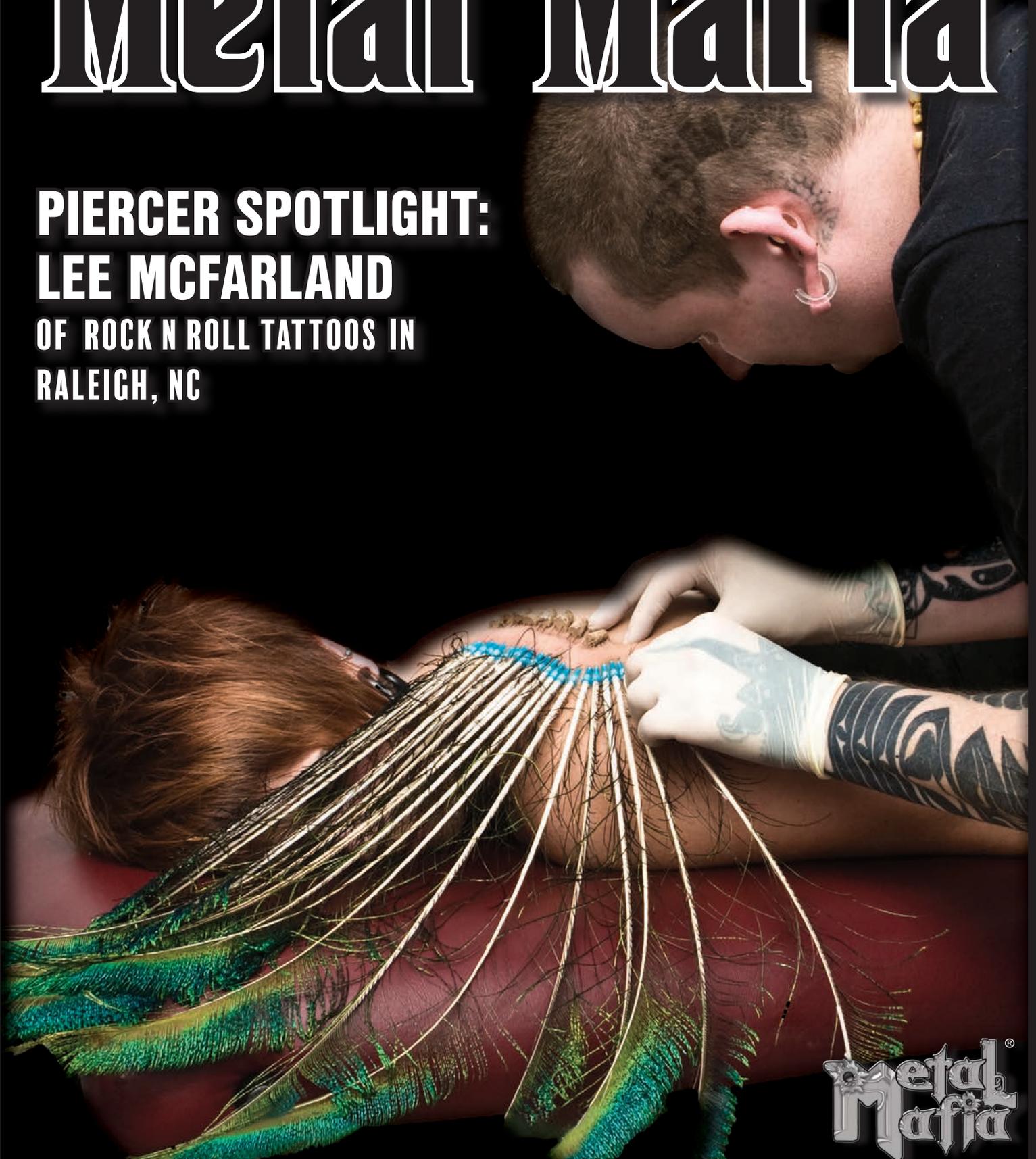


Metal Mafia

**PIERCER SPOTLIGHT:
LEE MCFARLAND
OF ROCK N ROLL TATTOOS IN
RALEIGH, NC**



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.

08



EDITORIAL

CHILDREN EAR PIERCINGS 09
NEW LIFE 14



"New Life"
By Danielle Johnson

JEWELRY

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PERFECT PEARL ACCENTS



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



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



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



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



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



14G or 16G Synthetic Opal Cone Replacement Heads.
Available in 3mm, 4mm and 5mm. Starting at \$5.09 per piece.
TCNIO-



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.

