



metal mafia®

**Interactive
Magazine**

Click products to check them
out on our website!

10% OFF SALE
NEED NEW SEPTUM CLICKERS?
NOW'S THE TIME TO ORDER.

TITANIUM CHAINS!
CUT, CONNECT AND CREATE.

OVER 200 NEW ITEMS
NOSE JEWELRY EXPANSION HAS FINALLY
ARRIVED.

GROW YOUR BUSINESS
THE RIGHT PRICING MAKES ALL THE
DIFFERENCE.

NATIONAL NOSE PIERCING DAY
MARK YOUR CALENDARS FOR APRIL 10TH!

Model: @stacideana

Photography: Tragic Glamour @tragicglamour



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.

 TOLL FREE 1-866-696-2342

 sales@metalmafia.com

 fax: 201-222-7707

www.metalmafia.com

 @metalmafiabodyjewelry

 @Metalmafia1

 @Metalmafiabodyjewelry

ON THE COVER



Model: @stacideana
Photography: Tragic Glamour @tragicglamour

IF YOU WOULD LIKE TO BE FEATURED IN OUR CATALOGS AND PRINT MODELING OUR JEWELRY OR HAVE DONE PIERCINGS WITH OUR JEWELRY, EMAIL JUSTINE@METALMAFIA.COM WITH YOUR PHOTOS AND CREDITS. ALL PHOTOS SENT IN MAY BE USED IN MARKETING.

CONTENTS

 **INSTAGRAM LOVE!**
TAG US FOR INSTANT LOVE!

 **10% OFF SALE!**
READY TO UPDATE YOUR SHOPS NOSE JEWELRY, BUT NOT READY TO DROP MAJOR CASH? NOWS THE TIME.

 **NEW NOSE JEWELRY**
OVER 200 NEW ITEMS TO CHOOSE FROM!

 **TITANIUM CHAINS**
ADD CHARACTER TO YOUR PIERCINGS, THESE CHAINS ARE UNIVERSAL AND CAN BE USED ON MANY TYPES PIERCINGS!

 **PRICE RIGHT TO STAY IN BUSINESS**
INSIGHT ON GROWING YOUR BUSINESS FOR THE LONG-TERM.

FREE POSTERS FOR YOUR SHOP!





#metalmafialove
 Tag us or mention
 @metalmafiabodyjewelry
 for a chance to be seen here!

Photography by: @modelmissmischief

INSTAGRAM FAVORITES

@metalmafiabodyjewelry

ROOSTER TATTOO @ PIERCING.BABYY



DINOSAUR TRAGUS BARBELLS



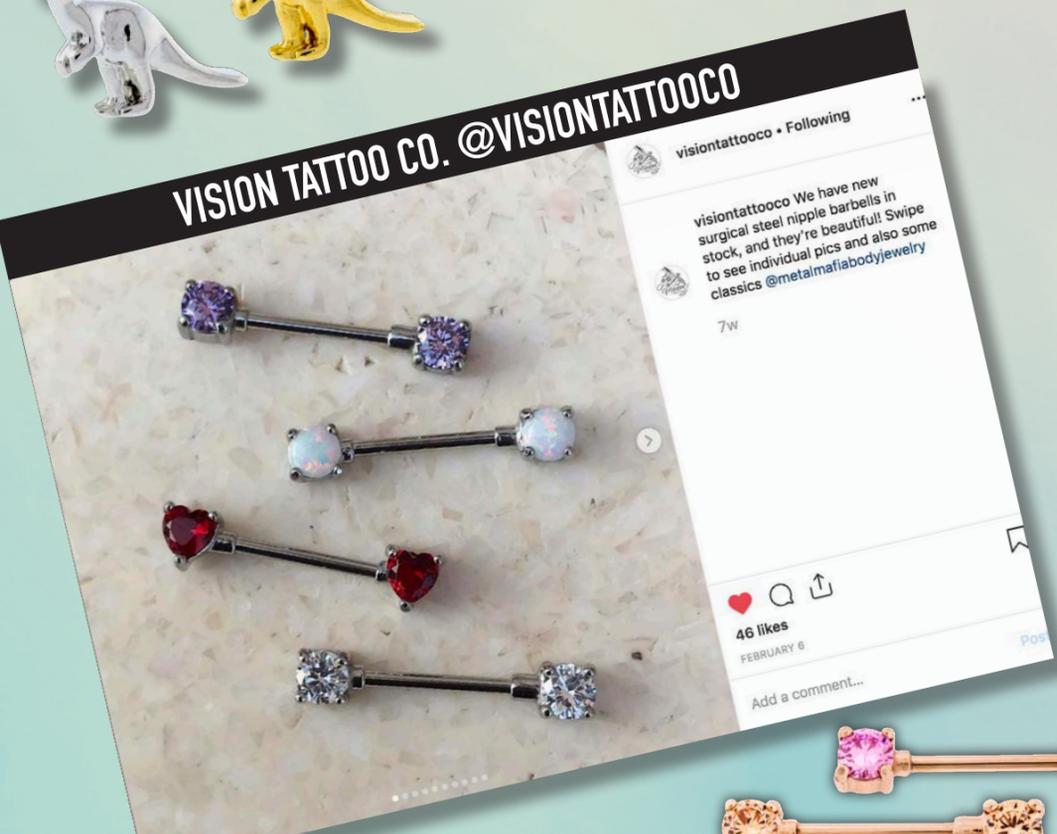
CINCINNATI TATTOO & PIERCING @ STABQUEEN



