

NEW 18KT GOLD ENDS, TITANIUM DANGLE NAVEL RINGS, FLOATING NAVELS, AND MORE

# Metal Mafia

**SPOTLIGHT:**  
**JETTA HALL OF**  
**A VITA TATTOO,**  
**RENSSELAER,**  
**NEW YORK**



PHOTO BY: CAT PETTUS  
KAT ATTACK PHOTOGRAPHY

MARCH 2022

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SALES@METALMAFIA.COM  
WWW.METALMAFIA.COM

SAME DAY SHIPPING ON ALL UPS  
ORDERS CONFIRMED BY 2PM EST

Saint Patrick's  
day is Thursday,  
March 17th.

Silicone Ears on Acrylic Stand  
In Black or Cream \$17.85/pc  
Left Ear **SIBPLEA-**  
Right Ear **SIBPREA-**



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Titanium Crescent Replacement Ends  
 16G Internally Threaded Was \$6.65 Now \$5.32 **TRHC516LG**  
 Threadless Was \$7.62 Now \$6.10 **TTRHC5LG**



Externally Threaded  
 Gem Clover Ear Barbell  
 16G 1/4" Steel \$5.47/pc  
**SBRTSTPY5**



14G Externally Threaded  
 Gem Clover Prepackaged Industrial  
 Steel \$6.05/pc  
**SBRINDSTPY2**



Fixed Bead Captive Rings  
 20G - 1/4", 5/16", 3/8", 7/8"  
 PVD Coated Steel \$1.75/pc  
**SGPFBC**



Internally Threaded Tunnel  
 Gold PVD Coated Steel  
 8G (3MM) - 2" (50MM)  
 From \$2.99/pc **GOTTI-**  
 Green Titanium Plated Steel  
 8G (3MM) - 1" (25MM)  
 From \$2.58/pc **GRTTI-**



Externally Threaded  
 Pot o' Gold Ear Barbell  
 16G 1/4" Steel \$2.10/pc  
**SBRTSTPY4**



Earring Studs with Light Green Gems  
 20G, 3MM or 4MM  
 Titanium From \$4.80/pair  
**TSTUDB-LG**



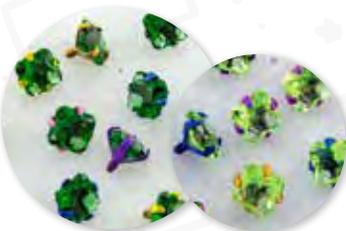
14G Externally Threaded  
 Pave Clover Prepackaged Industrial  
 Gold PVD Coated Steel \$5.63/pc  
**SBRINDSTPY1**



Internally Threaded Prong  
 Set Gem Heads  
 16G and 14G  
 Titanium From \$2.00/pc  
**TRHGR**  
 Steel From \$8.64/6 pc pack  
**SRHGR**



Gem Captive Bead Rings  
 16G 3/8", 14G 1/2"  
 Steel \$3.48/per 6 pc pack  
**SC-**



14G Radiant Cut Gem Head  
 Titanium Was From \$2.65/pc  
 From \$2.12/pc **TRHGS14**  
 Steel Was From \$8.70/6 pc pack  
 From \$6.96/6 pc pack **SRHGS14**



316L Steel Prong Set Green Clicker  
 Light Green or Emerald Green  
 16G 5/16" Rook - Was \$6.76 Now \$5.41  
**SRC3GS-**  
 16G 1/4" Ear - Was \$8.11 Now \$6.49  
**SEC3GS-**

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.