Halloween Treats



16G/18G Steel Internally Threaded replacement head \$1.87 **SRHSKULL16**



Geometric cat tragus barbell 16G 1/4" \$1.70 **SBRTCT1**



16G/18G Steel Internally Threaded replacement head \$1.88 **SRHSPDR16**

Gearing up for our favorite time of year!
Stock up on Halloween themed goodies your customers' wants!



Single flare borosilicate glass black and white striped tunnel with clear oring. Start at \$4.60 per piece 8G-25MM(1") **GTSFBKW-**



Prong Set Radiant Cut Swarovski Replacement Ends
316L Steel Internally Threaded Starting at \$8.70/6 Piece Pack **SRHGS-**
Titanium Internally Threaded Starting at \$2.65 per piece **TRHGS-**
Titanium Threadless Starting at \$3.31 per piece **TTRHGS-**



14G 3/8" Crescent Moon Navel Ring
S \$2.80 BK \$3.42
SBNAMN14-



16G 3/8" Seamless Ring
S- \$3.41, BK- \$4.09, G - \$4.77
SSHROWL-



14G 3/8" Crescent Moon Navel Ring \$5.48
SBNAMN15-



14G 3/8" Crescent Moon Navel Ring \$4.17
SBNAMN12-



16G or 18G 5/16", 3/8", 7/16" or 1/2" Black PVD Coated Seamless Rings \$1.05 per piece **SBKSHR-**



Single flare borosilicate lime green tunnel with clear oring. Start at \$6.66 per piece 8G-25MM(1") **GTSFSL-**



Skull tragus barbell 16G 1/4" \$1.60 **SBRTSKI**



Red borosilicate borneo spirals. Start at \$8.00 per piece 6G-00G **GBSPRD-**



Skull with bow tragus barbell 16G 1/4" \$1.78 **SBRTSK2**



16G/18G Steel Internally Threaded replacement head \$1.87 **SRHCAT16**



14G 3/8" Crescent Crescent Navel Ring \$2.59 **SBNAU6S**



14G 9/16" Nipple clicker
S- \$4.40 BK - \$5.75 G- \$6.09 RG- \$6.09 **SNPCI-**



18G 5/16" Nose Curve
CL- \$2.85 BKCL- \$3.52 GCL- \$3.70 **SNC18CR-**



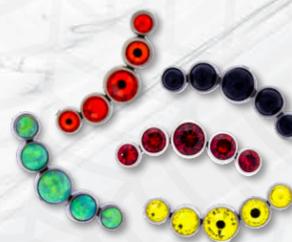
10G-18G Black, Citrine, Dark Rainbow, or Red Bezel Set Gem Discs
2.5mm, 3mm, 4mm, 5mm and 8mm in select sizes
Internally Threaded Steel start at \$1.00 per piece **SGDI-**
Internally Threaded Titanium start at \$1.70 per piece **TGDI-**
Threadless Titanium start at \$3.00 per piece **TTGD-**



14G 3/8" or 7/16" Synthetic Opal Prong Navel Ring
Steel - \$12.25 **SBNIP014-**
Titanium - \$21.11 **TBNIP014-**



Internally Threaded Tunnels with gem insert
Tunnels Available in 10G (2.5MM) - 25MM (1")
Inserts Available in 0G (8MM) - 25MM (2")
Tunnels Starting At \$2.58/Piece, Sold Individually **SBKTTI-**
Inserts Starting At \$1.25/Piece, Sold Individually Red - **SDCZRD-** Green - **SDCZLG-**



Gem Bezel Set Crescent End
16G/18G Internally Threaded:
Gem \$6.65 per piece, Natural Stone or Opal \$9.50 per piece **TRHC516-**
Threadless:
Gem \$7.62 per piece, Natural Stone \$9.50 or Opal \$10.65 per piece **TTRHC5-**



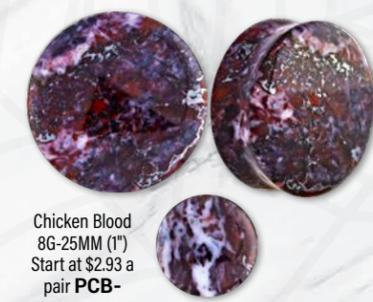
14G 3/8" Crescent Moon Navel Ring \$3.06 **SBNAMN4-**



