

2022 JEWELRY PREDICTIONS, FRONT FACING NIPPLE BARS, NEW CABOCHONS

Metal Mafia

**SPOTLIGHT:
MELODY COMPTON OF
THE BODY GALLERY,
MIDLAND, TEXAS**

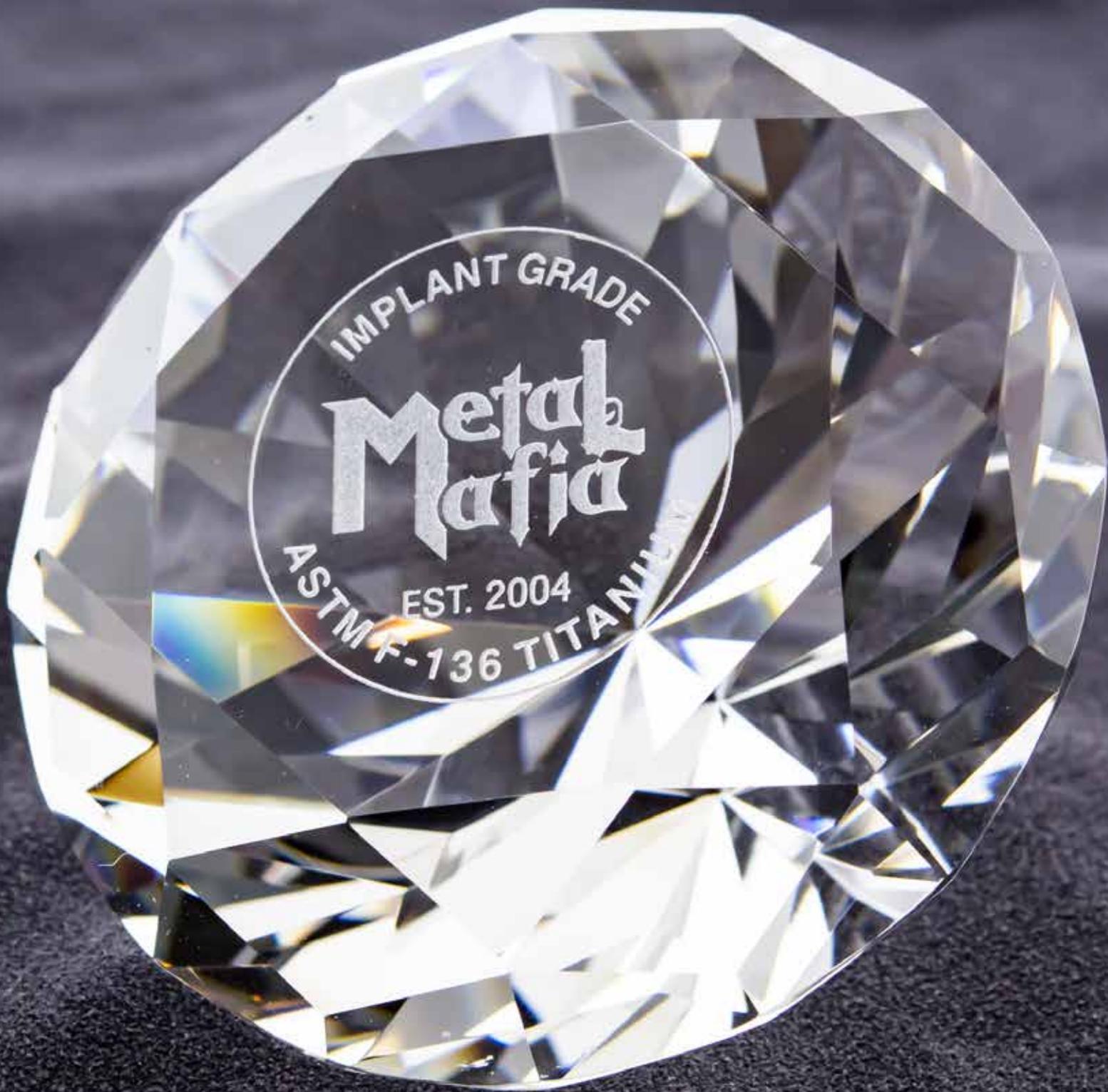
JANUARY 2022

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SECAUCUS, NJ 07094

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201-222-7707

SALES@METALMAFIA.COM
WWW.METALMAFIA.COM

SAME DAY SHIPPING ON ALL
ORDERS CONFIRMED BY 2PM EST



IMPLANT GRADE

**Metal
Mafia**

EST. 2004

ASTM F-136 TITANIUM

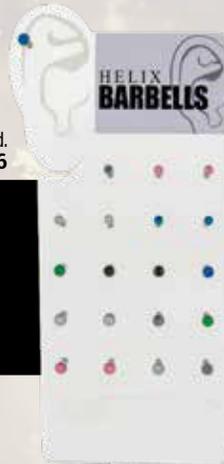
Photo: MoonFlower Boutique @moonflowerct



Laminated Piercing Knowledge and Body Piercing Types Poster 2 Pack
Prints are shipped in two ready to hang picture frames.
\$45.00 **MMPKP**

NEW YEAR, NEW SHOP UPDATES **03**
 2021BESTSELLERS+2022PREDICTIONS**04**
 SPOTLIGHT: MELODY COMPTON **08**
 NATIONAL NIPPLE PIERCING DAY **10**
 NATIONAL EAR PIERCING DAY **12**
 NEWANDNOTEWORTHYNOVELTY**13**
 VALENTINE'S DAY **14**
 NEW CABOCHONS **16**

Right: Clear Acrylic Stand for Helix Barbells. Holds 20 pieces. Jewelry not included.
Available in Left or Right facing. 5 1/2" x 3" \$2.50 **DIS-76**



New year, new shop updates

Left: Metal Mafia Deep Etched Diamond Display
Made from optical crystal and cut at prismatic angles to resemble real diamonds.
2 1/8" x 3" x 2 1/4" \$38.00 **DISPGEM**



Anodizing machines back in stock!

Get everything you need to anodize your titanium pieces!

Anodizing Kit includes:

- 1 anodizing machine
- 1 TSP-PF electrolytic solution 1 lb box
- 1 bath bowl with cover
- 1 mesh strainer
- 1 16" x 24" towel

\$278.23 **SMTKIT**

