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INTERVIEW WITH ALEX CHRISTOPHER

BETWEEN A ROCK & AN EARLOBE

STONE, PLUGS AND
TUNNELS - OH MY!



SUMMER VIBES

DON'T GET BURNED.
STOCK UP!



GOLD RUSH

YOU STAY GOLD, WE'LL
TAKE CARE OF THE RUSH
PART.

ORDERS SHIP SAME DAY
WHEN ORDERED BEFORE
2PM EST.



NATIONAL TATTOO DAY

PIERCERS, IT'S YOUR
HOLIDAY TOO! SEE HOW.

ON THE COVER: ALEX

<https://alexchristopherpiercings.com>

alexchristopher Rorschachgallery

AND MORE...

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.



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As you likely know, state sales tax laws have changed because of the Wayfair ruling. Metal Mafia is now required to collect sales tax on any purchases you make from us if you have not provided a valid sales tax exemption certificate proving that you will be collecting state sales tax from your customer on all sales of those items. If you do not have one, please contact your state to get the necessary documentation or let your rep know that you prefer us to charge sales tax on your purchase on your behalf.

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AMANDA

ANODIZE IT

“These are really great in a rook piercing because the bottom is a bit heavier so they don't flop around like all my other rook jewelry.”

AMANDA

ANODIZE IT

MARIAH

JULIANNE ANODIZE IT

ASTM F-136 Titanium
Swarovski Crystal Front Facing Curve **TCVIPG**
Synthetic Opal Front Facing Curve **TCVIPO**

ASTM F-136 Titanium
Swarovski Crystal Crescent **TRHC516G**
Synthetic Opal Crescent **TRHC516O**
Natural Stone Crescent **TRHC516C**
Fits 16G & 18G Internally Threaded Titanium Jewelry

ASTM F-136 Titanium
3 Ring Hinged Segment Ring **THSGR3**

REP'S PICKS

YOUR SALES REP'S FAVORITE ITEM OF THE MONTH

ASTM F-136 Titanium
Swarovski Crystal Tear Drop Navel Curve **TBNIPGT**

ANODIZE IT

JEN

“Guaranteed to draw attention, the teardrop navels are such a great piece to offer your customers ready to strut their stuff, wherever they go! And this purple is one of my favorite colors!”

JEN

CHRISTINE

Nipple clickers are not only user friendly but are fully autoclavable and can be used for initial piercings.

14G 316L Steel Cast
High Polish All Clear Crystal
High Polish Clear Crystal/ White Opal
Rose Gold **OR** Gold PVD Coated Clear Crystal
Rose Gold **OR** Gold PVD Coated Clear Crystal/White Opal **SNPC18**

DANIELLE

ASTM F-136 Titanium
Swarovski Crystal Cluster **TRHCZ**
Available to fit 10G-18G Internally Threaded Titanium Jewelry.

GOLD

Rush

PVD stands for physical vapor deposition: a clean and environmentally friendly vacuum coating that results in excellent wear and corrosion resistance.



SBNAPRL7



16G Tragus Barbell
SBRTLTS1RG



SBNAPRL9



16G Tragus Barbell
SBRTMN1



SBNATD2RG



SBNAFL16RG



SBNACZ137



GOWH

RGWH

Steel Cast
Nipple Clickers
SNPC18



14G Pre-Packaged Industrial Barbell
SBRIND38GO



SBNAPRL2GD



Above: Steel Rose Gold Pvd Coated Beaded Internally Threaded Replacement Top. **SRHBRG**

Left: Steel Rose Gold Pvd Coated Ab Gem With Clear Gem Cluster Internally Threaded Replacement Top. **SRHCZRG**

Both are available to fit 10G-18G steel internally threaded jewelry.