# How Well Do You Know Your Customers?

**CUSTOMERS ARE THE HEART OF EVERY BUSINESS. THE OLD ADAGE SAYS THAT 80% OF YOUR REVENUES COME FROM 20% OF YOUR CUSTOMER BASE. THAT MAY BE TRUE, BUT IT RARELY HAPPENS ORGANICALLY. THOSE REVENUES ARE DRIVEN BY THE RELATIONSHIPS YOU CULTIVATE WITH YOUR CUSTOMERS. EACH CUSTOMER WALKING THROUGH YOUR DOOR COULD BE ONE OF THE 20%. HERE ARE SOME WAYS YOU CAN START BUILDING CONNECTIONS THAT COUNT WITH YOUR CUSTOMERS.**

## Get your customer's details down.

Build a "database" of customer information--this can be old school like a rolodex with all your customers in it, but if you can manage the database digitally, even better. Excel can be a great tool to keep track of your customers' data. You'll want to know the obvious things like contact information, allergies, social media handles, but also keep track of what styles they like, what piercings or tattoos they have, birthdays and other meaningful dates, preferred colors and more.

Create a form that you give to each customer when they come in that they can fill out while they wait, to make sure you get all the needed information from EVERY customer--you never know who might end up being in the top 20! Then set aside time at the end of each day or each week to enter the data in your source of truth, so nothing gets lost!

## Create calendar reminders.

Load all of your customer's important dates into your calendar and set alerts 1-2 weeks before each date, so you have time to reach out to your customer with something creative in advance of their special date... If it's an anniversary, invite them in with their loved one to have a couple's piercing or tattoo session. If it's a birthday, offer them a special experience if they come in to get something new in the month of their birthday--a birthday cake, a special birthday photo shot by someone on staff, a discount. You could even offer to "host their birthday party" at your shop--where they could come in with all their friends and everyone could get work done at a special price.

## Make ongoing customer care a priority.

Reach out to each client post-piercing to see how they are healing, and tag them on social media to share new styles they might want to change to once they are fully healed. Make sure to ask them if they are thinking about getting any more piercings, and if so, offer to get them scheduled for an appointment. Invite them to drop by the shop to have a picture taken of their piercing once healed and be featured on your client wall of fame, your shop's Instagram, or advertising you do.

## Publicize the hell out of your jewelry.

Take a picture of your new styles being checked in or of your latest assortment in your display case and let people know on social media or via email or text that they should come by to be the first to see the new items in person! You can even find out what your customers would most like by showing them photos of the styles you are thinking of bringing in (Metal Mafia is happy to have you use pictures from our website). Create a poll on Facebook and let them vote for the piece they'd be most likely to buy if you had it in your shop.

And don't forget, jewelry doesn't have to be new to generate attention. Feature one piece of jewelry per week on your social media along with what's special about it and tag all your customers.

Knowing your customers well will help you tailor your assortment of products and services to their needs, and communicating with them frequently will cement your shop as the number one place to return to.



# NEW 18KT GOLD THREADLESS ENDS



**18KT NICKLE FREE GOLD WITH PREMIUM ZIRCONIA GEMS**  
25G (.455MM) pin fits into any threadless post we carry from 10g-18g.

1. Spider \$32.68 SKU: GOTRHSPDWH 2. Beaded end with imperial cut \$96.83 SKU: GOTRHBDIWH 3. Double marquise gem \$70.57 SKU: GOTRHMQ2WH 4. Sacred heart \$58.57 SKU: GOTRHSHRW 5. Beaded marquise and round gems \$94.65 SKU: GOTRHBDMQ1WH 6. Triangle round gem \$60.17 SKU: GOTRHTRIWH 7. Petal flower end \$93.03 SKU: GOTRH4FL1WH 8. Princess cut square end \$86.24 SKU: GOTRH4SQWH 9. Crescent beaded end \$94.27 SKU: GOTRH3GC1WH

# TITANIUM INTERNALLY THREADED NAVEL RINGS WITH PREMIUM ZIRCONIA DANGLES



ASTM F-136 TITANIUM INTERNALLY THREADED  
SKU: TBNIPD

14G, 3/8" or 7/16", 4MM x 6MM Gems

HIGH POLISH: \$25.00 per piece

ANODIZE: For 30 cents more you can anodize to any of the below colors.