CATALOGS AVAILABLE FOR DOWNLOAD ON OUR WEBSITE.



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



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.

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.

CONTENTS

JANUARY ISSUE 2022

Which items made their mark in 2021... and our predictions for 2022 bestsellers.

2021 bestseller



Gem Double Nose Curve 18G 5/16" From \$3.03 per piece **SNC18DB**

2022 New Nose Curve Styles



Single Beaded
From \$2.35 per
piece **SNC18BD1**



Snake
From \$4.03 per
piece **SNC18SNK1**



Double Beaded
From \$2.60 per
piece **SNC18DBBD1**



Dragonfly
\$4.60 per piece
SNC18DFL1

2021



Hinged Ring with Prong Set Gems

ASTM F-136 Titanium
16G 1/4", 9/32", 5/16",
23/64", 3/8" 7/16", 1/2"
From \$20.50 per piece
THSGR-GEM



Hinged Ring with Opal Inlay

ASTM F-136 Titanium
16G 1/4", 5/16", 3/8" 7/16", 1/2"
From \$12.24 per piece
THSGROI

2022



Hinged Ring with Prong Set Opals

ASTM F-136 Titanium
18G - 14G
1/4", 5/16", 3/8" 7/16", 1/2"
From \$20.50 per piece
THSGR-OPAL



2021

Bezel Set Gem Navel Ring

ASTM F-136 Titanium
14G 5MMx8MM
3/8", 7/16", 1/2"
\$6.25 per piece
TBNID



Shown: TBNID14-58CL

2022

**SMALLER GEMS,
BIGGER IMPACT!**



Premium Zirconia Navel Ring with Dangle

ASTM F-136 Titanium
14G 4MMx6MM 3/8", 7/16"
\$25.00 per piece **TBNIPD-**



Premium Zirconia Navel Ring
ASTM F-136 Titanium 14G 5MMx7MM 3/8", 7/16" \$25.00 per piece **TBNIP-14-57**



2021

Curb Chain

ASTM F-67 Titanium 1.8MM 24" with 24 jumprings \$45.25 **TCHN1824**

2022

Double Rope Chain

ASTM F-67 Titanium 2.5MM 24" with 24 jump rings \$58.00 **TCHNDR24**

You LOVED our 18kt gold threadless line!