Rose Gold PVD Steel Gemmed Hinged Segment Ring. **SRGPHSGR**



14G Pre-Packaged Industrial Barbell
SBRINDCATRG



SBNAPN1



16G Tragus Barbell
SBRTMND



SBNAPCK4RG



SBNAPN2



SBNAFL17



SBNAPRL4RG



Steel Cast
Nipple Clickers
SNPCCAT



RG



14G Pre-Packaged
Industrial Barbell
SBRIND5RGO



Shown on Amanda
Counter clockwise:

Rose Gold Anodized AB
Gem Titanium Trinity
TRHGT

Rose Gold PVD Steel
Gemmed Hinged Seg-
ment Ring. **SRGPHS-
GR**

Steel Gemmed Ear
Clicker \$9.35 **SEC6GS**
Rose Gold STTI with
Clear Gem Inserts.
SRGTTI & SDCZCL

Rose Gold Anodized
Titanium AB Cluster
TRHCZAB

Rose Gold Anodized
Titanium AB Gem Disc.
TGDI

Interchangeable Gem Inserts

Clear Gem- 0G-50MM
Pink, Blue Zircon, Aqua, Tanzanite,
Light Green, Red & Black- 0G-25mm
(1")

Gem Disc: SDCZ

White Opal - 0G-25MM(1")
Opal Disc: SDOWH

**Gold Steel Internally Threaded
Tunnels**
8G-50MM (2")
SGOTTI



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FRIDAY, JULY 17TH IS NATIONAL TATTOO DAY!

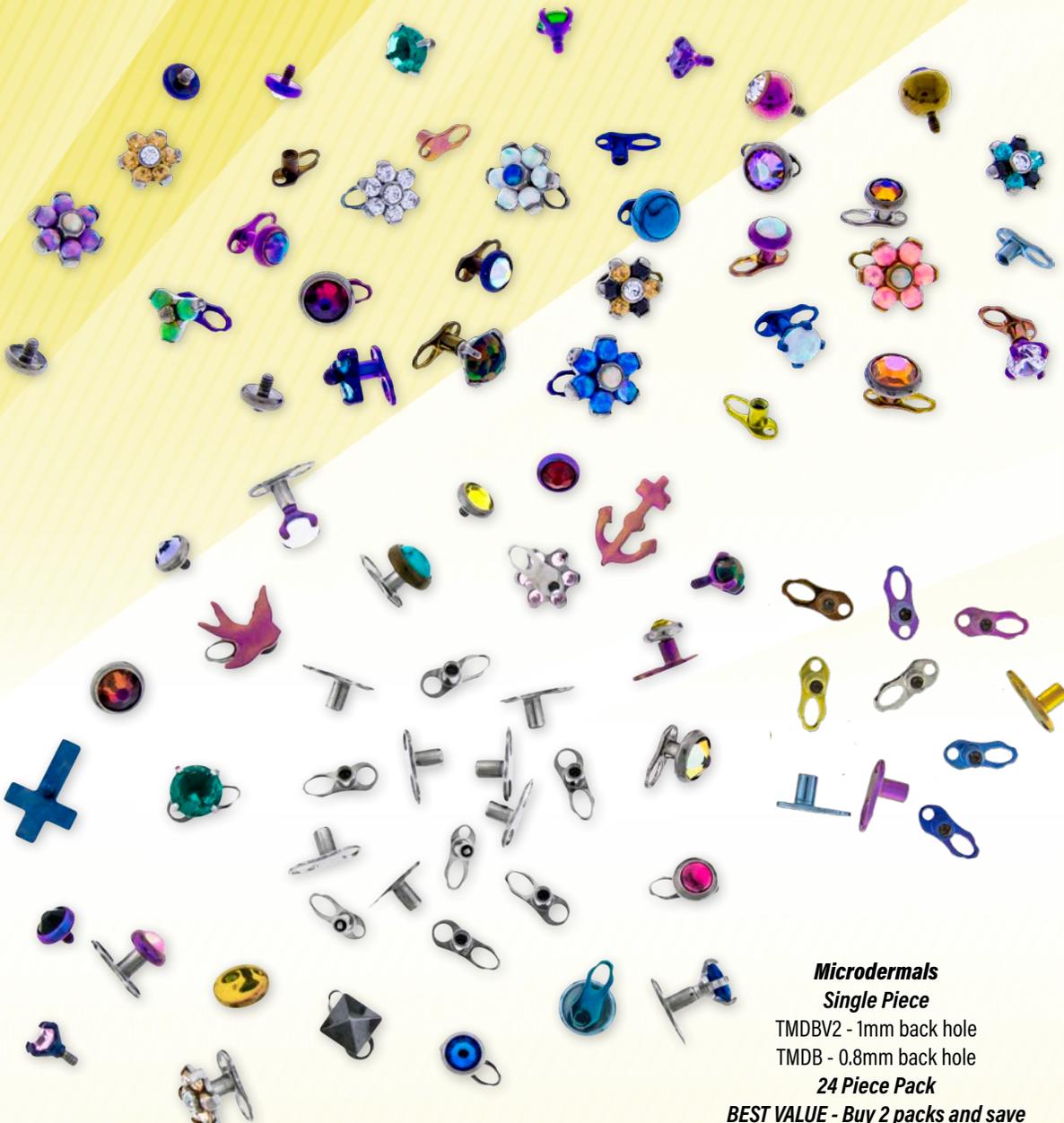
#nationaltattooday

Add a few microdermals to accent your tattoos!



