

MAY  
2020

ISSUE 7

# Metal Mafia

ZINE

Piercer Spotlight

## Valerie Sunder

SIREN BODY JEWELRY  
SAUK CENTRE, MINNESOTA



MAY'S BEST  
SELLERS

INDUSTRY  
WOMEN,  
LET'S HEAR YOU  
ROAR!

{SPRING}  
STYLES YOU  
NEED IN YOUR  
SHOP

metal  
Mafia

# ASTM F-136

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## TITANIUM

INTERNAL 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, Blurple, Dark Blue, Dark Purple, Gold, 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 cents for anodizing



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.

## 20% Off Sale Extended

We know things are crazy right now with the coronavirus, and we want to make sure all our shops have what they need and don't have jewelry on their list of worries--so we discounted everything 20% with the exception of defend brand items. Orders must be \$300.00 or more to qualify for 20% off.



## We are a small business, just like you.

We have done endless research in loans, grants and funding. Give us a call to learn how you can get help. In the meantime you can check out [\*\*this link\*\*](#) to see if you qualify for any visual art grants.

# DISPOSABLE & STERILIZED TOOLS

Once you can reopen your shop, your 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. One-and-done means reducing risk for both piercers and clients in the age of the coronavirus and will help people feel comfortable coming in for work as soon as you are able to open your doors. We've stocked up on them in order to make sure you have what you need to work as safely as possible **PLUS** they are a qualifying item in our 20% off sale.

Individually sterilized and packaged with a 3M sterilization test strip, these are sold 50 in a box.





### Pro Clamps

Choose from universal tips or open or closed round and triangle tips.

\$52.50 per box.



### Eco Clamps

Choose from universal tips or open or closed round and triangle tips.

\$45.00 per box.

## 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!



# VALERIE SUNDER FROM SIREN BODY JEWELRY

AS TOLD BY AMANDA FAGONE

**D**uring our two-year-long business relationship, I have watched Valerie Sunder change into many hats as a businesswoman. A successful online business as well as brick and mortar piercing shop, Valerie has created a unique hybrid. I wanted an answer to what experiences shaped her path in life.

How did she get started piercing?

At the young age of 16, she fell in love with the industry, then at the age of 18, Valerie found her way into a shop in Saint Cloud and started getting pierced. Valerie says she always knew she wanted to be a piercer – but had to find her way into the industry on her own, having come from a very conservative family. Around this time was when she found her first husband, a tattooist and a piercer from Willmar, who showed her the basics of body piercing. Although her initial training was invaluable in getting her started, she was (and still is) always looking for ways to improve and for feedback from other industry professionals. "I'm like a goddamn sponge, I'm a real



type A personality. I can't just take it as it is. I have to be better at it."

Would she take anything she has learned throughout her career to her younger self? After a moment, she decided the answer would be no. "I cannot think of anything because the knowledge that you need always comes when you need it the most, and I didn't need what I know now, back then." Was this because she would have missed learning experiences? "I would not want to be one of those piercers that have had everything handed to them on a silver platter and then has an ego the size of a skyscraper. I have seen that happen with others, and they ended up so selfish. I am anything but selfish with my clients. You have to throw them a little party every time they come to get pierced, and that's what makes them come back."

Valerie says she started piercing with jewelry she didn't consider up to her own standards and found that it was "eating her alive for the first few years of her career." After her first marriage, she decided to see what else the piercing world could offer her, moving up and down the west coast learning everything she could through different shops. She started Siren in Washington state as an independent contractor at 23, but she had started piercing at 19, putting her at a total of 12 years piercing – and since the beginning has continuously improved her jewelry catalog with Metal Mafia.

"I've always been pleased with the jewelry selection; my rep Amanda has always been there to answer every question I have and help me with my orders. It really takes the stress away from having my shop ready for piercing. My clients love Metal Mafia

jewelry – they love the titanium options and all of the new stuff coming out... I've always liked the quality. I find everyone there is so easy to work with even if my rep is busy. The personal service you guys give is absolutely stellar. It's really important when you're tapped for time and you know your rep has your back."