14G Synthetic Opal and Moon Industrial barbell. \$5.55 piece **SBRINDMN3BK**



16G/18G Steel Internally Threaded replacement head \$1.87 **SRHSPK16**



Chicken Blood 8G-25MM (1")
Start at \$2.93 a pair **PCB-**



14G 9/16" Nipple clicker
S- \$5.25 G- \$7.26 RG- \$7.26 **SNPCSKI-**



16G 3/8" Seamless Ring
S- \$3.41, BK- \$4.09, G - \$4.77
SSHRCAT-

Model: @tegan_shmegam
Photographer: @tragicglamour



SALE



STERILE PIERCING NEEDLES
20G-4G Starting at \$10.00 per piece Sale Price:\$8.00
Savings:\$2.00 | **ND-**



GEM CONCH CLICKER
16G Clicker Starting at \$7.25 per piece Sale Price:\$5.80 Savings:\$1.45 | **SHSGRCZ116-**



TITANIUM INTERNALLY THREADED TUNNELS
8G-25MM(1") Starting at \$4.61 per piece. Sale Price:\$3.69 Savings:\$0.92 | **TTTI-**

20% OFF YOUR ENTIRE ORDER OF \$300 OR MORE*

STARTS OCTOBER 3RD AND ENDS OCTOBER 18TH 2020



BOROSILICATE GLASS TUNNELS
Black Single Flare Starting at \$4.60 per piece Sale Price:\$3.68 Savings:\$0.92 | **GTSFBK-**



SYNTHETIC OPAL BALL
16G or 14G Internally Threaded Starting at \$2.32 per piece Sale Price:\$1.86 Savings:\$0.46 | **OBI-**



FLOWER CUT NAVEL RING
Titanium 14G 3/8" or 7/16" Starting at \$16.52 per piece Sale Price:\$13.22 Savings:\$3.30 | **TBNIPGFL14-**



STEEL NOSE BONE ASSORTMENTS
40 piece assortment \$15.00 per box. Sale Price:\$12.00 Savings:\$3.00 | **ASNB**



CURVED BARBELLS
Threadless Starting at \$3.00 per piece Sale Price:\$2.40 Savings:\$0.60 | **TTCV-**



SWAROVSKI BEADED CRESCENT
16G Internally Threaded \$11.85 per piece Sale Price:\$9.48 Savings:\$2.37 | **TRHCB516CL**



PRONG SET GEM EAR CLICKER
Steel 16G 1/4" Starting at \$9.35 per piece Sale Price:\$7.48 Savings:\$1.87 | **SEC6GS-**



EXTERNALLY THREADED GEM
Steel 16G 1/4" or 5/16" Starting at \$0.58 per piece Sale Price:\$0.46 Savings:\$0.12 | **SBRE16-**



FRONT FACING GEM CURVE
Titanium 16G 5/16" or 3/8" Internally Threaded \$11.13 per piece Sale Price:\$8.90 Savings:\$2.23 | **TCVIPG16-**



SKIN MARKING PENS
50 in a box \$20.00 per box. Sale Price:\$16.00 Savings:\$4.00 | **OP50**



SWAROVSKI GEM BALLS
Threadless Starting at \$2.55 per piece Sale Price:\$2.04 Savings:\$0.51 | **TTGB-**



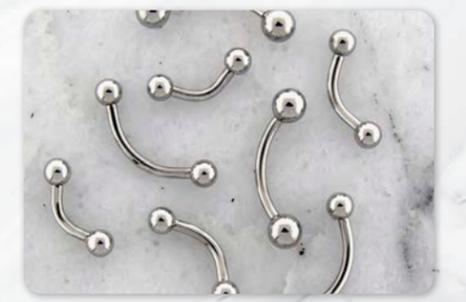
STRAIGHT BARS WITH FIXED BEAD
Threadless Starting at \$4.55 per piece Sale Price:\$3.64 Savings:\$0.91 | **TTRB14-FIXED-**



SWAROVSKI CRYSTAL CLUSTER
16G or 18G Internally Threaded or Threadless Internally Threaded- \$8.38 per piece Sale Price:\$6.70 Savings:\$1.68 | **TRHCZ-**
Threadless- \$6.76 per piece Sale Price:\$5.41 Savings:\$1.35 | **TRHCZ-**