PATENT NO D690,812. AN

ASTM F-136 TITANIUM MICRODERMAL ANCHORS WITH .8MM OR 1MM BACK HOLE DESIGNED BY SEAN DOWDELL OF CLUB TATTOO. MICRODERMALS ARE INTERNALLY THREADED WITH A 1.2MM THREAD. COMPATIBLE WITH 10G, 12G AND 14G TITANIUM INTERNALLY THREADED ENDS.



**Microdermals
Single Piece**

TMDBV2 - 1mm back hole

TMDB - 0.8mm back hole

24 Piece Pack

BEST VALUE - Buy 2 packs and save

TMDBV224 - 1mm back hole

TMDB24 - 0.8mm back hole

(Replacement heads sold separately)

REPLACEMENT TOPS

10G-14G Titanium Prong Set Flower Tops
Opal - **TRHOFL**
Gem - **TRHGFL**



More tops options available!
Call your rep or visit metalmafia.com

10G-14G Titanium Bezel Set Discs
Gems - **TGDI**
Opals - **TODI**
Stones - **TCDI**



10G-14G Titanium Prong Set Round Tops
Opals - **TRHOR**
Gems - **TRHGR**



10G-14G Titanium Swarovski Gem Disc Display
120 Pieces
DISPTGDI

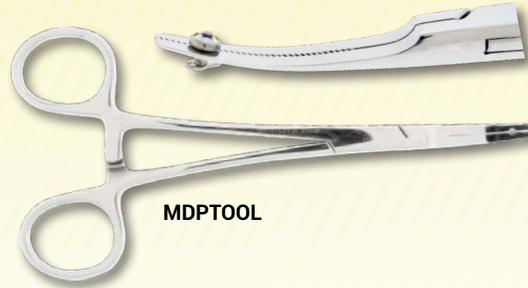
TOOLS

BALL GRABBER TOOL

AVAILABLE FOR 2.5MM, 3MM & 4MM BALLS.
BGT



MICRODERMAL POST HOLDING TOOL



MDPTOOL

TREVOR THOMAS DESIGNED MICRODERMAL TOOLS

POST HOLDING



MDPTOOLT

INSERTION



MDTOOL



MICROSAN RX E2T SURGICAL SKIN PREP

USE MICROSAN® RX E2T AS A SKIN PREP FOR PIERCINGS AND TATTOOS. SIMPLY DIP A COTTON SWAB OR GAUZE IN MICROSAN® RX E2T AND WIPE AREA IN A CIRCULAR MOTION STARTING FROM THE CENTER AND MOVING OUTWARD. NO NEED TO RINSE OFF OR DRY.

Per bottle

- (1) 8 oz. bottle with pump **MCRSN8**
- (1) 16 oz. bottle with pump **MCRSN16**

Per case

- (12) 8 oz. bottles with pumps **MCRSN8**
- (12) 16 oz. bottles with pumps **MCRSN16**

Gallon bottle (Best Value!)

- (1) 128 oz. (gallon) bottle with pump **MCRSN128**



« Merchandise Like You Mean It »

For 15 years, Metal Mafia has been creating designs that can't be found anywhere else (until someone copies us, of course). Whenever we come up with design themes, our in-house design team doesn't just design one or two pieces of that theme, they design fifty to a hundred. And those designs then get thoroughly vetted—voted on first by your sales reps in order to make it into production, and then by you, in order to stay in our line.

What you see in our catalogue is the best of the best, because for every piece that makes it in, 20 others don't. And despite that stringent process, we know that every catalogue will have winners and losers. We used to worry about the pieces that didn't sell, because it was inventory lost, but we learned that the most important thing we could do to help our customers choose well was to make sure that our merchandise mix was coherent—that every theme had a story, and that the story could be told in each shop differently.