The prong-set round ends were the most popular item from our gold collection



**2021 bestseller
Prong Set Round**

18Kt Gold 1.5MM - 3MM
\$8.80 - \$20.16 per piece
GOTRHGR-

2022



Prong Set Beaded Round

18Kt Gold
\$47.50 per piece
GOTRHBCZ1

3-Ring Hinged Segment Rings ASTM F-136 Titanium
 16G 1/4", 5/16"
 \$9.33 per piece
THSGR3A

2021



2022

Spiral Look Hinged Segment Rings

ASTM F-136 Titanium 18G 5/16", 3/8"
 Heart Gem \$10.75 per piece **THSGRGHR**
 Bar \$7.85 per piece **THSGRBR**
 Snake \$17.80 per piece **THSGRGSNK**
 Round Gem \$10.75 per piece **THSGRGR**

2021 bestseller Clear Octagon Gem Earrings



316L Steel 20G
 3MM - 10MM
 From \$4.90 per pair
SSTUDO-

2021 bestseller



316L Steel
 16G 1/4"
 From \$3.75
 per piece
SSC28



2022

Zodiac Threadless Ends
 From \$4.83 per piece
TTRHA

Threadless Earring Posts
 ASTM F-136 Titanium
 20G From \$4.75
 per pair **TTEP**

2022

Engraved Tribal Clicker

316L Steel
 16G 5/16"
 \$5.50 per piece
SSC42



**Spiral Look Hinged Segment Rings
with Star Gems**

ASTM F-136 Titanium
18G 5/16", 3/8"

\$10.75 per piece **THSGRGST**



SOMEBODY ELSE'S MISTAKE IS A NEW CLIENT IN MY CHAIR

MELODY COMPTON, THE BODY GALLERY, MIDLAND TEXAS



One day, I was talking with a tattoo artist friend of mine and he said, "I think you should be a piercer!"

"I could be a piercer one day," I answered.

So I got into a shop, working as a front girl, then started doing an apprenticeship at a shop in Little Rock Arkansas called the Psychedelic Butterfly. I've been getting jewelry from Metal Mafia

since I apprenticed there, so it's been about 12 years now! I apprenticed under a guy called Chris Santacruz, who was amazing! After working there and getting kind of established, I moved to a different shop, called the Golden Lotus in Sherwood, Arkansas, and then was at a few different shops in Arkansas, before I moved back home to Texas, where I have family. I wanted to come and spend whatever time I had left with them because most of my family has passed on. I was raised by my grandmother and I always think she would be very proud of me and what I've accomplished. My grandmother was really my role model. She always worked really hard for everything she had. She really taught me my work ethic. I find myself doing things that she did and I want my kids to learn from that, too.

I am very passionate about doing piercings. I absolutely love it. I have done quite a few different things in life. When I was growing up, I wanted to be a lawyer, and that didn't come through for me, over time I just thought I was not made for all this schooling! I waited tables for about 5-6 years, I did industrial painting for a couple of years, then I was a secretary for my ex-husband. When we got divorced is when I started doing piercings.

The customer service I learned as a waitress has helped me as a piercer--I'm able to connect with people, to feel what they are going through...I have given so many hugs as both a piercer and a waitress--you know, I just really feel people's pain or their emotions, and respond. It's that 5 seconds of just giving someone one-on-one attention.

The daith piercing is well known for its relation to migraines, as most people know. Well, once, I had this lady come in for a daith piercing who actually happened to have a migraine at the time I was doing the piercing, and just as I finished piercing her, she screamed, "I fucking love you!" because the migraine

went away instantly, and that was such an incredible feeling. I mean, I am their last resort when they come to me, and to know that I was able to have such an effect really felt good. I usually ask migraine sufferers to tell me about their pain and where it is located, and it is almost always in one region or area of the head. I use that to decide which side to do the daith piercing on. I can literally feel, when I touch the daith, a spot where there are grooves, and I pierce through that, because it is a pressure point that really seems to offer relief. I love being able to help people like that.