Blue, Bronze, Blue, Dark Blue, Dark Purple, Golden, Light Blue, Pink, Light Purple, Purple, Rosy Gold, Yellow

# NATIONAL NAVEL PIERCING DAY

is Monday, March 14th, 2022.

In honor of National Navel Piercing Day  
 take 20% off novelty navel jewelry.  
 Sale starts March 1st and ends March 13th, 2022 at midnight EST.  
 #nationalnavelpiercingday



Steel w/ Clear Gem \$5.00  
 Now \$4.00 **SBNAFIL9S**  
 Black w/ Clear Gem \$5.48  
 Now \$4.38 **SBNAFIL9BK**  
 Rose Gold w/ Clear Gem \$7.14  
 Now \$5.71 **SBNAFIL9RG**



\$2.36 Now \$2.00  
**SBNAICE1**



\$2.89 Now \$2.45  
**SBNAAPT1PK**



Steel \$1.98  
 Now \$1.58  
**SBNASTUD1S**  
 Black \$2.33  
 Now \$1.86  
**SBNASTUD1BK**



\$3.75 Now \$3.18  
**SBNACHR1RD**



\$6.85 Now \$5.48  
**SBNADFL1VM**



\$4.97 Now \$4.21  
**SBNATW4RG**



\$3.06 Now \$2.59  
**SBNAMN4**



\$5.78 Now \$4.90  
**SBNACZ137**



\$5.74 Now \$4.59  
**SBNAWLF2**



\$5.97 Now \$4.78  
**SBNAMNCH1BK**



\$5.51 Now \$4.41  
**SBNAMN18PRP**



\$6.04 Now \$4.86  
**SBNACZ1CL**



\$2.98 Now \$2.38  
**SBNAMN3-**



\$2.91 Now \$2.91  
**SBNASTWB1PK**



\$3.27 Now \$2.62  
**SBNAU7RG**



\$5.88 Now \$4.99  
**SBNABFL3CL**



\$2.98 Now \$2.38  
**SBNATD3CL**

Your clients' navels should be pierced now so they heal by summer and are able to flaunt their stylish new belly rings!



\$2.50 Now \$2.12  
**SBNAQJ1**



\$3.45 Now \$2.76  
**SBNAMNOWL2CL**



\$3.40 Now \$2.88  
**SBNAMR1**



\$4.34 Now \$3.68  
**SBNACZ7**



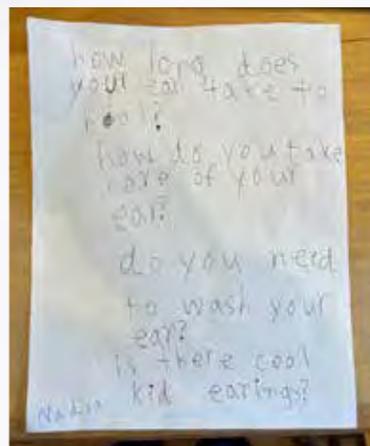
# PAYING IT FORWARD

## JETTA HALL, A VITA TATTOO, RENNELAER, NEW YORK

I have been piercing since 1998, so everything has changed a lot since then. We used to see a piercing on someone else, go into the studio they went to and point at the target body part and say “can you pierce this?” Most people didn’t know names for the body parts in question, and if they did, there wasn’t a new fancy name for the piercing. Then came websites like BMEzine, but still not everyone knew the names of piercings. Today, it’s a different story. You have Google, Instagram and TikTok, so people have access to a lot more information about the piercings they may want to get. It’s just much easier for young people to educate themselves and ask questions. Parents are more educated as well. They can allow their kids to express themselves while making sure they are safe.

Earlier this week we had a child who came in with a list of questions for her piercer. Being smarter than most adults, she wrote the questions down so she wouldn’t forget them. The list included things like ...how long does your ear take

to heal? How do you take care of your ear? Do you need to wash your ear? Are there cool kid earrings? That’s the kind of thing you want to see, because it usually means the person getting the piercing intends to take care of it, and has thought about the choice she is making.