SWAROVSKI BEADED THREADED END
Titanium 16G Starting at \$8.43 per piece Sale Price:\$6.74 Savings:\$1.69 | **TRHCZ2B14CL**



STEEL CURVED BARBELLS
Internally Threaded 16G-12G Starting at \$2.40 per piece Sale Price:\$1.92 Savings:\$0.48 | **SCVI-**
Externally Threaded 18G-12G Starting at \$0.78 per piece Sale Price:\$0.62 Savings:\$0.16 | **SCVE-**

*SALE INCLUDES ALL IN-STOCK METAL MAFIA BRAND PRODUCTS. EXCLUDES ALL PPE ITEMS, ADENNA BRAND PRODUCTS, DEFEND BRAND PRODUCTS AND NEILMED PRODUCTS. STARTS 10/3/20 & ENDS 10/18/20 MIDNIGHT (EST)

TITANIUM PLATED STEEL INTERNALLY THREADED TUNNELS

BLURPLE TUNNELS WITH INTERCHANGEABLE GEM DISC



10G-25MM(1") Tunnels Starting at \$2.58 per piece | **SLTTI**
 0G-25MM(1") Gem Disc Starting at \$1.25 per piece | **SDCZ**

ARE YOU PIERCING CHILDREN'S EARS IN YOUR SHOP?

Reusable piercing guns can't be properly sterilized, and they can also damage ear tissue--but most parents unfortunately don't know that. That should come as little surprise given that most people of parenting age today had their own ears done at mall-based retail chains with those same guns, and assume that's still the only choice when it comes to getting it done. However, as horror stories of allergic reactions and mall piercings gone bad proliferate, parents are starting to seek a safer way to get their children's ears' pierced.



Leigh Danielle Austin Of Body Jewel

You can help to educate local families and win business for your shop in the process. It all starts with getting the word out. You might call your local newspaper and suggest they do a story on safe ear piercing methods and invite them to visit your shop. If schools near your shop have carnivals, school picnics, or other events, consider sponsoring them and handing out flyers to the parents attending, or even reach out to your local parent association and offer to come and talk about how to



Steel Synthetic Opal Ear Studs. Available in 3mm, 4mm or 5mm. Starting at \$4.35 per pair | **SSTUDOP**

insure their children are pierced with the right materials in the safest environment. Or start a "Get Your Ears Pierced Day" open house inviting children and their parents to come visit your shop and learn about the ear piercing techniques you use.

In advance of your public awareness campaign, however, make sure you have what most parents are looking for when they bring their children in for an ear piercing--families usually opt for either clear studs or their child's birthstone. Stocking a few sizes is also essential to making your customer's experience perfect, and most parents we polled opted for 3mm or 4mm or 5mm.



Titanium or Steel Clear Octagon Cut Ear Studs. Available in 3mm, 4mm, 5mm, 6mm, 8mm or 10mm. Titanium Starting at \$4.90 per pair | **TSTUDO**
 Steel Starting at \$2.40 per pair | **SSTUDO**

You can make the experience even more successful and get great word of mouth advertising by keeping a few children's books on hand for your waiting area, keeping some stickers on hand to give out to your "brave" clients, and most importantly, some referral cards that have your shop's information, tips about aftercare, and a sentence asking parents to spread the word to other families their children go to school and do other activities with.

Parents want what's best for their kids--so they'll be happy to learn that your piercing studio is a safe place where your specialized expertise will help make their kid's first piercing experience a happy one. And it might just be a chance to gain customers for life.



Anodize any Titanium Item for 30 cents more!



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

QUESTIONS WITH LEE MCFARLAND FROM ROCK N' ROLL TATTOOS

HOW DID YOU GET STARTED & HOW LONG HAVE YOU BEEN IN THIS BUSINESS?

LM: I'm sure like a lot of piercers around my age, my first exposure was articles and photos from National Geographic and later RE/SEARCH Modern Primitives. I was extremely lucky that in 1991 Michael Sims, a graduate and then instructor of the fakir intensives, opened a piercing studio in Bloomington Indiana near where I lived. He explained a great deal about piercing to me and of course encouraged me to attend the fakir school, which I had the opportunity to do so years later. After that I was eager to learn all that I could. So I attended Body Mechanix seminars and Professional Piercing Information Systems classes from Sky Renfro and his group of talented instructors. I was really fortunate to be in attendance for presentations at the Black Rose Society presented by Jim Ward, Paul King, Sharon Spectre and Raelyn Gallina. That was something like twenty-two years ago. And here I am today I guess.

