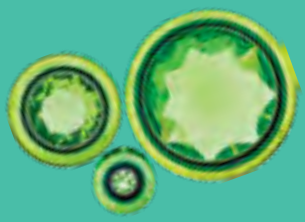
sales@metalmafia.com 866-696-2342 Toll Free Fax: 201-222-7707
@metalmafiabodyjewelry @Metalmafia1 @MetalMafiaBodyJewelry

INTERVIEW WITH J.T FROM WARRIOR

@PIERCEDBYJT
@WARRIOR_BODY_PIERCING

AUGUST

GO GREEN WITHOUT SPENDING ALL OF YOURS.



BACK TO SCHOOL ESSENTIALS

WHO NEEDS TO FOLLOW RULES, WHEN THERE'S BIOFLEX?

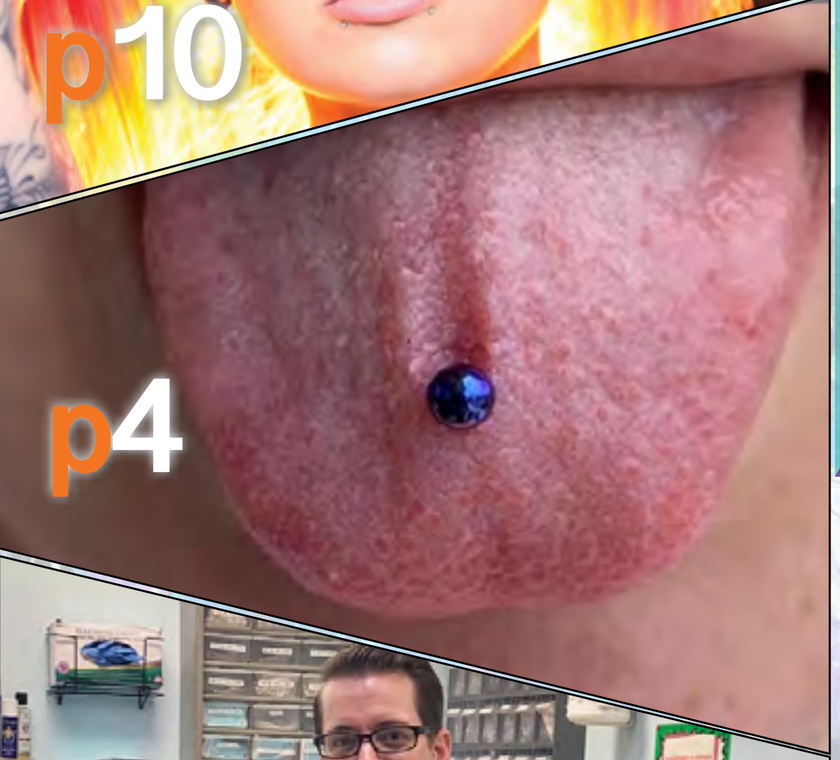
HAPPY 15TH BIRTHDAY METAL MAFIA!

CELEBRATE WITH US THIS MONTH, BY ENTERING TO WIN FREE MERCH & MORE!

NATIONAL TONGUE PIERCING DAY

MERCHANDISE THAT'LL BE SURE TO WAKE UP YOUR CLIENT'S TASTEBUDS

& MORE



Metal Mafia

sales@metalmafia.com
866-696-2342 Toll Free
Fax: 201-222-7707
@MetalMafiaBodyJewelry
@metalmafiabodyjewelry
@Metalmafia1

This month, METAL MAFIA TURNS 15!

Thank you for contributing to our growth and continuing to trust us to supply you with all of your piercing needs. We look forward to another 15!

CONTENTS

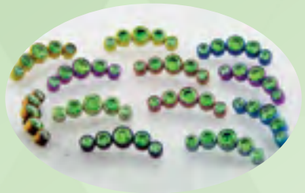
3 August, The Month Of Peridot
4-5 National Tongue Piercing Day
6-7 Interview With J.T
8 Grow Your Business
9 Win A Standing Display
10-11 Want To Be Featured On The Next Cover Of Pain Magazine?
12 Back To School Essentials
13 Disposable Tools
14-15 Summer Isn't Over Yet..