At our shop, we really want to encourage the kids to be safe and get pierced with the titanium threadless jewelry so they heal well. For the same reason, I also chose to heavily discount children’s ear piercing. None of the piercers at the shop, myself included, enjoy piercing kids because it makes us nervous and honestly, in my case, it hurts my heart to hurt them. To make it a quicker, less scary process, we do tandem lobe piercing on children. It reduces the children’s anxiety and works really well.

## "AT OUR SHOP, WE REALLY WANT TO ENCOURAGE THE KIDS TO BE SAFE..."

One of the things I'm proudest of has been teaching others to pierce. Two of the people I taught still work for us and they are really like family to me. Both women are wonderful piercers—not just because they have good bedside manner or perform accurate piercings— but because they continue to want to learn. We each pierce with different techniques and tools but that's what makes it great. We learn from each other. We each excel in different types of piercings also, and that allows me to schedule clients with the best suited piercer for the particular piercing a client is looking to get.

One of the things I have been coming up against, especially since the pandemic began, is having stock of the supplies I need to do the piercings, not just because of money being tight but also because certain companies went from weeks to months to get stock in. Trying to anticipate what stock you need can be exhausting and now with companies having longer waiting times it's almost impossible to stay on trend. What's popular this week because of TikTok and Instagram changes the next week and then something else is popular. This week, for instance, I've done like 7 Smileys, but I used to do maybe one a week! Two weeks ago it was septum piercings that people wanted.

I order from Metal Mafia because they have so much stock that even if I need something two days from now, I can get it. It allows me to keep up with the trends, which is amazing for the studio and the client. I've ordered from Metal Mafia for a lot of years, and the main reason is that Metal Mafia has always strived to stay on top of quality and the newest techniques and jewelry standards. I can order top notch titanium for my clients while making a profit. And for us, profit isn't just important because I run a business, but also because we really try to pay it forward

or pay it back. I believe in nonprofits and charity work but it's more important for us to donate to a specific person and not just a cause. Since the beginning of A Vita Tattoo and Piercing we have done an annual piercing for charity event. We then donate to a client or client's family. It's never a huge amount, \$1000 to \$3000 at most but we feel like it really helps them. That's part of why we love Metal Mafia. They allow us to pierce with great jewelry while providing us with the opportunity to help others.

PHOTOS BY:  
SARAH HILL  
UPSTATE CANDID  
PHOTOGRAPHY



# FLOATING NAVEL PIERCINGS

**FLOATING NAVEL PIERCINGS ALLOW CLIENTS WHO DON'T HAVE THE ANATOMY FOR A TRADITIONAL NAVEL PIERCING A CHANCE TO BE ADORNED.**

Perfect for customers that have a deeper navel, this piercing places the barbell further into the navel cavity and uses a flat bottom disc to give the effect of a single point piercing. The smaller bottom also gives a more minimalist feel.



## SYNTHETIC OPAL DISC



Starting at \$6.81 per piece  
SKU: TFLT-OD

## BEADED GEM CLUSTER



Starting at \$11.75 per piece  
SKU: TFLT-CZ4B

## ZIRCONIA GEM DISC



Starting at \$5.51 per piece  
SKU: TFLT-GD

## GEM FLOWER

Starting at \$11.20 per piece  
SKU: TFLT-GFL



## BEADED SUN CLUSTER ● ● ● ●



Starting at \$12.15 per piece  
SKU: TFLT-CZ3B

## ● ● ● ● ● OPAL TRINITY



Starting at \$8.83 per piece  
SKU: TFLT-OPT

## OPAL FLOWER ● ● ● ● ●



Starting at \$12.69 per piece  
SKU: TFLT-OFL

## ● ● ● NATURAL STONE DISC



Starting at \$6.48 per piece  
SKU: TFLT-CD

## OPAL SPIKE ● ● ● ● ●



Starting at \$8.90 per piece  
SKU: TFLT-CNO

## ● ● ● ● ● PYRAMID STUD



Starting at \$6.11 per piece  
SKU: TFLT-PS

# NAVEL HANGERS

With these steel navel hangers, which are safe for initial piercings and can be fully autoclaved, you are able to offer your clients full creative control over their navel jewelry! Just unscrew the top ball of a navel ring and slide on our navel hangers.