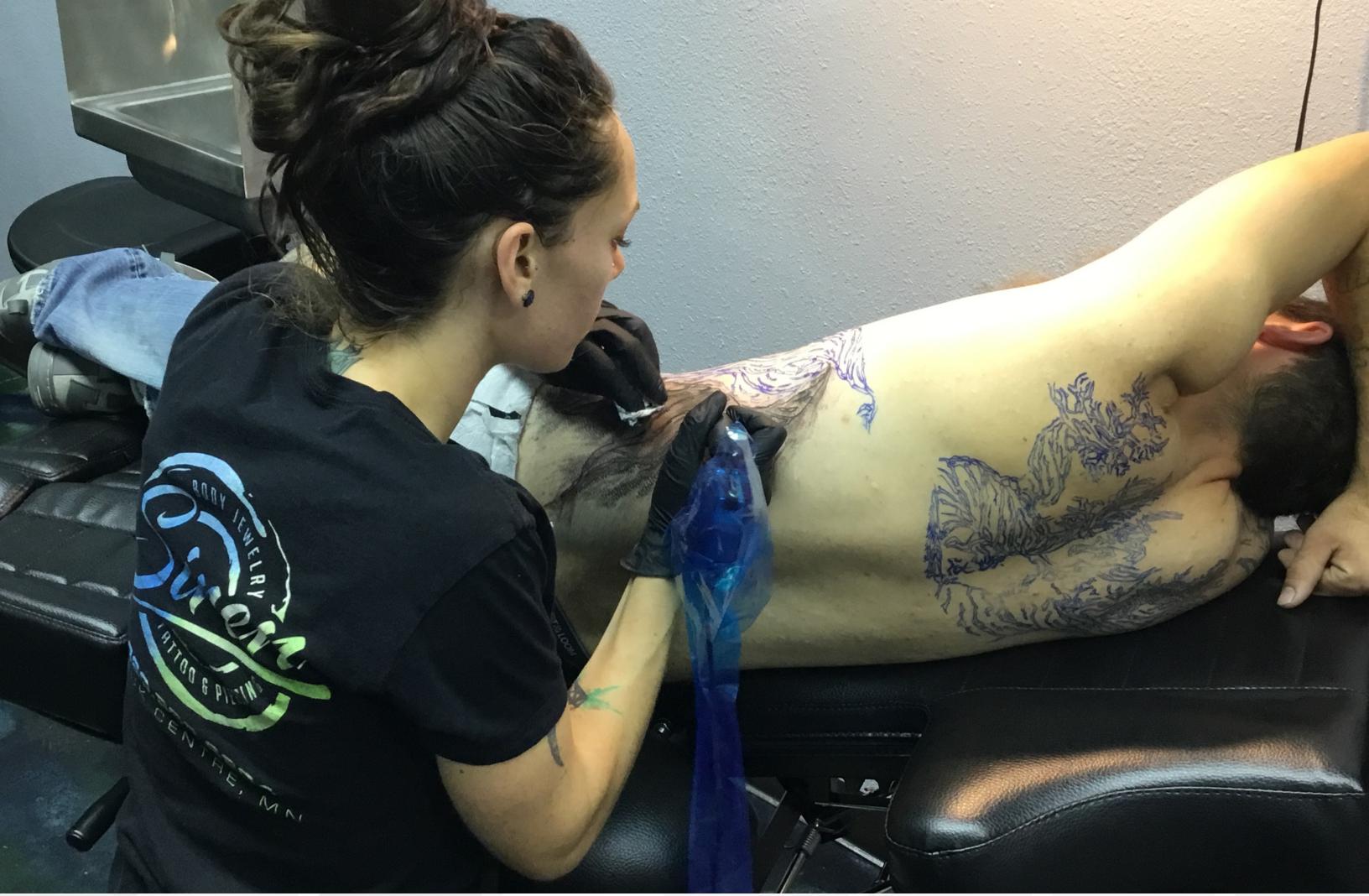


Siren online was born via Valerie's extensive jewelry inventory during a respite period from piercing – an unfortunate bit of burnout for her, which she now combats every day, as being recently diagnosed with advanced level multiple sclerosis. Valerie stays strong, hikes and lives a healthy lifestyle (she mentions that she has become a vegan and loves to share her lifestyle with clients), and lives each day to the fullest despite these challenges.

"I decided to become an advocate [for MS] because most of the time no one knows that I have it, so when I share, clients share with me their own struggles."

Through it all, Valerie still has a hidden talent – aerial silks. She's currently trying to learn the Lyra Wheel trick.

As she adapted to her new life with multiple sclerosis, she met her current husband, and together they opened their first store-front in Coeur d'Alene, Idaho, but eventually moving back to Sauk Centre, MN. They currently



offer tattooing, piercing, and a wide selection of jewelry. Valerie prides herself on being able to offer custom made to order, quality jewelry and loves to modify our jewelry on her own-sometimes resetting gems, or custom welding titanium pieces for clients to a perfect fit, and always coming up with creative gem and anodizing color combinations so each client feels they leave with a unique adornment.