PRONG SET REPLACEMENT HEADS



VISION TATTOO CO. @VISIONTATTOOCO



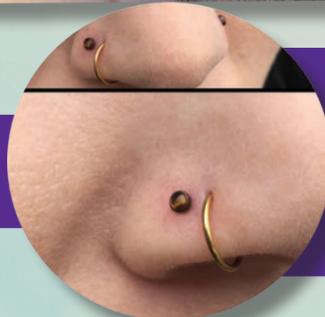
PRONG SET NIPPLE BARBELLS!



ZONE13TATTOO @ZONE13TATTOO



WE ANODIZE IN HOUSE FOR ONLY 30 CENTS MORE!



#METALMAFIALOVE



866-696-2342 Toll Free
 sales@metalmafia.com
 www.metalmafia.com
 fax 201-222-7707

SALE:
 Grab 10% off on NOVELTY nose
 jewelry from March 27 - April 9th

**IS YOUR SHOP STOCKED UP FOR
 THESE EVENTS IN APRIL?**

FESTIVAL SEASON IS HERE!

SXSW has just ended and Coachella is quickly approaching! Grab the goods your clients need to complete their looks!



**Antimicrobial & Flexible
 BIOFLEX Nose Hoops and
 Septum Staples**

Colors: Black, White, Blue, Light Blue, Purple, Orange, Glow in the Dark, Red, Green, Pink

Dude, don't forget about
420!



PEARL CLICKER



More pearl clicker styles available!

PAVE GEM CLICKER



NOSE HOOPS



SEPTUM STAPLES



**GLAM GODDESS
 in Clear Gems**



**ROCKER CHIC
 in Black PVD
 Coated**



More styles at metalmafia.com



**BOHO BABE
 NATURAL
 CABOCHON
 STONE
 Turquoise Dyed
 Howlite**

Turn 16G clickers with straight bar to 14G, 12G, or 10G with clicker expanders!



April 22nd - Earth Day

FLOWER CHILD



Acrylic Nose Bones with 2.3MM gem



PIERCE &
PARTICIPATE
April 10th!
Rep your industry!



@METALMAFIABODYJEWELRY
@SCA_MANDA @MODELMISSMISCHIEF



National Nose Piercing Day

#NATIONALPIERCINGDAYS
#NATIONALNOSEPIERCINGDAY



316L STEEL 16G, 18G & 20G NOSE PINS

SWAROVSKI ELEMENT GEMS

SKU: NP GEM



LIGHT COLORADO, CITRINE, VOLCANO, DARK RAINBOW, CLEAR, BLACK DIAMOND, BLACK, BLUE ZIRCON, DARK GREEN, ORANGE, PINK, LIGHT GREEN, FUSCHIA AB, RED, AQUA, PURPLE, SAPPHIRE, AB AND AQUA AB