WHAT WOULD YOU BE DOING IF NOT PIERCING?

LM: One never really knows what that other reality might be. I worked as a certified master picture framer making Louis Quatorze style frames before my time piercing. Maybe that? Maybe veterinary work or animal rescue? I have a lot of varied interests.

WHAT'S YOUR FAVORITE PART OF THE JOB?

LM: Adorning people's bodies, assisting in making their body images come to life; and trying my best to always offer the best piercing experience I can.

DO YOU SEE ANY TRENDS DOMINATING THE PIERCING INDUSTRY IN YOUR CITY?

LM: Yes, I'm sure like most piercers do. You know how trends are though, usually short lived. Lately surface 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 ARE THE BIGGEST SORE SPOTS YOU HAVE DEALING WITH CLIENTS AND HOW DO YOU HANDLE THEM?

LM: Clients who just aren't mentally prepared for the piercing procedure. Waving their arms around, trying to grab me. I politely inform them that they will need to return when they are more prepared to be pierced, and perhaps bring a friend for support if they didn't.

WHAT KEEPS YOU COMING BACK TO METAL MAFIA?

LM: Of course, number one, certified implant grade materials. That is a crucial aspect of the industry that no piercer should ever compromise on. Metal Mafia as a company has come so far as well, improving quality and offering a good array of products at a reasonable price. And of course my amazing jewelry rep, Jen. She makes running the piercing for two of the highest volume shops in the area possible. Thanks as always Jen!

WHAT DO YOU THINK ABOUT WHEN YOU'RE ALONE IN YOUR VEHICLE?

LM: Primarily the road. There's a lot of crazy assholes out there you gotta watch out for! (And whatever music I'm playing)

WHAT WAS THE LAST GIFT YOU GAVE SOMEONE?

LM: 2013 Jeep Grand Cherokee Overland.

DO YOU HAVE ANY HIDDEN TALENTS?

LM: Of course I do, I assume most people do. Growing up working with my father I learned electric, plumbing, masonry, carpentry... Plus I'm easily bored so I like to learn new things.

WHAT PERSONALITY TRAIT HAS GOTTEN YOU INTO THE MOST TROUBLE?

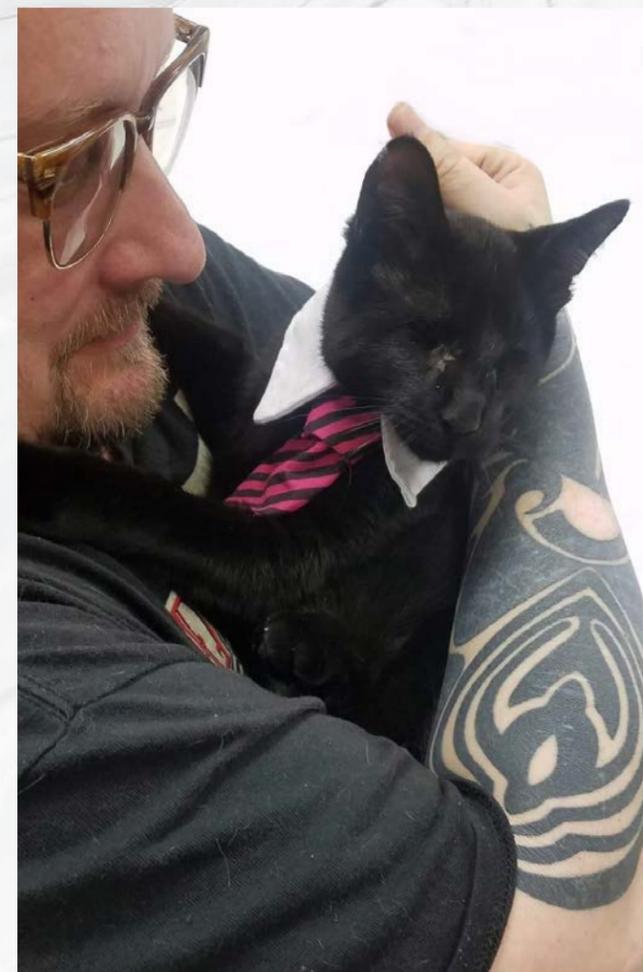
LM: Probably narcissism.