To do that, we make sure not to do one off pieces, but rather groups that we hope will catch your eye and speak to what your shop is all about. When our reps suggest new products to you, they usually ask you to try at least 6 of a given series, and there is a reason for that which goes much deeper than a quick cha-ching. They know that when your clients come in to your store, a hodgepodge of merchandise won't have an impact, it'll just look like a mess.

Your customers, like you, want to select what best fits their needs, their attitude, their style. To do that, they need to see several choices in the same range, and filter them down to the few they like most. Literally, you have to have a few toads in the mix to help the customers see the prince—and beauty is always in the eye of the beholder.

Our philosophy has always been to focus on what we do best in terms of our designs, and to go both broad and deep in what we offer. We want all the customers who trust us to have what sells to find something they can walk away with, feeling good about what they have bought and are bringing into their shops. That's why we don't do gold, acrylics, or precious gems. They're out of our wheelhouse for various reasons and we're content to keep it like that.

On the other hand, we know that if we send out a 2-page catalogue, it will have a lot less impact on your business than a 20-page catalogue will. Merchandising is always about having the right mix, about showing that you are a real resource, and about presenting choices clearly and coherently. So the next time you are thinking about what your shop needs, keep in mind that your customers will be looking to you in the same way you look to us. They want to walk through the door and be wowed. They want to feel like you are the one stop shop. They want to walk out with something they feel is special. Merchandise like you mean it. It'll shape your business forever.

Check out this column again next month for more tips on how to build your business as we celebrate 15 years of Metal Mafia.



Black tattoo-able & prepierced silicone ear (jewelry sold separately) **SIBP**

Titanium opal flower replacement head **TRHOFL**

Titanium round gem prong set replacement head. **TRHGR**

Steel internally threaded tunnel with aqua gem inserts. **STTI & SDCZAQ**



We offer a wide selection of displays!

SWEET LIKE HONEY



SBNABEE2



14G 1/2" **SCBEE1**



14G 1/2" **SHSBEE1**



16G Tragus Barbell **SBRTBEE**



16G 5/16" Rook Clicker **SRCBEE**



16G 1/4" Ear Clicker **SECBEE**

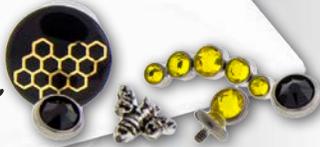


16G & 18G Steel Replacement Top **SRHBEE16**

Cream tattoo-able & prepierced silicone ear (jewelry sold separately) **SIBP**

Titanium bezel set citrine crescent top **TRHC516CT**

Titanium bezel set gem disc replacement top. **TGDI**



Single Flare Borosilicate Glass Plugs Available in Black, White, Red, Blue, Sea Green or Purple with decal color of either Silver or Gold 0G-1".