What I hate most about piercing is keloids! They are a nightmare. You get a piercing caught, and then it's a keloid. Then people think they need to take out the piercing to get rid of the keloid, but there are other ways to get rid of keloids. I was at the airport recently, and the cashier at the airport was checking me out--she had an industrial piercing, and I was like "Honey, let me see your ear," She had the biggest keloid and I told her how to get rid of it, and she was so happy! I have fixed a lot of piercings, for people who have had bad experiences elsewhere, and I honestly hate for people to have a bad experience, so I don't mind fixing problems. Somebody else's mistake is a new client in my chair. That's the positive side to it.



I wish I would have started piercing sooner. I felt like I really found myself when I became a piercer. I would eventually like to teach other people how to pierce as well. One day I will undoubtedly feel old and think that it is time to pass something down to someone. That's how I'll know it's my time to teach.

Piercings I currently do a lot of? Nose piercing has blown up lately. I have done so many, I feel like I could pierce a nose

in my sleep. I have to keep tons of nose rings in stock because people come in wanting single nose piercings, multiple nose piercings, double-sided nose piercings. I mean it has been crazy. The septum is growing in popularity here now as well. Now I do at least a few, but sometimes as much as 6-7 a week, and I used to do barely 1 per month. I don't know who's behind it, but it has been trending for sure. I think the rise in all the nose and septum piercings are in part due to the fact that everyone is wearing masks now--it gave people who wanted the piercing but couldn't because of their job, cover for the piercing. I have a ton of teachers, nurses, etc, who have come in for nose piercings



I REALLY FOUND MYSELF WHEN I BECAME A PIERCER.

since the start of the pandemic.

Outside of work, I love spending time with my three kids and three grandkids--one of whom just turned 6! I am so proud of all of them, and I love to spend time with them. I also have a great aunt who I spend a lot of time with. I am definitely family-oriented. I am also an outdoor person. I love to go to the lake in the summer. I love to shop (clearly my biggest downfall, because I love to spend money!)

I also love to travel--once I went to Vegas for Halloween. It was so fun. Everyone was dressed up. I even saw some Care Bears! I went to the Bahamas on a cruise ship, and that was amazing. But I also love hiking--in Arkansas, I hiked Mount Petit Jean! I just love places with amazing scenery! I'd love to make it to Hawaii.

If I could choose to have dinner with anyone, I would always choose my kids. They are just great people. My son graduated from high school, he has a job, he has stepped up to be a father to children who are not his biological children, and he bought himself a house. He is so great. And my daughter

who I adopted, she is a fantastic person. She has 2 beautiful kids, she has taken in her younger brothers as well, because her mother was not able to care for them, and she is only going to be 20! She is incredible. And then there is my youngest. She is a lot like me, and I really admire her. She just stood up for the dress code at school and them singling out certain girls. She made a silent protest! I am just so proud of them all. They are definitely who I would want to eat with. If we could have anything I wanted to eat, it would be steak, baked potato, salad, and I would have to have cheesecake for dessert.

My hidden talents? I am a good house painter! It's not fun, but I am good and fast at it. We were planning to go on a cruise with my two great aunts and uncle, but one of my aunts fell, and had to have surgery, so that is on hold. And I love to scare people. I like to hide behind stuff and jump out at people. I think that is so funny.