YOUR FOOD FALLS ON THE FLOOR, WHAT DO YOU DO?

LM: Let my cats eat it, unless it contains garlic, onion or something else toxic to cats..

WHAT ARE YOU MOST PROUD OF IN LIFE?

LM: Easily my girlfriend, Kellie. Even though she's disabled with many severe medical problems she does everything she can to rescue and help cats (and she does quite a lot). In addition to that she takes care of us and our pets, handling our finances, our doctors appointments and keeping our home running and in order. I'm not easy to take care of either!



WHAT'S THE WEIRDEST THING ABOUT YOURSELF?

LM: Weird question! Being peculiar is part of the human condition. Everyone's weird in their own way. I don't know, I've always lived with lots of animals. More than most people I've encountered. Is that weird?

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

LM: I'd guess a bird. Something about the freedom to be able to fly wherever you want but the daily struggle to survive always being very real and present. I've lived my entire life around animals so I feel kind of symbiotic with the animal kingdom in general.

WHAT DO YOU BELIEVE TO BE TRUE THAT FEW OTHERS DO?

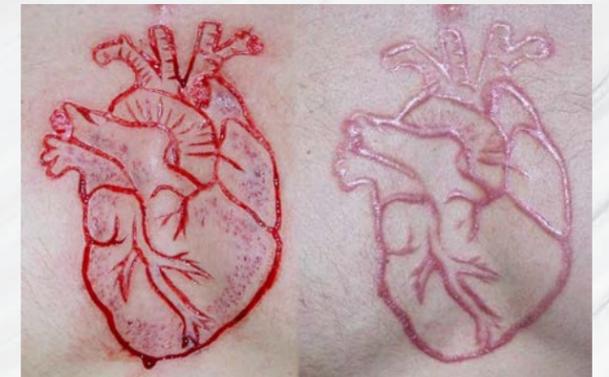
LM: I'm not special. No one is. We are a planet full of humans and need to act together as a global race and stop thinking of ourselves as unique individuals if we want to continue to survive.

IF YOU COULD MAKE A RULE AND EVERYONE HAD TO FOLLOW IT, WHAT WOULD IT BE?

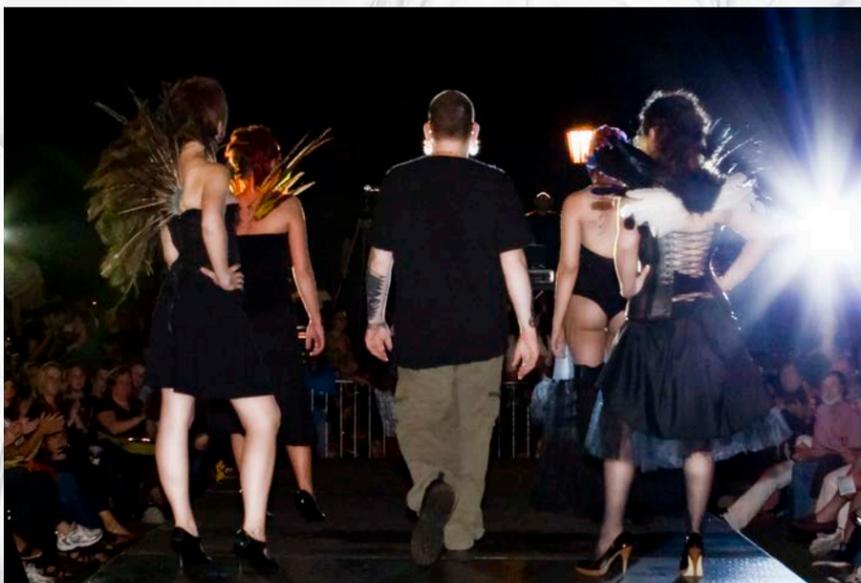
LM: Everyday do something good for some person or some creature.

WHAT'S THE LAST THING YOU GOOGLED?

LM: What does the Bible say about poop.



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.



BREAST Cancer

AWARENESS MONTH

Wear Pink!