GPSF-HC

NATURE'S GIFT



16G 1/4" Ear Clicker **SECLT**



16G 5/16" Rook Clicker **SRCLT**



16G & 18G Steel Replacement Top **SRHLTS16**



SBNALTS2



16G & 18G Steel Replacement Top **SRHLTS16**



GM



RG



S



G

16G 1/4" Clicker **SSC28**



BKBD



RGAB



SCL

14G Pre-Packaged Industrial Barbell **SBRINDLTS**



SBNALTS



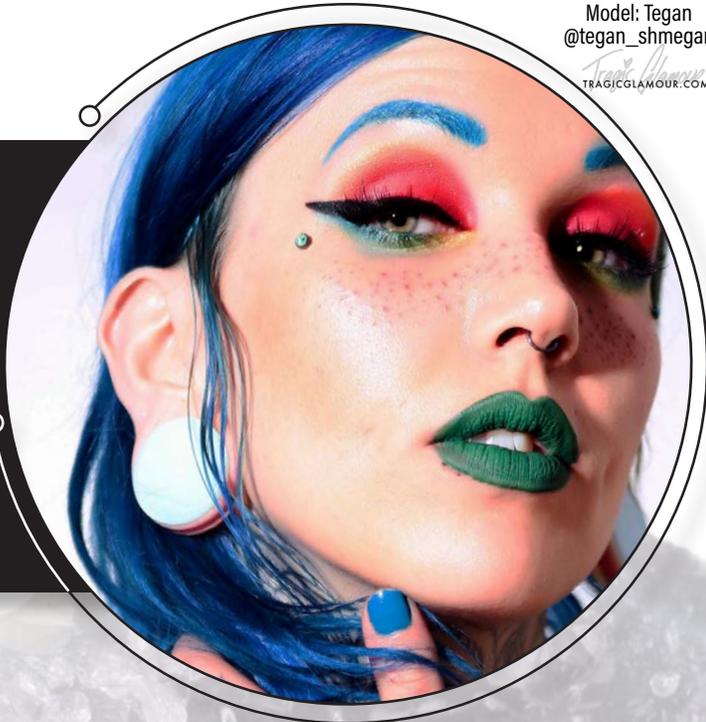
16G 5/16" **SCRVLT**



Single Flare Borosilicate Glass Plugs Available in Black, White, Red, Blue, Sea Green or Purple with decal color of either Silver or Gold 0G-1".

GPSF-LTS

SEMI PRECIOUS STONE PLUGS AND TUNNELS



Blue Line Agate
8G-25MM (1")
PLABL



Chicken Blood
8G-25MM (1")
PCB



Red Sesame Jasper
8G-25MM (1")
PRSM



Blue Tiger Eye
8G-25MM (1")
PBLTE



Dark Bamboo
8G-25MM (1")
PBMBS



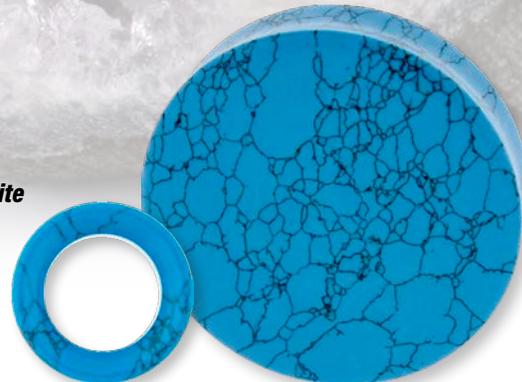
Blue Sandstone
2G-25MM (1")
TDFBS



Green Aventurine
2G-25MM (1")
TDFGA



Synthetic Opal
Plugs: 8G-50MM (2")
POPL
Tunnels: 2G-25MM (1")
TDFOPL



Turquoise Dyed Howlite
Plugs: 8G-50MM (2")
PTRQ
Tunnels: 2G-25MM (1")
TDFTRQ

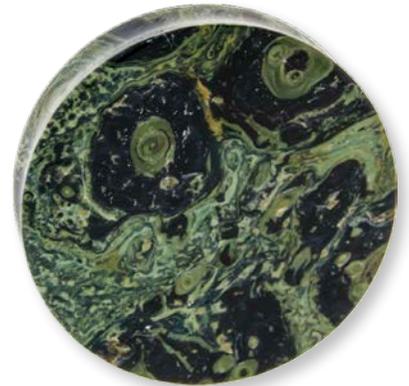
All natural products will have variances in shape color and size. We will match them to the best of our abilities. Do not autoclave stone as it can and will damage the autoclave.
All stone plugs and tunnels are sold in pairs.