MYSTIC IMAGES TATTOO @ COPPER_PHOENIX_INDY @ MYSTICIMAGESCASTLETON

BIRTHSTONE GEM COLORS



SKU: ANP BIRTH

40 PIECE ASSORTMENTS

ALL CLEAR



SKU: ANP CL

CABOCHONS

SKU: NP CABOCHON



HOWLITE, PINK DYED HOWLITE, TURQUOISE DYED HOWLITE, TIGER'S EYE AND ONYX



CINCINNATI TATTOO & PIERCING @PIERCINGSBYANTHONY

SYNTHETIC OPAL

SKU: NP OPAL



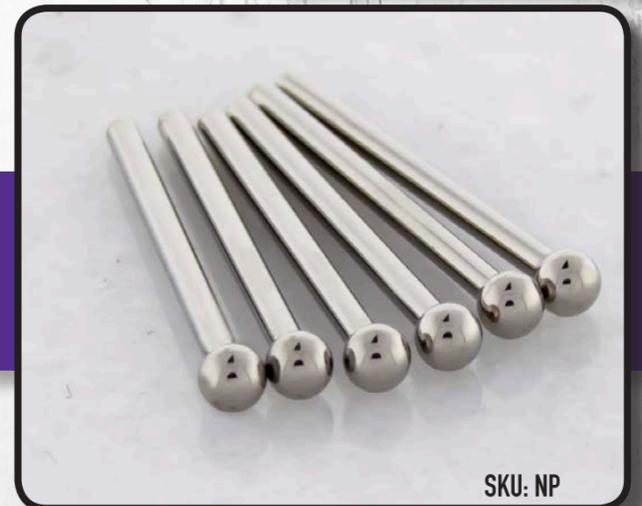
LIGHT PURPLE, WHITE, LIME GREEN, RED, BLUE, BLACK AND PINK

DOME



SKU: NP DOME

PLAIN BALL



SKU: NP

LOOKING FOR MORE NOSE PINS?
CHECK OUT
WWW.METALMAFIA.COM

316L STEEL 16G, 18G & 20G NOSE SCREWS

SWAROVSKI ELEMENT GEMS

SKU: NS GEM



DARK RAINBOW, FUSCHIA AB, LIGHT COLORADO, BLACK DIAMOND, LIGHT GREEN, PINK, AQUA, ORANGE, CITRINE, CLEAR, BLACK, BLUE ZIRCON, VOLCANO, PURPLE, SAPPHIRE, RED, AQUA AB, DARK GREEN

CABOCHONS

SKU: NS CABOCHON



PINK DYED HOWLITE, HOWLITE, TIGER'S EYE, TURQUOISE DYED HOWLITE, ONYX

SYNTHETIC OPAL

SKU: NS OPAL



PINK, LIME GREEN, LIGHT PURPLE, BLUE, WHITE AND BLACK



@LIPPS.INK
C&L TATTOO & PIERCING STUDIO



**TITANIUM CHAINS IN STOCK!
CLICK HERE TO CHECK OUT THE
PAGE!**



DOME



SKU: NS DOME

**LOOKING FOR MORE NOSE SCREWS?
CHECK OUT
WWW.METALMAFIA.COM**

PLAIN BALL



SKU: NS

316L STEEL 18G & 20G NOSE BONES

SYNTHETIC OPAL

SKU: NB OPAL



PINK, BLACK, BLUE, LIME GREEN, RED, WHITE AND LIGHT PURPLE

SWAROVSKI ELEMENT GEMS

SKU: NB GEM



VOLCANO, AB, PINK, AQUA AB, DARK GREEN, ORANGE, CLEAR, BLUE ZIRCON, BLACK, CITRINE, PURPLE, SAPPHIRE, BLACK DIAMOND, LIGHT GREEN, RED, LIGHT COLORADO, FUSCHIA AB, AQUA AND DARK RAINBOW