FANCY GEMMED  
SBH7 \$7.13/pc



Shown on steel internally threaded opal navel ring SBH7-SBNIP0 \$99.38

ANTIQUED FEATHERS  
SBH10 \$3.68/pc



Shown on steel internally threaded opal navel ring SBH10-SBNIP0 \$6.43

GEMMED CHEVRON  
SBH9 \$13.11/pc



Shown on steel internally threaded prong set gem navel ring SBH9-SBNIP0 \$24.63

## EASY TO USE

1. Unscrew top ball
2. Slide Navel Hanger along barbell



WHITE SYNTHETIC OPAL  
SBH2 \$7.71/pc

BUTTERFLY  
SBH4 \$5.29/pc



Shown on steel internally threaded prong set gem navel ring SBH4-SBNIP0 \$16.81

ALTERNATING GEM  
SBH6 \$5.29/pc



Shown on steel internally threaded prong set opal navel ring SBH6-SBNIP0 \$17.34

FLOWERS WITH PAVE LEAVES  
SBH16 From \$5.50/pc



Shown on steel internally threaded bezel set gem navel ring SBH16-SBNIP0 \$8.23

TRIBAL FILIGREE  
SBH11 \$3.68/pc

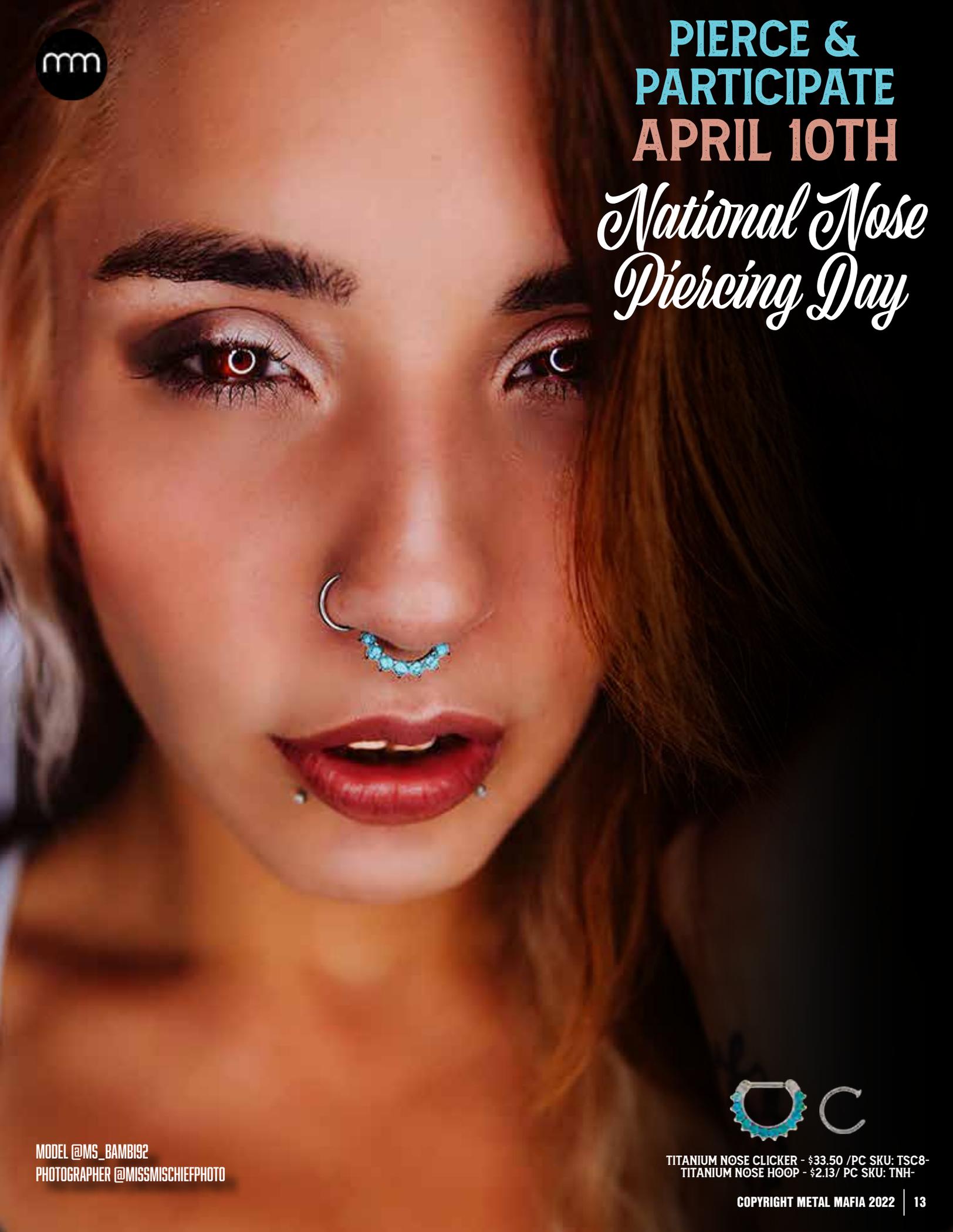


Shown on steel internally threaded prong set cabochon navel ring SBH11-SBNIP0 \$15.20