Pink Dyed Howlite
Plugs: 8G-50MM (2")
PPHW
Tunnels: 2G-25MM (1")
TDFPHW



Tiger Eye
Plugs: 8G-25MM (1")
PTE
Tunnels: 2G-25MM (1")
TDFTE



Green Eye Jasper
8G-50MM (2")
PGEJ



Botswana Agate
8G-19MM (3/4")
PBWA



Black Net Jasper
8G-25MM (1")
PBNT



Black Line Agate
8G-25MM (1")
PLABK



African Green Jade
8G-25MM (1")
PAGJ



Gold Obsidian
8G-25MM (1")
PGOS



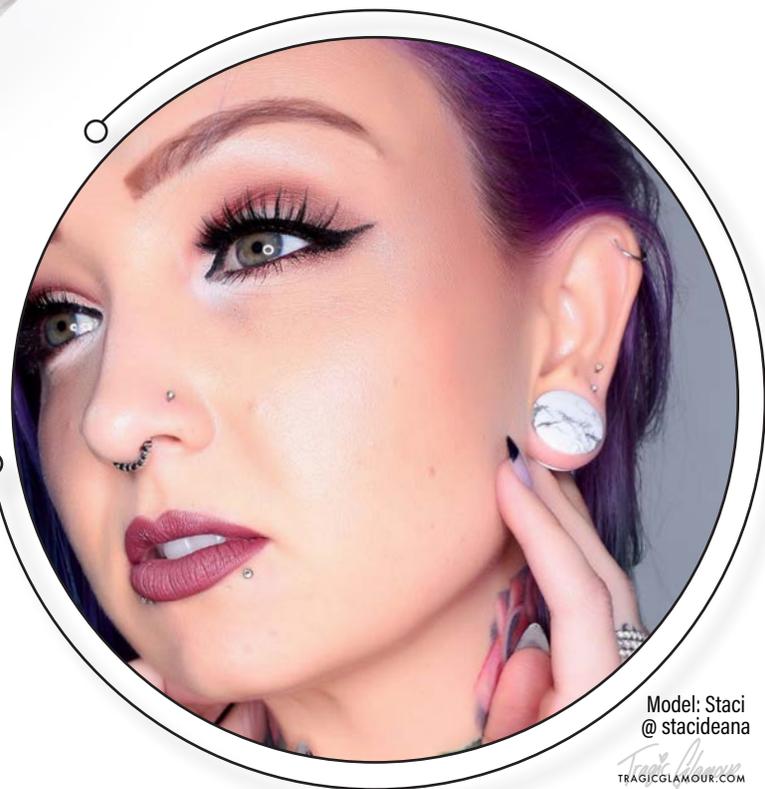
Moukaite Jasper
8G-25MM (1")
PMKJ



Hematite
8G-25MM (1")
PHM



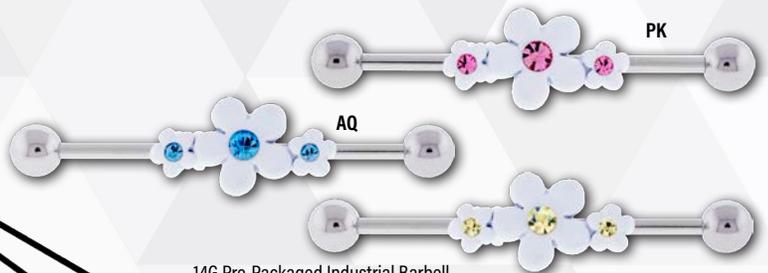
Howlite
Plugs: 8G-50MM (1")
PHW
Tunnels: 2G-25MM (1")
TDFHW



Model: Staci
@ stacideana

Traci Moore
TRACI MOORE
TRACI MOORE

All natural products will have variances in shape color and size. We will match them to the best of our abilities. Do not autoclave stone as it can and will damage the autoclave.
All stone plugs and tunnels are sold in pairs.



14G Pre-Packaged Industrial Barbell
SBRINDFLW1



16G Tragus Barbell
SBTRRS5



SBNAOPL7WH



SBNASUN4



16G Tragus Barbell
SBRTFL3



SBNAFL11



SBNAOPL6



Steel Cast Nipple Clicker
SNPC20



SBNAFL18



SBNAHB2



16G Tragus Barbell
SBRTFL7RG



SBNAOPL5



14G Pre-Packaged Industrial Barbell
SBRINDFL5RG



14G Pre-Packaged Industrial Barbell
SBRINDLF

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SBNAANCSP2



SBNAMER3



**18G Nose Curves
SNC18SU**



SBNACAMEOMER



SBNAMER4



**14G 9/16" Nipple Bar
SNPMER**



SBNACLM1



**14G 9/16" Nipple Bar
SNPSHLS**



**Steel Cast Nipple Clickers
SNPCSHG**



SBNASH3



SBNAOCT4



Shown on prepierced silicone ear
(**SIBPEARCR**) Clockwise:

16G/18G steel dolphin internally threaded head
SRHDOL16

10G-18G internally threaded titanium opal trinity
head.
TRHOT

16G/18G steel octopus internally threaded head
with connect titanium chain. Chain sold in 2
feet increments with 24 jump rings.
**SRHOCT16
TCHN1.8**

10G-18G internally threaded titanium opal claw
set head. **TPOI**

16G/18G steel sea shell internally threaded head
SRHSHL16

10G-14G Internally threaded titanium dark blue
anodized anchor. High Polish - **TRHANC**

Dark blue anodized steel internally threaded
tunnels with synthetic opal disc. Available from
0G-25MM **SDBLTT & SDOWH**

16G/18G internally threaded titanium blue
synthetic opal crescent.
TRHC5160

16G/18G internally threaded titanium dark blue
anodized lime green front facing curve.
High Polish - **TCVIPO**

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INTERVIEW WITH **ALEX CHRISTOPHER**

**BODY PIERCER AT RORSCHACH GALLERY IN
EDISON, NEW JERSEY**

What got you into the industry?