"I love being able to create a safe space for my clients – they can come in, get



pierced, put jewelry in a place you wouldn't expect, and be happy that will never leave the shop."

Does this feel like she is able to make people feel more comfortable in their own skin?

"That's really what it is, and I didn't really know that's what it would be through my journey as a piercer. It didn't really hit me until a couple of years ago. It has really helped me to grow as a person."

She says she has been piercing so long she can't imagine doing anything else.

Who does she admire the most? "I really admire my husband, Eric. I taught him how to pierce. He's a fabulous piercer and the head of anodizing. He's been given free rein on that because he's very technical, and does things that my brain doesn't always like to do. He was able to transform himself completely into being someone I could count on, from his old solitary lifestyle, in just a few years, and he has just shined" I asked her if the differences between them ever cause adversity, but she

says that she feels like they just help her grow – and that personal growth comes out as very important to her in life and business.

#### What's her best piercing story?

"Eric and I stretched this guy's PA, but we went about 3 sizes up, so of course we went over everything with him before doing this but were also very careful. We wrapped him up and sent him on his way, and about 5 minutes later he comes back into the shop. We were like, "Oh my god, what did we do.." – but he actually wanted to bring in his guitar and sing us a song. He brought us a 20 dollar bill, put it on the counter, and played us 2 cover songs. Other clients started coming in while he was playing the guitar and it was certainly memorable!"

Valerie's goals going forward are to continue to grow her vlog channel and share viable information about piercing procedures, aftercare, and jewelry. She also hopes to continue to encourage her clients into healthier lifestyles.

# MEMORIAL DAY

HOME OF THE BRAVE



Remember and Honor those who have sacrificed this Memorial Day.

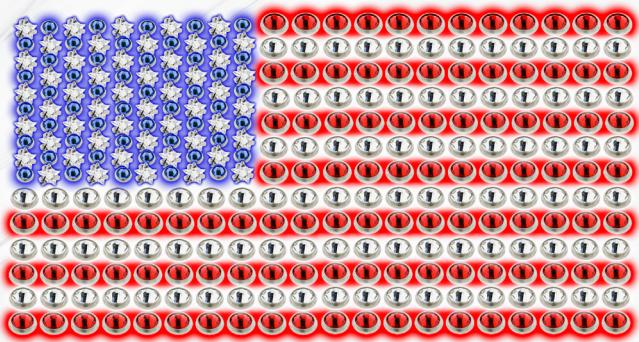
We will be closed Monday May 25th and will reopen Tuesday May 26th.



3 Row Hinged Segment Clicker  
16G in 1/4" or 5/16"  
Titanium \$9.33 **THSGR3-**



Heart Seamless Ring W/ Opals  
Steel 16G 3/8". Available in right or left.  
\$7.05 **SSHRO1-**



Anodize any Titanium Item for 30 cents per piece



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



Emerald, the birthstone of May, carries the rich green color of Spring and radiates a beautiful vivid tone.

The purpose of wearing birthstones is thought to bring good luck, good health, and protection. As the birthstone for May, the Emerald is a symbol of rebirth and is believed to grant the owner foresight, good fortune and youth. Emerald is derived from the word "smaragdus" which means, quite literally, 'green' in Greek.



# Emerald Green



<https://metalmafia.com/catalogsearch/result/?q=ttgb+sbi+tbi>



316L Steel Bezel Set Emerald Green Captive  
16G 3/8" - \$3.48 6 pc pack **SC163/83DG**  
14G 1/2" - \$3.60 6 pc pack **SC141/25DG**

316L Steel Externally Threaded Bezel Set Emerald Green Navel Ring  
14G - 1/4", 5/16" 3/8", 7/16" & 1/2" - \$3.60 6 pc pack per size **SBNED14-58DG**



316L Steel Externally Threaded Bezel Set Emerald Green Navel Ring  
14G - 3/8", 7/16" & 1/2" - \$4.74 6 pc pack per size **SBNED14-58DG**



316L Steel Prong Set Emerald Green Clicker  
16G 5/16" Rook- \$6.76 **SRC3GSDG**  
16G 1/4" Ear- \$8.11 **SEC3GSDG**



316L Steel Prong Set Emerald Green Clicker  
16G 5/16" Rook- \$7.79 **SRC6GSDG**  
16G 1/4" Ear- \$9.35 **SEC6GSDG**



316L Steel Externally Threaded Bezel Set Emerald Green Curves  
16G - 5/16" 3/8" \$4.74 6 pc pack per size **SCVE16-3DG**



16G, 18G & 20G Nose Pins & Screw / 18G & 20G Bones  
Steel sold in 6 piece packs, Titanium sold individually.