Titanium Bezel-Set Swarovski Navel Rings
TBNID14-LG

Titanium Prong-Set Swarovski Zirconia Navel Rings
TBNIPG14-LG

AUGUST

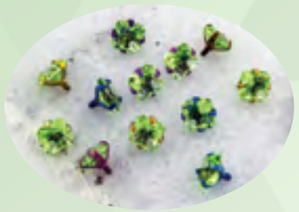
THE MONTH OF PERIDOT. GO GREEN, WITHOUT SPENDING ALL OF YOURS.



Titanium Internally Threaded Bezel-Set Swarovski Replacement Heads
TRHC516LG
ONLY AVAILABLE IN TITANIUM

316L Steel Prong-Set Swarovski Ear Clicker
SEC3SLG
ONLY AVAILABLE IN STEEL

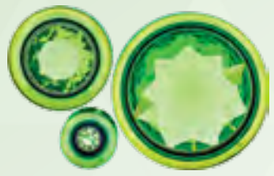
Titanium Prong-Set Swarovski Nose Bones
TNBP-LG



Titanium Internally Threaded Prong-Set Radiant Swarovski Replacement Heads
TRHGS-LG

Titanium Bezel-Set Swarovski Nose Screws
TNS-LG

Titanium Bezel-Set Swarovski Earring Studs Sold In Pairs
TSTUDB-LG



316L Steel Internally Threaded Tunnels With Swarovski Gem Inserts / Sold Singly
SGRTTI- TUNNEL
SDCZLG- GEM DISC
ONLY AVAILABLE IN STEEL

@PIERCEDBYJT

TITANIUM ANODIZED IN-HOUSE
FOR JUST 30¢ EXTRA PER PIECE!

Titanium Prong-Set Swarovski Zirconia Navel Ring With 316L Steel Feather Navel Hanger Accent
TBNIPG14-LG- NAVEL RING
SBH10- NAVEL HANGER

- Blue (BL)
- Bronze (BR)
- Blurple (Blue-Purple) (BP)
- Dark Blue (DB)
- Dark Purple (DP)
- Gold (GO)
- Light Blue (LB)
- Light Purple (LP)
- Pink (PK)
- Purple (PR)
- Rose Gold (RG)
- Yellow(YW)

ALL ITEMS ARE AVAILABLE IN BOTH 316L STEEL & ASTM F-136 TITANIUM, UNLESS NOTED
TITANIUM JEWELRY IS SOLD SINGLY, UNLESS NOTED

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NATIONAL TONGUE PIERCING DAY
WEDNESDAY, AUGUST 14TH

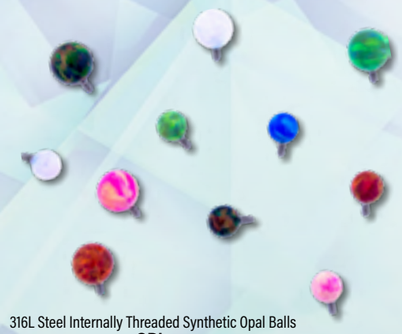
TAKE FULL CREATIVE CONTROL THIS HOLIDAY, BY MIXING AND MATCHING OUR POST-ONLY BARBELLS WITH OUR INTERNALLY THREADED REPLACEMENT HEADS. WITH TONS OF STYLES AND SIZES TO CHOOSE FROM, YOU CAN CREATE A ONE OF A KIND PIECE THAT YOUR CLIENTS WILL BE SURE TO EAT UP.

14G Titanium Internally Threaded Post-Only Barbells
TBRI14-
Lengths Available: 1/4", 5/16", 3/8", 7/16", 1/2", 9/16", 5/8", 3/4", 7/8", 1", 1" 1/4, 1" 3/8", 1" 1/2

Titanium Internally Threaded Plain Balls
TBI-
Sizes Available:
14G/12G/10G: 3MM. 4MM &5MM
16G/18G: 2.5MM, 3MM & 4MM

@PIERCINGSBYPEACH

Titanium Internally Threaded Bezel-Set Natural Stone Cabochon Replacement Heads
TCDI-
Sizes Available:
14G/12G/10G & 16G/18G