"Honestly, my older brother would come home with piercings all the time, and I thought it was just the coolest thing ever. Then I become of age and I started getting pierced all the time."

What did you think you were going to be when you grew up?

"I tried to get into graphic design, college just wasn't my thing. I'm more of a hands on guy."



"YEA
IT SEEMS
EXPENSIVE, BUT
THEY DON'T HAVE
TO DEAL WITH THE
PAINS OF GARBAGE
JEWELRY IN
THEIR BODIES."



What are you proudest of?

"Three things I am proudest of:

1. My 3 year old baby girl. She is the toughest coolest little babe, and I am proud to be called dad every day.
2. My girlfriend, for dealing with my crazy ass and being the one that picks me up every time I start to question myself. She's the boss in my life and I couldn't ask for a better companion to share my life with.
3. My two bosses Dan and Brian for opening up all these doors for me and giving us all such a cool place to work. Without them I wouldn't be where I am at today in this industry."

What do you wish you had known when you started out?

"Cannula Needles..... lol."

What is your favorite part of working in the piercing industry? Any good stories?

"The best story that I have is that I have the pleasure of working with my best friends every single day, and I was lucky enough to help build Rorschach Gallery from the newspapers on the front glass to what it is today."



Name one thing that made you most proud so far in 2019.

"My kid. Not that she is in the struggle but she's the best thing and I'm proud of her every day."

What is the biggest pain point that you have been dealing with piercings these days?

"That no one can understand that quality is over quantity. Yea it seems expensive, but they don't have to deal with the pains of garbage jewelry in their bodies."



Who is your role model, and why?

"I have 2. My dad - he's always busted his back for his family and I've inherited that mindset of work before playing. And my uncle that passed away. He was one of the coolest dudes. He was a jersey city firefighter and saved so many lives."

What's next/new for you for 2019?

"A smart man never reveals his secrets too early!!!"



What keeps you coming back to Metal Mafia?

"Definitely my rep. Danielle is the coolest and always helps me when I need her, and annoy her. I EVEN DM HER WHEN I HAVE A PROBLEM LMMFAO"

If you had all the time and money in the world what would you be doing right now?

"Saving it for when I become old and my hands start to give out on me. Plus taking mad vacations cuz I'm hella tired lol."



How many years have you been piercing?

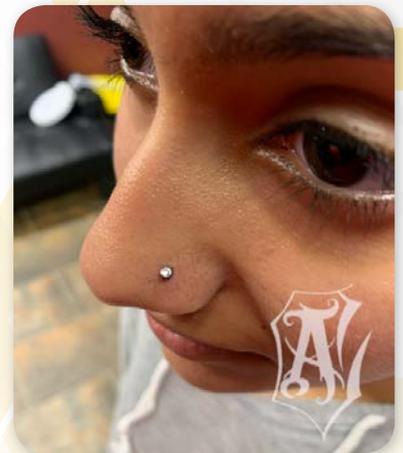
"8 years"

What's something you've failed at?

"Being a millionaire. It's cool though."

Have any side projects you are working on/What do you work towards in your free time?

"What is free time? I work 4 jobs. Dad, boyfriend, piercer and highway engineer. But yea I have some things in the works."



Any trends you see dominating the piercing industry/any big piercing trends in your city?

"It stays pretty low key here in jersey. I think tattoos obviously dominate piercings, but in a perfect world we all can get along and say that our jobs are equally as hard."



If you had two super powers what would they be? Why?

"Mind control - I think a lot of people have false opinions just through sight these days. No one can get over the fact that people are people and no one should be judged based on their looks, sexuality, disabilities, etc. I think if everyone could get along and not judge books by their cover this planet would be a better place. And whatever Tony Stark's super powers are because that dudes awesome and I wanna be able to shoot flames and rockets out of my Iron Man suit lol."



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4TH OF JULY

**CLOSED ON JULY 4TH & 5TH
OPEN ON JULY 8TH AT 9AM (EST)**



Model: Tegan
@tegan_shmegan

TRAGJGLAMOUR.COM