**Screws** - Steel Prong Set \$5.70 **SNSP**-/ Bezel Set \$3.00 **SNS**-  
Titanium Prong Set \$4.38 **TNSP**-/ Bezel Set \$2.70 **TNS**-  
**Pins** - Steel Prong Set \$4.68 **SNPP**-/ Bezel Set \$3.00 **SNP**-  
Titanium Prong Set \$4.38 **TNPP**-/ Bezel Set \$2.70 **TNP**-  
**Bones** - Steel Prong Set \$6.30 **SNBP**-/ Bezel Set \$3.00 **SNB**-  
Titanium Prong Set \$3.68 **TNBP**-/ Bezel Set \$2.70 **TNB**-



Titanium Gem Prong Set  
4mm Trinity End  
14G or 16G/18G Internally  
Threaded- \$4.98 per piece  
**TRHGT-2DG**

Threadless- \$6.05 per  
piece **TTRHGT2DG**



Titanium Gem Prong Set  
7mm x 6mm Cluster End  
14G or 16G/18G Internally  
Threaded- \$8.38 per piece  
**TRHCZ-DG**

Threadless- \$6.76 per  
piece **TTRHCZDG**

2.5mm, 3mm, 4mm or 5mm Gem  
Prong Set Round End  
14G or 16G/18G Steel Internally  
Threaded- 6 piece pack start at  
\$8.64 per size.  
**SRHGR-DG**

14G or 16G/18G Titanium Internally  
Threaded- Start at \$2.00 per piece.  
**TRHGR-DG**

Titanium Threadless- Start at  
\$2.80 per piece.  
**TTRHGRDG**-

2.5mm, 3mm, 4mm or 5mm Gem  
Bezel Set Gem Ball End  
14G or 16G/18G Steel Internally  
Threaded- 6 piece pack start at  
\$4.32 per size.  
**SBI-DG**

14G or 16G/18G Titanium Internally  
Threaded- Start at \$1.88 per piece.  
**TBI-DG**

Titanium Threadless  
Start at \$2.55 per piece.  
**TTGB-DG**

2.5mm, 3mm, 4mm, 5mm or 8mm  
Bezel Set Gem Disc End  
14G or 16G/18G Steel Internally  
Threaded- 6 piece pack start at \$6.00  
per size.  
**SGDI-DG**

14G or 16G/18G Titanium Internally  
Threaded- 6 piece pack start at  
\$10.20 per size.  
**TGDI-DG**

Titanium Threadless  
6 piece pack start at \$18.00 per size  
**TTGD-DG**

Titanium Gem Bezel Set  
Crescent End  
16G/18G Internally  
Threaded- \$6.65 per piece  
**TRHC516DG**

Threadless- \$7.62 per  
piece **TTRHC5DG**



Titanium Gem Bezel Set Front Facing End  
2.5mm, 3mm, 4mm or 5mm  
Threadless- Starting at \$5.05 per piece  
**TTFFGB-DG**

Anodized Colors for Titanium Items: Blue, Bronze, Blurple, Dark Blue, Dark Purple,  
Golden, Light Blue, Pink, Light Pink, Purple, Rosy Gold, Yellow  
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# Spring Styles



SPRING IS HERE! IT'S A GREAT TIME TO FRESHEN UP YOUR DISPLAYS WITH WARM GOLD TONES AND BRIGHT SILVER PETALS. THE BEST PART? THEY'LL LAST ALL SEASON AND BEYOND.



## GET THE LOOK

**Nose:** 316L Steel Bee Rook Clicker (Yes, we said rook clicker. These fit perfectly for Shaney, measure you client's nose to get the same look!) Fully autoclavable.



**Septum:** 316L Steel Clear Gem V Shaped Clicker. Fully autoclavable and safe for initial piercings!



**Philtrum:** 316L Steel Black Bezel Set Gem Disc on a standard labret.



**Vertical Labret:** 316L Steel Bee and Black Prong Set Replacement Ends on a standard curve.