316L Steel Internally Threaded Synthetic Opal Balls
OBI-
Sizes Available:
14G/12G/10G: 4MM & 5MM
16G/18G: 3MM & 4MM
ONLY AVAILABLE IN STEEL

Anodized Titanium Internally Threaded Plain Disc
TDI-
Sizes Available:
14G/12G/10G: 2.5MM, 3MM. 4MM & 5MM
16G/18G: 2.5MM, 3MM. 4MM & 5MM

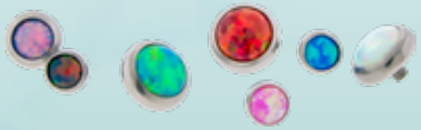
Titanium Internally Threaded Post-Only Curved Barbells
TCVI-
Sizes & Lengths Available:
14G & 16G: 5/16", 3/8", 7/16", 1/2", 9/16", 5/8"

316L Steel Internally Threaded Bezel-Set Swarovski Balls
SBI-
Sizes Available:
14G/12G/10G: 4MM & 5MM
16G/18G: 2.5MM, 3MM. 4MM & 5MM CLEAR

14G 316L Steel Internally Threaded Barbells With Plain Disc Ends
SBRI14-PD

@ALEXCHRISTOPHER

14G 316L Steel Internally Threaded Barbells With Dome Ends
SBRI14-DM



316L Steel Internally Threaded Bezel-Set Synthetic Opal Replacement Heads
SODI-
Sizes Available:
14G/12G/10G: 3MM, 4MM & 5MM
16G/18G: 2.5MM, 3MM & 4MM

@BRADLEY_HOFSTETTER

TITANIUM ANODIZED IN-HOUSE
FOR JUST 30¢ EXTRA PER PIECE!

- Blue (BL)
- Bronze (BR)
- Blurple (Blue-Purple) (BP)
- Dark Blue (DB)
- Dark Purple (DP)
- Gold (GO)
- Light Blue (LB)
- Light Purple (LP)
- Pink (PK)
- Purple (PR)
- Rose Gold (RG)
- Yellow(YW)

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ALL ITEMS ARE AVAILABLE IN BOTH 316L STEEL & ASTM F-136 TITANIUM, UNLESS NOTED
TITANIUM JEWELRY IS SOLD SINGLY, UNLESS NOTED

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15 QUESTIONS

WITH ONE OF OUR FIRST CUSTOMERS,

JT FROM WARRIOR

How many years have you been piercing?

"I've been piercing since 2006 now, so that's 13 years now!"

What got you into the industry?

"I'd have to say music and piercings were extremely popular with the type of music I followed. They went hand in hand. When I started as a body piercer it seemed like a natural progression. "

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

"The clients of course! I've seen so many people grow up! Between meeting new people every day and seeing old friends it's definitely the best part of my job."

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

"I thought I'd be a baseball player or a musician."

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

"The biggest pain we deal with is customers not having proper ID's. A lot of wasted time on both ends."

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

"The confidence to go at your own pace. Your instinct feeling to rush is hard to ignore. Remember you only have two hands, utilize your staff appropriately!"

What's next/new for you for 2019?

"I hope to have another apprentice later this year, and to focus on administrative work for Warrior."

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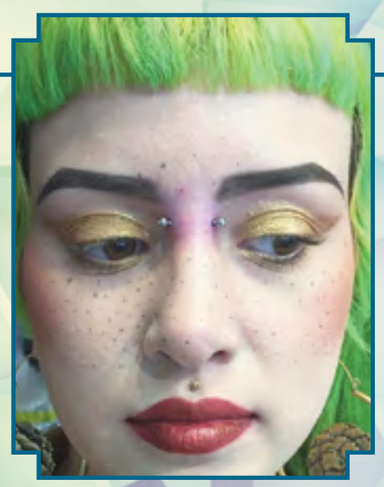

Any trends you see dominating the piercing industry/any big piercing trends in your city?

"Seems to be mostly ear lobes and ear projects. People really plan out all thier ear piercings now a days, and we love it!"

Who is your role model, and why?

"Carl Werbock, the owner of Warrior. He started this company from nothing in the 80's, when little to no information about piercings were available, and had to learn on the way. It takes a certain kind of person to be able to do that"

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

"I would open multiple locations and run via skype from an undisclosed remote island!"