CABOCHONS

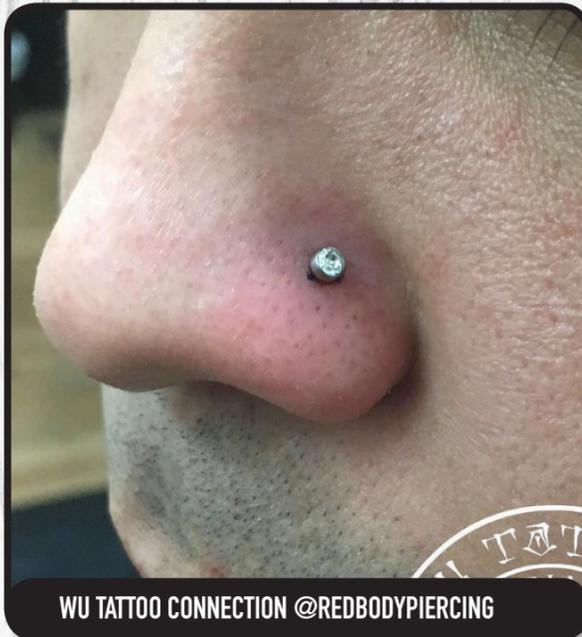
SKU: NB CABOCHON



HOWLITE, ONYX, PINK DYED HOWLITE, TIGER'S EYE, TURQUOISE DYED HOWLITE



@GOTINKTATTOOS912 @DEZGRIFFIN_PIERCINGS



WU TATTOO CONNECTION @REDBODYPIERCING

BLACK PVD COATED



SKU: BKNB

40 PIECE ASSORTMENTS WITH DISPLAY CASE

NOSE BONES ASSORTMENTS

- 16G & 18G
- CLEAR GEMS
- BIRTHSTONE GEMS



NOSE SCREWS ASSORTMENTS

- 16G, 18G & 20G
- CLEAR GEMS
- BIRTHSTONE GEMS
- SYNTHETIC OPALS



TITANIUM CURB CHAIN

**24" LONG CHAIN WITH
24 JUMP RINGS**



**TITANIUM CHAIN JEWELRY CUTTER
CUT TO YOUR
DESIRED
LENGTH**



PRICE RIGHT TO STAY IN BUSINESS

Starting a company is hard, but staying in business is even harder. And for some reason, it seems that we have all been taught to revere revenues rather than safeguard profit, but the reality is, in order to stay in business, you have to look at both numbers in relation to one another. If you had a choice between owning a company that did \$100,000 in sales every year, of which profit was \$30,000, or a company that was bringing in \$1,000,000 in a year on which the profit was \$10,000, which would you pick? I'd take the one that left me with \$30,000 in my pocket at the end of the year over the one that made me \$10,000 any day. That's why getting your pricing right is crucial.

When Dale and I started Metal Mafia 15 years ago, we knew that in order to stick around, we had to make sure to cover all our expenses, set aside money to grow the company, and also have enough left in profit to make the whole endeavor worth doing. We didn't know all the ins and outs of pricing, and you might not know them either, so we thought we'd use today's article to give you a few tips we picked up along the way.

Pricing 101:

You have a product or service you are trying to sell. Let's take piercing someone's nose, for example. Maybe you know that the competition down the road is charging \$25 and you want to be cheaper. Before you put up the sign advertising \$20 piercings in the front window, look at the math carefully. How much do the jewelry and supplies for the piercing cost? Let's say they rec out like this:

Nostril Screw **\$0.50**

Needle **\$0.10**

Skin prep and work area disinfectant **\$0.10**

Marking pen **\$0.40**

Gloves **\$0.07**

Sterilization pouches **\$0.05**

Shipping to get it all to you plus labor spent to place the order: **\$3.80**

Total **\$5.02**

Then let's say it takes the piercer 20 minutes to consult with the customer on what she wants, prep, and pierce her. If your state's minimum wage is \$10/hour, then your piercer's time for one piercing is his wage divided by the time spent for the labor. 20 Minutes is $\frac{1}{3}$ of an hour, so the cost for the piercer to do the piercing is \$3.30. If there is counter staff to ring the customer up, you have to also calculate how long that takes and how much that employee is paid. Let's say in



this instance, it's only the piercer and the whole thing from start to finish is 20 minutes, just to keep it simple.

Your expense for this piercing so far is \$8.32. Then there is rent, electric, water, property and liability insurance, management fees, health insurance, state health department fees, the cost of your equipment (autoclaves, chairs, etc), credit card fees, and more. Let's say when all is said and done, you're up at \$12 for your cost--meaning it costs you \$12 in overhead to do one nose piercing. If you charge \$20 for the piercing and subtract all the expenses from that, you're looking at \$8 in gross profit. If you set aside \$3 from that to cover growth and \$2 to cover emergencies, you're left with \$3 in your pocket. Is that enough? If not, you need to re-price.

Keep in mind that pricing needs to be re-evaluated constantly. Minimum wage went up? If you don't check to be sure the new cost is covered in your pricing, you'll be losing money. Rent increased this year? Same deal. Planning on remodeling for a better client experience? Make sure it's covered in your pricing, or your shop won't be able to stick around long enough to enjoy the new digs. And keep this in mind. There is no shame in profit. Every business has to make money to stay alive. Keep that in the equation, and your clients will thank you--because every time they want to get pierced, they'll be able to come back to your shop and not an empty storefront.

Watch this space next month for more insight on growing your business for the long-term.

Vanessa and Dale