PIERCE &  
PARTICIPATE  
APRIL 10TH

*National Nose  
Piercing Day*



MODEL @MS\_BAMBI92  
PHOTOGRAPHER @MISSMISCHIEFPHOTO



TITANIUM NOSE CLICKER - \$33.50 /PC SKU: TSC8-  
TITANIUM NOSE HOOP - \$2.13/ PC SKU: TNH-

# CLEARANCE SALE

UP TO 30% OFF  
WHILE SUPPLIES LAST

## NAVEL RINGS



**SBNASUN9SWH**  
14G 3/8"  
Was ~~\$3.33~~ Now \$2.66



**SBNAMN2-**  
14G 3/8"  
Was stating at ~~\$2.20~~  
Now stating at \$1.76



**SBNAMN2-**  
14G 3/8"  
Was stating at ~~\$2.20~~  
Now stating at \$1.76



**SBNAUNI2**  
14G 3/8"  
Was ~~\$3.20~~ Now \$2.56



**SBNAFL19-**  
14G 3/8"  
Was ~~\$3.60~~ Now \$2.88



**SBNAPSY1-**  
14G 3/8"  
Was stating at ~~\$3.90~~  
Now stating at \$3.12



**SBNAHR1-**  
14G 3/8"  
Was stating at ~~\$2.47~~  
Now stating at \$1.98



**SBNAU5-**  
14G 3/8"  
Was stating at ~~\$2.45~~  
Now stating at \$1.96



**SBNASHL1-**  
14G 3/8"  
Was ~~\$3.43~~ Now \$2.74



**SBNAMER3-**  
14G 3/8"  
Was ~~\$2.59~~ Now \$2.07



**SBNACAMEOMER**  
14G 3/8"  
Was ~~\$2.89~~ Now \$2.31

## CURVES



**SCRVGUN**  
16G 5/16"  
Was ~~\$2.80~~  
Now \$2.24



**SCRVKY2**  
16G 5/16"  
Was ~~\$2.80~~  
Now \$2.24



**SCRVRPK**  
16G 5/16" 3mm ball  
Was ~~\$2.62~~  
Now \$2.10



**SCRVBW3**  
16G 5/16"  
Was ~~\$3.29~~ Now \$2.63



**SCRVT5**  
16G 5/16"  
Was ~~\$2.50~~ Now \$2.00

## SEPTUM/DAITH CLICKERS



**SSC38-**  
16G 1/4" or 5/16"  
Was starting at ~~\$7.71~~  
Now starting at \$6.17



**SSC31-**  
16G 1/4" or 5/16"  
Was starting at ~~\$3.60~~  
Now starting at \$2.88



**SSC21-**  
16G 1/4" or 5/16"  
Was starting at ~~\$3.95~~  
Now starting at \$3.16



**SSC29-**  
16G 5/16"  
Was starting at ~~\$3.75~~  
Now starting at \$3.00



**SSC36-**  
16G 5/16"  
Was ~~\$7.25~~  
Now \$5.80



**SSC5-**  
16G 1/4" or 5/16"  
Was starting at ~~\$3.60~~  
Now starting at \$2.88

# NIPPLE CLICKERS



**SNPC9-**  
14G 9/16"  