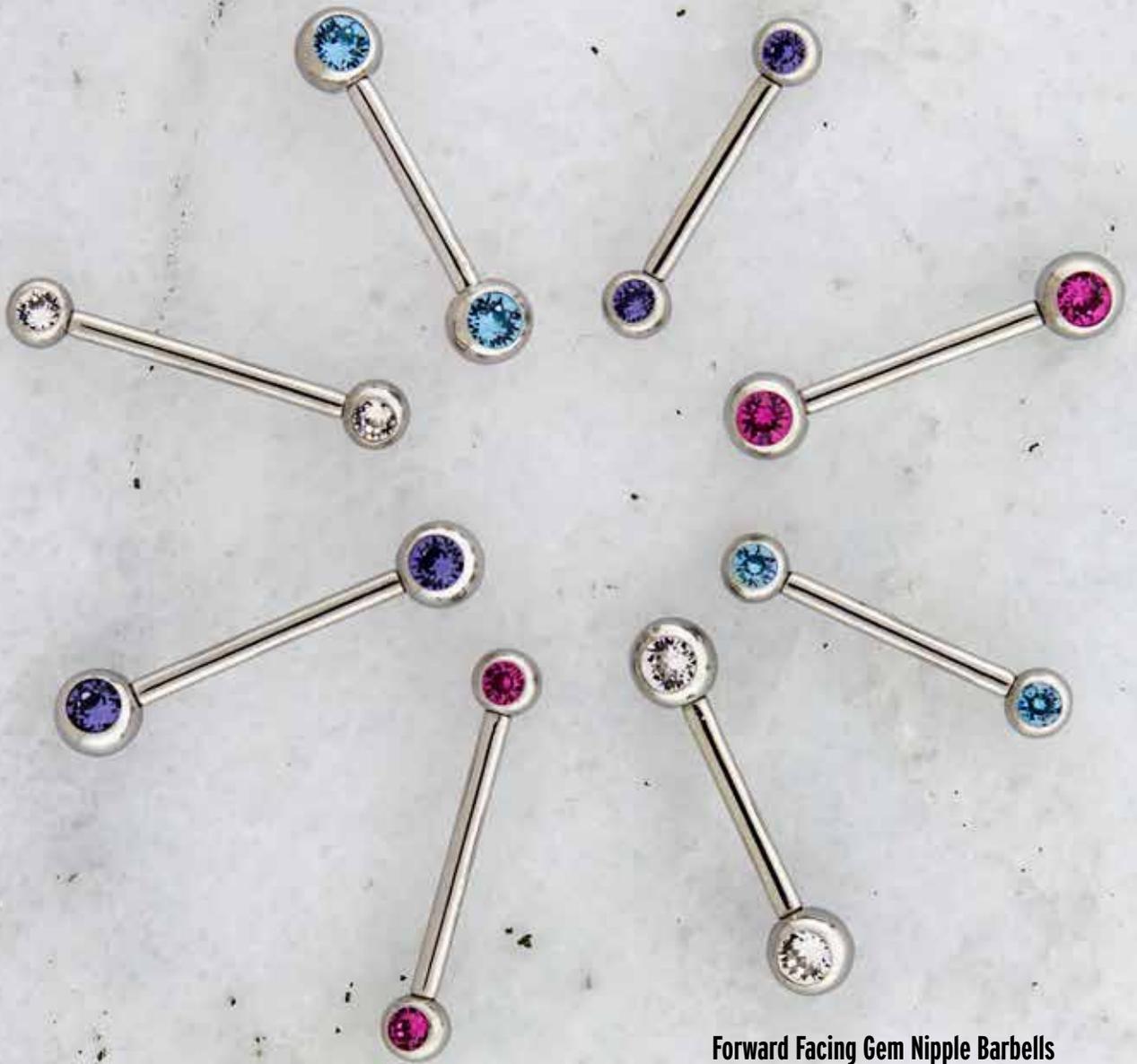
If I could have two superpowers, they would be the ability to move stuff with my mind--just because sometimes I am too lazy to get up and shut the door or turn off the lights. And I would love to be able to heal people.

If I could compare myself to any animal, it would be a bird. I think they have free spirits and so do I--but I would want to be a bird that no one hunts!

Something I failed? Well...I took a course in microblading and tattoo eyeliner, and I got licensed, but I did not follow through with it, because honestly stepping away from piercings is really hard for me. I just don't want to give up piercing. And then there was my failed marriage, I guess, but that was probably a blessing in disguise, because without my divorce, I probably never would have started piercing.



NATIONAL NIPPLE PIERCING DAY



Forward Facing Gem Nipple Barbells

14G 1/2", 9/16", 5/8"

From \$5.17 per piece **SBRI14-FFG**

TUESDAY, JANUARY 25TH, 2022

#NATIONALNIPPLEPIERCINGDAY

Prices shown are
for 1 piece.
Order 2 for a pair.



Roses and Chain Nipple Barbells
14G 9/16"
\$1.90 per piece **SNPFLCHN-**



Gem Nipple Clicker Shield
14G 9/16"
\$9.99 per piece **SNPC21-**



Triple Heart Nipple Barbell
14G 9/16"
\$3.00 per piece **SNPHR2-**



Gem Arrow Nipple Barbell
14G 9/16"
\$2.80 per piece **SNPARW-**



Sunflower Nipple Barbell
14G 9/16"
From \$6.33 per piece **SNPFL4S**



Star Nipple Clicker Shield
14G 9/16"
All Gem \$18.57 per piece
Opal/Gem \$32.65 per piece
SNPCST1-



Fang Nipple Shield
14G 9/16"
From \$2.30 per piece **SNPFNG-**



Gem Cherry Nipple Barbell
14G 9/16"
\$3.29 per piece
SNPCHR1RD

PIERCE AND PARTICIPATE.