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

"Well Nightcrawler is the best so I'd like to teleport when ever I wanted, especially to use the bathroom on extremely busy days lol. The second would have to be super strength, so i could open 00g cbrs with ease."

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

"I like to spend my free time making wood jewelry, either plugs and tunnels. Also playing my drums."

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

"My son pitching in his first baseball game, he was extremely nervous but I think I was more lol. "

What keeps you coming back to Metal Mafia?

"Christine of course shes the best! Also with constant changing trends and products you guys are always on the ball!"

What are you most proud of?

"I am proud of my apprentices. Watching them grow and blossom is amazing. It's funny how much you can learn from them also! "

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When Times Get Tough, The Tough Stand Tall

VANESSA NORMBERG & DALE PARRIS

This month is Metal Mafia's 15 year anniversary, Dale and I remember the scary times as well as the fantastic times. In 2008, when the economy tanked and no one knew what was coming next, we knew we had to get even more proactive than usual about staying alive. We had customers, like you, who were counting on us, and employees who trusted us to make the right decisions to keep Metal Mafia (and their families!) running.

We started taking out more ads than ever to remind the customers who knew us that we could be depended on as a quality resource—and that no matter how tough times got—we would never cut corners. Getting the word out about our existence, our values, and our service was more important then than ever before because it helped to set us apart from competitors who were making the choice to focus on price at any cost. You might be experiencing the same thing because a competitor moved in down the block and decided to make their presence known by running specials and sales nonstop to announce their arrival. If that's the case, don't counter with discounts. Short term, short-sighted tactics like that will only erode the margins you need to be able to keep your shop open. Instead, double down on your mission—the thing that makes your shop different from all the others— and make sure everyone you encounter knows what you are about. Today your code of ethics is even more important than it was in 2008. Your customers will choose you for it in the long run, just like you chose us.

Another important thing we did was try to get ourselves in front of new audiences as often as we could. We knew that the economic downturn was going to wreak havoc, and that we would likely lose many of our customers to the disaster because shops would be financially forced to close. Instead of sitting in our offices hoping that we could make it through, we mobilized everyone at our company to start talking to anyone who would listen, from customers to the random guy on the street, to find out if they had a shop, knew anyone else who did, or could in any way help us get the word out. We didn't just send our sales team, but also our order fulfillment team, our designers, and more to attend local and regional shows in far away places, even though it cost money we weren't sure we could spend to get there. And it worked. Each time we met you where you lived, we became even more convinced that our mission was worth fighting for. So if your shop is facing hard times or is lacking business you need, get your troops on the street. Social media isn't enough. You can hand out cards in local malls to drum up business, reach out to parent associations at nearby schools to educate local families on safe piercing practices, send your piercers out armed with cards and portfolios on Friday nights to local haunts to remind people that your shop is open for business.

Most importantly, when we were fighting to stay alive, we made sure to do even more for the people who supported us. We sent out freebies in every box, care packages to shops hit by hurricanes, and hand-written, heartfelt thank you notes from every rep for the business you sent our way. You can do the same for your customers, and it doesn't have to cost much, or even anything at all. Make a wall of fame with pictures of your repeat buyers, have an open house night with free food for anyone coming in, offer referral credits for those who recommend you, start a birthday club with a perk or even just send a card on the anniversary date of their relationship with you. Keep the people who are helping you keep your doors open in your heart at all times. Do right by them and they will do right by you.

Whatever you do, don't give up. Work harder, stay later, try something new, strike up a conversation with someone you never met before, and decide that it's better to go down fighting than to live on your knees. It's worked for Metal Mafia and it will work for you.

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ENTER FOR A CHANCE TO WIN A

FREE

STANDING FLOOR DISPLAY

AT METAL MAFIA WE TAKE PRIDE IN WHAT WE DO, WHILE ALWAYS REMEMBERING THAT WITHOUT YOUR CONTINUOUS SUPPORT, WE WOULD NOT BE WHERE WE ARE TODAY. YOUR HONEST FEEDBACK HAS CONTRIBUTED IN BETTERING OUR COMPANY IN MORE WAYS THAN WE CAN COUNT AND WE HOPE FOR IT TO CONTINUE!