OCTOBER



16G Tragus Barbell
\$1.49
SBRTBCA1PK



A portion of the sales of these items will be donated to the Breast Cancer Research Foundation. When we support research, we promote amazing things: new breakthroughs, faster advances and better outcomes for people with breast cancer. With your help, last year *we donated \$4,690.89* to the Breast Cancer Research Fund. Lets make this year even more!



14G 3/8" Navel
\$4.50
SBNABCA16



14G 3/8" Navel
\$3.18
SBNABCA10



14G 3/8" Navel
S-\$2.44 G-\$3.05
SBNABCA25



14G 3/8" Navel
\$4.50
SBNABCA12



14G Industrial
S-\$2.12 G-\$6.51
SBRINDBCA1



14G Industrial
S-\$2.30 RG-\$6.80
SBRINDBCA2



14G 3/8" Navel
\$4.15
SBNABCA2



14G 3/8" Navel
\$3.18
SBNABCA13



14G 3/8" Navel
\$2.13
SBNABCA20



14G 3/8" Navel
\$4.50
SBNABCA17



14G 3/8" Navel
\$3.53
SBNABCA4



14G 3/8" Navel
\$4.75
SBNABCA7



14G 3/8" Navel
\$3.69
SBNABCA19



14G 3/8" Navel
S-\$3.11 RG-\$3.59
SBNABCA26



14G 3/8" Navel
\$5.20
SBNABCA8



14G 3/8" Navel
\$3.31
SBNABCA24



14G 3/8" Navel
\$3.10
SBNABCA18



14G 3/8" Navel
\$2.45
SBNABCA21



14G 3/8" Navel
\$3.03
SBNABCA23



14G 3/8" Navel
\$3.15
SBNABCA6



14G 3/8" Navel
\$2.25
SBNABCA22

ABOUT THE BREAST CANCER RESEARCH FOUNDATION:

The Breast Cancer Research Foundation is a nonprofit organization committed to achieving prevention and a cure for breast cancer. We provide critical funding for cancer research worldwide to fuel advances in tumor biology, genetics, prevention, treatment, metastasis and survivorship.

Since our founding in 1993 by Evelyn H. Lauder, BCRF has raised more than half a billion dollars for lifesaving research. Through a unique and streamlined grants program, we seek out the brightest minds in science and medicine and give them the necessary resources to pursue their best ideas. As a result, researchers are able to make discoveries and design new approaches to address all aspects of breast cancer—and do so in record time.

“Our goal is to accelerate the breakthroughs bringing us closer to a cure to speed up the progress that will improve survivorship and quality of life for breast cancer patients today.” – Myra J. Biblowit, President & CEO

BCRF is the largest private funder of metastatic research in the U.S. and dedicate 40 percent of its grant portfolio to metastatic breast cancer research. Each year, BCRF significantly invests in research for metastatic breast cancer (MBC). About 40 percent of BCRF’s grants are focused on MBC, with more than \$27 million allocated this year alone. Studies include understanding the basic biology of how a breast cancer cell develops the ability to spread throughout the body, discovering biomarkers that can predict which cancers are most likely to spread, and the development of new therapies to treat and prevent metastasis.

The thousands of women and men suffering from breast cancer today depend on us. No institution can conquer this disease alone. Together, we can.

To get involved please visit bcrf.org

NEW LIFE

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 have gone through some pretty scary things in my life. I definitely consider myself a risk taker, but seven months pregnant at the heart of a pandemic--it's the scariest thing I've done to date. There were so many lives being lost around me and I had to focus on successfully bringing this new life into the world we currently live in. On March 13th 2020 the world officially shut down! That was my last day in the Metal Mafia office and my last day going outside in general. I went out ONLY for my doctors appointments and right back to the seclusion of my home. This was stressful but I had to keep it together for the life that was growing inside of me and just about ready to live on the outside.



KJ

This was my first child, I had so many things planned one of which was a huge baby shower, that I had to cancel. Luckily, I had a great support system, so that helped a little. The restrictions at the hospital allowed only 1 person for support. So my plans for having my Mom & Sister by my side was not going to happen. I had his Dad who did great. So, on May 4th 2020 I gave birth to my beautiful healthy baby boy, KJ! I was excited, full of emotion, and couldn't wait to get him home. Then reality set in...I couldn't have people around my newborn son with Covid-19 at its peak. So now my son was to be settled in the

same seclusion I was in prior to having him. I was worried about his social skills developing.