Titanium Threaded Hole Nipple Clicker
14G 9/16"
\$33.71 per piece
TNPCTH149/16



Titanium Gem Nipple Clicker
14G 9/16"
From \$44.72 per piece **TNPC3-**



Butterfly Nipple Barbell
14G 9/16"
From \$6.90 per piece
SNPBFL1-

MONDAY, FEBRUARY 7TH, 2022

NATIONAL EAR PIERCING DAY

#NATIONALEARPIERCINGDAY

Curve with Gem Bow



316L Steel
16G 5/16"
\$3.29 per piece
SCRVBW3-



Rook piercing by @piercings_by_kahboom

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Gem Captive Bead Rings

316L Steel
14G 1/2"
From \$3.60
per 6 pc pack
SC-



4MM Pearl Captive Bead
From \$3.90 per 6 pc pack
BCSP-4



Upgrade captives with pearl beads!

Bee Ear Clicker

316L Steel
16G 1/4"
From \$4.15
per piece
SECBEE1



Bee Helix Barbell
316L Steel
18G & 16G
3/16", 1/4", 5/16" 3/8"
\$3.96 per piece
SHLBI-SRHBE

Dome Helix Barbells



18G & 16G
3/16", 1/4", 5/16" 3/8"
Steel \$2.35 per piece
SHLBI--DM
Titanium \$5.35 per piece
THLBI--DM

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Straight Barbells with Multi Gem Balls

14G 3MM & 5MM Balls
From \$1.78 per piece
SBRE14-BEM



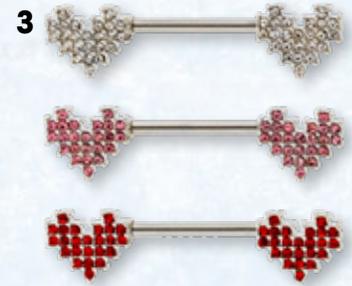
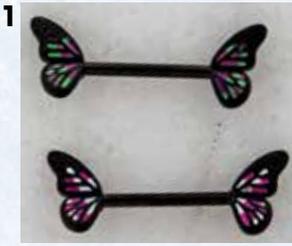
Prong Set Gem Star Earrings
316L Steel 20G 3MM - 6MM
From \$2.28 per pair **SSTUDSTCZ-**



Prong Set Synthetic Opal Earrings

20G 3MM - 5MM
Titanium from \$5.55 per pair **TSTUDOP-**
Steel from \$4.35 per pair **SSTUDOP-**

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NEW AND Noteworthy NOVELTY



All prices shown per piece.

- 1 Butterfly Nipple Barbell \$3.13 SNPBFL2
- 2 Heart Industrial Barbell from \$4.50 SBRINDHR1
- 3 Gem Heart Nipple Barbell \$3.07 SNPHR1
- 4 Gem Ends Nipple Barbell \$3.17 SNPCZ2
- 5 Decorative Nipple Clicker \$7.73 SNPC27S
- 6 Twist Nipple Clicker \$9.73 SNPC26BK
- 7 V-shaped Gems Nipple Clicker \$6.95 SNPC3G
- 8 Tribal Nipple Barbell from \$2.07 SNPTRL1
- 9 Gem Feather Nipple Barbell \$3.07 SNPFTH1
- 10 Iridescent Planet Navel Ring \$2.89 SBNAPNT1
- 11 Owl Flower Moon Navel Ring \$3.45 SBNAMNOWL2
- 12 Butterfly Industrial Barbell From \$6.80 SBRINDBFL3
- 13 Crescent Moon Industrial \$4.09 SBRINDM6
- 14 Gem Flower Navel Ring from \$3.00 SBNAFL27
- 15 Gem Flower Nipple Barbell from \$2.53 SNPFLW3



Valentine's Day

LOVE IT, HATE IT,
CELEBRATE IT

With New Year's safely behind us, the next holiday on the radar is Valentine's day. Whether you personally are one of those fabled romantics who shows up with poetry and roses, or one of the forever f*ck Valentine's day types, it's certain that your customers fall into one of the two camps as well. That's good news for your shop, because it's a reason for anyone and everyone to celebrate--you just have to give everyone the right reason to come in. Here are some marketing ideas for your shop to use to drive business this February.