STARTING AUGUST 1ST - 15TH YOU HAVE THE CHANCE TO WIN

3 STANDING FLOOR DISPLAYS!

[$9,000 VALUE]

3 WAYS TO ENTER:

1. PLACE AN ORDER OF $300 OR MORE

2. POST AND TAG A PHOTO OF A PIERCING YOU HAVE DONE WITH WITH OUR JEWELRY, OR WEARING OUR JEWELRY. MAKE SURE TO USE THE SPECIAL HASHTAG #METALMAFIAGIVEAWAY

3. E-MAIL TINA@METALMAFIA.COM A TESTIMONIAL WITH PHOTOS OF WHY YOU ORDER FROM METAL MAFIA

*** EACH CONTEST HAS IT'S OWN ENTRY, WHICH MEANS YOU CAN POSSIBLY WIN ALL THREE DISPLAYS! ***

DEADLINE AUGUST 15TH 2019

6 FOOT TALL STANDING LED LIGHTING FLOOR DISPLAY
DISPFLOOR
-LOCKING GLASS DOORS
-LOCKING STORAGE BASE
- LED STRIP LIGHTING TO SHOWCASE MERCHANDISE
- THREE FOOT POWER CORD WITH ON/OFF SWITCH
- GAUGE & MEASURING CHART FOR SIZING ASSISTANCE
- LOCKING WHEELS TO KEEP IN PLACE OR MOVE WITH EASE
- HOLDS 350 ADJUSTABLE SHELVES

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WANT TO BE THE NEXT COVER OF PAIN MAGAZINE?

Entry Details

All photos sent in need to be
MAGAZINE COVER QUALITY
meaning:
High resolution (300 D.P.I.),
vertical/portrait images.

You MUST be
wearing/showcasing Metal
Mafia body jewelry.

Email your photos along with
image credits to
JUSTINE@METALMAFIA.COM

All photos sent in, whether chosen for the cover or not may be used in future marketing.

DEADLINE AUGUST 15TH!

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BACK TO SCHOOL

SKIN TONE COLOR BOROSILICATE GLASS NOSE RETAINERS AND BIOFLEX X WIRE WITH CLEAR ACRYLIC BALLS ARE PERFECT FOR CLIENTS GOING BACK TO SCHOOL.

ALSO IN CLEAR

GNL
18G & 16G

PERFECT FOR ATHLETES TOO!

BWRE
18G - 14G
WITH .7MM HOLE
SOLD BY THE METER

EXTERNALLY THREADED
ACRYLIC BALL
ACBE - 16G & 14G

SOLD IN 100 PC PACKS

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STERILIZED & DISPOSABLE PIERCING TOOLS

STRENGTH, PRECISION AND VERSATILITY

ITEM CODE: PROC
PRO CLAMPS
50PCS / BOX

CLAMPS ARE INDIVIDUALLY PACKAGED AND EO GAS STERILIZED

Each and every detail of these clamps have been made in consideration with the piercer in mind: an "**ECO**" version for the price conscious piercer and a "**PRO**" version for the perfectionist; but both clamps have the same strength, precision and versatility. These clamps have been designed with a 'breaking point' on the ratchet to allow you to just 'break them off' and use the rubber band provided if you prefer. Sterilized via EO Gas by ISO 1385 and ISO 9001 standards

Eco Series: Same superior quality as the PRO clamp, made with the price conscious piercer in mind.

Item Code: ECL
Eco Clamps
$45.00
per box (50pcs)

High Quality
Rubber band Included

BOTH PRO AND ECO COME IN 5 DIFFERENT HEADS

MULTIFUNCTIONAL POLI PIERCING CLAMPS

THE FIRST DISPOSABLE PIERCING TOOL CREATED SOLELY FOR BODY PIERCING PROCEDURES.