Finally, at around 2 months, I began to let him around immediate family. He knew none of them and it took a few weeks for him to warm up to anybody outside our household. He did though eventually. He still has yet to meet so many of his family members because we still have to be cautious. He is my greatest joy and accomplishment. Once you become a mom you feel superior, once you become a mom during a pandemic you feel like Superwoman!!



Danielle and KJ

This was a tough time for the world in general. Weddings were postponed, Funerals couldn't happen, birthdays were canceled... it was something no one was prepared for. Looking back, I think we stood the test of time. As things try to slowly return to some normalcy, I hope we all just remember where we were and we all do what we need to do to not send us back there!!!

WASH YOUR HANDS! WEAR YOUR MASKS! KEEP YOUR DISTANCE! FOLLOW ALL SAFETY GUIDELINES!!



By Danielle Johnson
Sales Representative
3 years with Metal Mafia

NATIONAL LIP PIERCING DAY

SUNDAY, OCTOBER 18TH. PIERCE & PARTICIPATE
#NATIONALLIPPIERCINGDAY



SILICONE BODY PART
Tattoo-able and Pre-pierced \$17.85 each
Black | SIBPMTHBK
Cream | SIBPMTHCR



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 | SSFM



sales@metalmafia.com

866-696-2342 Toll Free

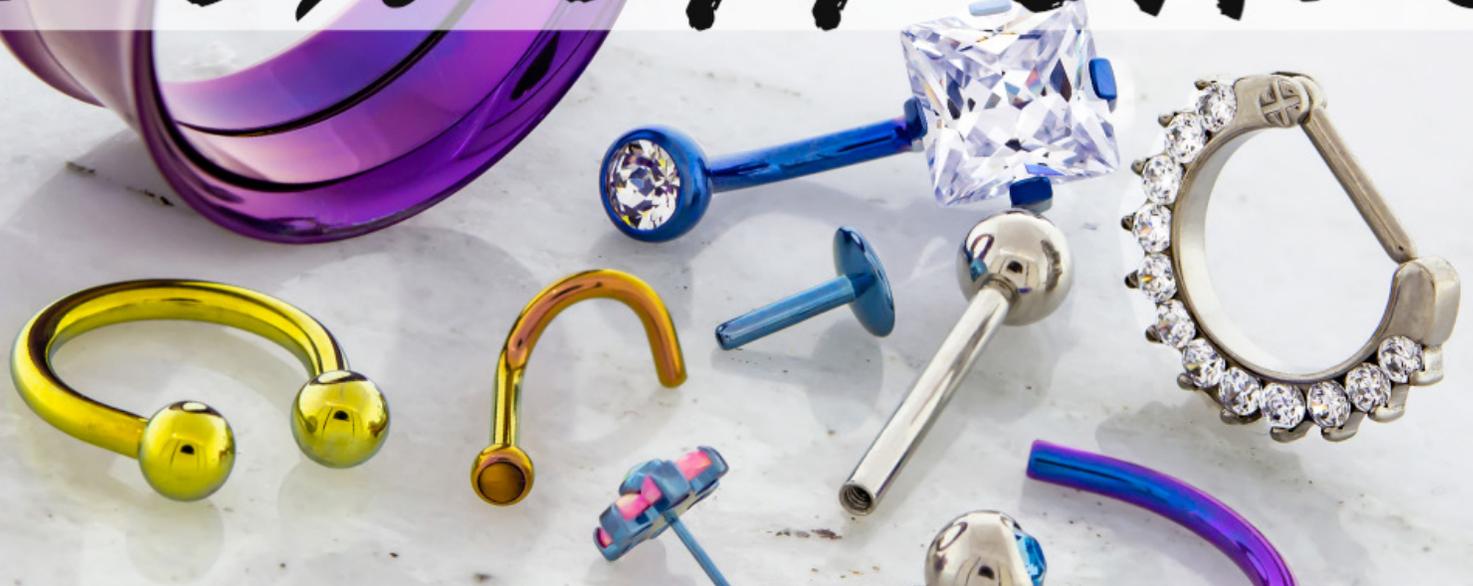
Fax: 201-222-7707

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@Metalmafia1

@MetalMafiaBodyJewelry

20% OFF SALE



**Starts October 3rd and ends midnight (EST) on October 18th 2020
More details on page 6**