Host a month of love: Two is always (well, usually) better than 1. Run a couples special where if two love-birds, friends, family members, etc. come in together they get a percent off their piercings. Take photos of all the pairs, and put them on your Instagram or Facebook with a little blurb about their relationship and why they chose to get pierced or inked together.

Make Valentine's day last longer: Valentine's day is one of those holidays with a lot of run-up and then nothing after the fact. Roses wilt, dinners are digested, you know the drill. Offer customers that come in for a piercing in the month of February a Valentine's themed piece of jewelry so they feel loved all year round.

Anti-Valentine Party: Who made up this questionable holiday anyway? Half the people you know probably are mateless on the big day, but that shouldn't stop



Left: SBNAHR15PK
Right: SBNAHR4S

them from celebrating! Make Feb 14 different at your shop by using your Facebook or Instagram to invite all the single people to schedule appointments that day--they can come in for a self-love piercing, and who knows who they might meet on their way out...

Bachelor/Bachelorette: Get some social media attention for your shop by setting up a "dating game" on your Instagram starting on Feb 1. Have your single customers tag pictures of themselves with their piercings or tats done at your shop on your Instagram, and allow people to leave valentine's day cards at the shop for the people you feature in whom they are interested. Then have all the featured people pick up their valentine's cards on February 12, so they have time to contact and set up a date for Valentine's day if they like any of the suitors!



Love All: If you don't already offer gift certificates for your shop's services, now is a great time to introduce them. Why? To spread the love, of course, but also to increase your shop's revenues. Did you know that according to Squareup.com (a provider of gift cards that can be used by businesses) in the beauty and personal care industry, the average gift card spend is \$87 and customers coming in with a gift card decide on average to spend an additional 21% on their in-store purchases beyond the value of the gift card. Start letting people know by Feb 1 that your store offers gift cards in conjunction with all the other promos above.

And if you just want to find an inexpensive way to get people in the door on Valentine's day, pick up roses at a wholesale florist on the internet or near you, and give one stem away to everyone who comes in for work on V-Day. That way everyone walks out with a full heart.

All prices shown per piece.

- 1 Left Side Gem Heart Daith Ring 16G \$6.15 SSHRCZ2L
- 2 Heart Devil Tail Daith Ring 16G \$3.02 SHRDVL
- 3 Barbed Wire Heart Navel Ring 14G \$3.35 SBNAHR7PK
- 4 Cut Out Heart Teardrop Navel Ring 14G \$4.00 SBNAHR11RD
- 5 Cut Out Heart Navel Ring 14G \$3.11 SBNAHR12PK
- 6 Glitter Heart Curve 16G \$1.89 SCRVR2CL
- 7 Triple Scribbled Heart Ear Barbell 16G \$1.52 SBRTHR3RD
- 8 Red Heart Bee Curve 16G \$2.35 SCRVR5
- 9 Rose Gold Heart Nipple Shield 14G \$9.99 SNPLHRCZ1RG
- 10 Pink Hearts Industrial 14G \$2.42 SBRINDHR4S
- 11 Internal Heart Double Gem Navel Ring 14G \$4.54 SBNIP-4
- 12 Heart and Gem Dangle Navel Ring 14G \$4.06 SBNAHR15RD
- 13 Opal Heart Nipple Barbell 14G \$10.00 SNPOHRP



Pre-merchandised
Valentine's Day
Kit available!

42 PIECES FOR \$137.48
SKU: VDAY

Substitutions may
occur.



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GET THEM BEFORE THEY'RE GONE!



**Lavender Amethyst, Rose Quartz, and Green Aventurine
cabochon discs available while supplies last.**

Internally Threaded 316L Steel 14G 3MM - 5MM From \$1.70 per piece SCD114

Internally Threaded ASTM F-136 Titanium 16G 2.5MM - 4MM From \$2.50 per piece TCD116

Internally Threaded ASTM F-136 Titanium 14G 3MM - 5MM From \$2.67 per piece TCD114