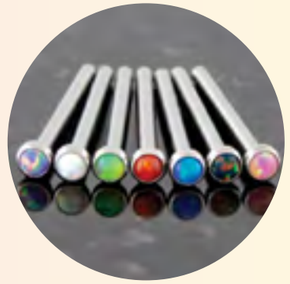
SUMMER ISN'T OVER YET

VITAMIN D IS ONE OF THE SUN'S MANY BENEFITS AND IS SAID TO CREATE AND MAINTAIN A HAPPIER MOOD. HELP YOUR CLIENTS KEEP THE SUMMER VIBES ALL YEAR LONG, BY STOCKING UP ON SOME OF OUR SUMMERTIME STAPLES.

316L Steel Cast Nipple Clickers With Prong-Set Alternating Swarovski & Synthetic Opal
SNPC18-
-G Gold PVD w/ Clear
-GOWH Gold PVD w/ Clear & White Opal
-RG Rose Gold PVD w/ Clear
-RGOWH Rose Gold PVD w/ Clear & White Opal
-S High Polish w/ Clear
-SOWH High Polish w/ Clear & White Opal
SOLD SINGLY

316L Steel Black PVD Sun Navel Ring With Iridescent Center
SBNASUN4P-
-PRP Pink
-PK Purple
ONLY AVAILABLE IN STEEL

16G/18G 316L Steel Internally Threaded Seashell Replacement Head
SRHSHL16
ONLY AVAILABLE IN STEEL



316L Steel Nose Pin With Bezel-Set Synthetic Opal
SNP-OPAL
ALSO AVAILABLE IN TITANIUM

316L Steel Prong-Set Tanzanite Swarovski Navel Ring With Metallic Mermaid Fin Dangle
SBNAMR1-
ONLY AVAILABLE IN STEEL

316L Steel Pineapple Navel Ring With White Synthetic Opal Center
SBNAPN2-
-G Gold PVD
-S High Polish
-RG Rose Gold PVD

16G/18G 316L Steel Internally Threaded Helm Replacement Head
SRHWHL16
ONLY AVAILABLE IN STEEL

16G/18G 316L Steel Internally Threaded Sun Face Replacement Head
SRHSUN16
ONLY AVAILABLE IN STEEL

16G/18G 316L Steel Internally Threaded Octopus Replacement Head
SRHOCT16
ONLY AVAILABLE IN STEEL

316L Steel Rose Gold PVD Sun Nipple Barbells
SNPSN1-
-RGCH Chocolate
-RGCP Champagne
-RGPK Pink

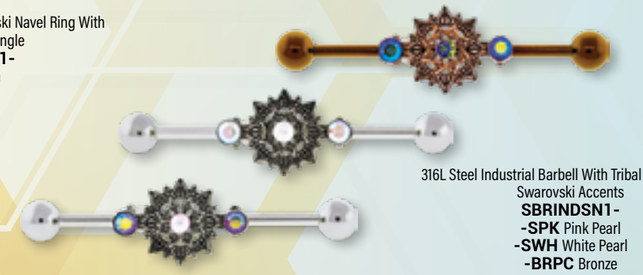
16G 316L Steel Cast Rook Clicker Abstract Flower & Prong-Set Turquoise Dyed Howlite Accents
SRCFLW2
-G Gold PVD
-S High Polish
ONLY AVAILABLE IN STEEL

316L Steel Prong-Set Swarovski Navel Ring With Conch Shell Dangle
SBNASHL1-
-AQ Aqua
-PK Pink

316L Steel Cast Sparrow Earring Studs
STUDSPRW
ONLY AVAILABLE IN STEEL

Acrylic Blocks Display Sets

Includes 3 blocks per set.
DIS-131SET with 8 slots per block
DIS-132SET with 12 slots per block
DIS-133SET plain (non-slotted)



316L Steel Industrial Barbell With Tribal Sun Charm & Swarovski Accents
SBRINDSN1-
-SPK Pink Pearl
-SWH White Pearl
-BRPC Bronze

TITANIUM ANODIZED IN-HOUSE

FOR JUST 30¢ EXTRA PER PIECE!

- Blue (BL)
- Bronze (BR)
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- Dark Blue (DB)
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- Light Purple (LP)
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- Purple (PR)
- Rose Gold (RG)
- Yellow(YW)

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@metalmafiabodyjewelry @Metalmafia1 @MetalMafiaBodyJewelry

WE WANT TO SHOWCASE YOUR ART

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

SHANEY ST.PIERRE
@LOVELY4LIFE_MUA

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