Was starting at \$7.63  
Now starting at \$6.10



**SNPC24-**  
14G 9/16"  
Was starting at \$6.50  
Now starting at \$5.20



**SNPC15-**  
14G 9/16"  
Was starting at \$3.67  
Now starting at \$2.94



**SNPC14-**  
14G 9/16"  
Was starting at \$10.09  
Now starting at \$8.07



**SNPC10-**  
14G 9/16"  
Was starting at \$6.50  
Now starting at \$5.20



**SNPC11-**  
14G 9/16"  
Was starting at \$6.15  
Now starting at \$4.92



**SNPC13-**  
14G 9/16"  
Was starting at \$3.67  
Now starting at \$2.94



**SNPCST1-**  
14G 9/16"  
Was starting at \$18.57  
Now starting at \$14.86

# ROOK CLICKERS



**SRCGCSPK**  
16G 5/16"

Was \$6.23 Now \$7.79



**SRCBDS**  
16G 5/16"

Was \$5.64 Now \$4.51



**SRCFLWS**  
16G 5/16"

Was \$5.64 Now \$4.51



**SRCFTS**  
16G 5/16"

Was \$5.64 Now \$4.51



**SRCSPS**  
16G 5/16"

Was \$5.64 Now \$4.51



**SRCBEE1-**  
16G 5/16"

Was \$6.40 Now \$5.12



**SRLCTS-**  
16G 5/16"

Was \$4.50 Now \$3.60



**SRC6GS-**  
16G 5/16"  
Was \$7.79  
Now \$6.23



**SRCFLS-**  
16G 5/16"  
Was \$7.79  
Now \$6.23



**SRCFLSO-**  
16G 5/16"  
Was \$12.22  
Now \$9.78

# EAR CLICKERS



**SECBEE1-**  
16G 1/4"

Was \$6.40 Now \$5.12



**SECHR2**  
16G 1/4"

Was \$4.50 Now \$3.60



**SECBFL1-**  
16G 1/4"

Was \$8.25 Now \$6.60



**SECFTS**  
16G 1/4"

Was \$6.77 Now \$5.42



**SECGCSPK**  
16G 1/4"

Was \$9.35 Now \$7.48



**SECFLW2-**  
16G 1/4"

Was \$8.25 Now \$6.60



**SEC6GS-**  
16G 5/16"  
Was \$9.35  
Now \$7.48



**SEC3GS-**  
16G 5/16"  
Was \$8.11  
Now \$6.49



**DISPTC20**

Holds up to 20 clickers  
9" X 6" \$10.00



sales@metalmafia.com

866-696-2342 Toll Free

Fax: 201-222-7707

@metalmafiabodyjewelry

@Metalmafia1

@MetalMafiaBodyJewelry

**Welcome spring  
with premium zirconia  
rosebush cut gems!**



14G Internally Threaded ASTM F-136 Titanium  
3/8" or 7/16" From \$37.63 per piece **TBNIPRB14**