



Industry Profile Study: Vision 2012

We are pleased to provide the results of the SPCP *Industry Profile Study: Vision 2012*. The SPCP first began collecting this data in 2003. Vision 2012 represents the fourth study. The results compiled from *Vision* studies are invaluable to the permanent cosmetic technician, trainer, supplier, and government agencies that look to the SPCP for industry information.

The SPCP Board of Directors, administration, and committee members will use this data for the development of educational programs and presentations to the media and regulators. It is critical that important details of our industry are supported by facts when addressing issues that affect our profession. The SPCP invites all members to utilize the information set forth below to promote the industry in a positive manner with industry regulators.

For further information, contact the Society of Permanent Cosmetic Professionals.

Society of Permanent Cosmetic Professionals

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Personal Data

1. In what country do you live?

| Response | Percent |
|------------|--------------|
| <i>USA</i> | 88.6% |
| Other | 11.4% |

88.6% of the respondents live in the USA. From the remaining 11.4% who lived in other countries, the most respondents were from the Canada (4.4%), followed by United Kingdom (1.8%). Australia, Mexico, New Zealand, Portugal, Russia and South Korea were also represented.

2. In what US state do you perform permanent cosmetics? (Regions as defined by the US Census Bureau.)

| US Region | Technicians |
|--------------------|--------------|
| Northeast Region | 19.6% |
| Midwest Region | 14.7% |
| South Region | 28.4% |
| West Region | 37.3% |

Of the northeast region responses, Pennsylvania topped out with 55%, followed by New York (25%) and Delaware (10%).

For the Midwest counts, Iowa topped out with 26.7%, followed by Ohio (20.0%), a tie between Illinois and Minnesota both at 13.3%.

For the south region, Georgia topped out with the most responses totaling 31% for this region followed by Texas (24.1%) and Florida (13.8%)

In the west, California pulled in 63.2% of responses from the region, followed by Arizona (15.8%), Washington State (10.5%) and Nevada (5.3%).

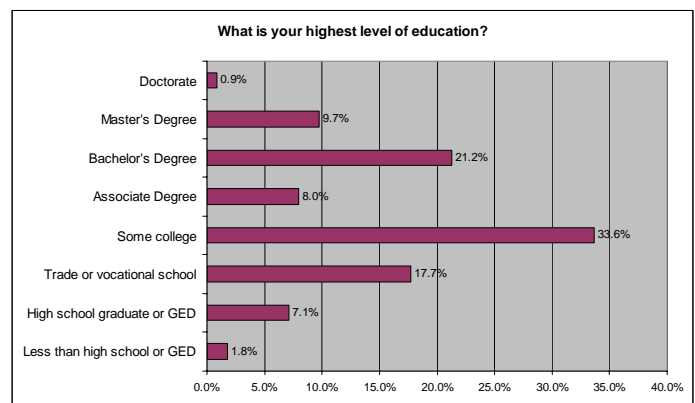
3. What is your gender?

| Response | Percent |
|---------------|--------------|
| Male | 5.4% |
| Female | 94.6% |

4. What is your age range?

| Response | Percent |
|--------------|--------------|
| 18-25 | 2.7% |
| 26-30 | 4.4% |
| 31-35 | 6.2% |
| 36-40 | 6.2% |
| 41-45 | 9.7% |
| 46-50 | 16.8% |
| 51-55 | 18.6% |
| 56-60 | 19.5% |
| 61-65 | 10.6% |
| 66-70 | 4.4% |
| Over 71 | 0.9% |

5. What is your highest level of education?



Most degrees were in art, education, and nursing with wide variety of other degrees including areas of business, medical, and technology.

6. What is your background?

| Response | Percent |
|---------------------------|---------|
| Cosmetologist | 36.6% |
| Other | 33.9% |
| Esthetician | 30.4% |
| Nail Technician | 17.9% |
| Traditional tattoo artist | 12.5% |
| Nurse | 8.0% |
| Electrologist | 4.5% |
| Physician | 0.9% |

Other common backgrounds included educators, artists, medical assistants, beauty industry, technology, medical/nursing and sales. More than one was chosen in many cases.

7. In addition to your work as a permanent cosmetic technician, what is(are) your other ACTIVE profession(s)?

| Response | Percent |
|----------------------------|--------------|
| <i>Esthetician</i> | 30.3% |
| <i>No Other Profession</i> | 30.3% |
| Cosmetologist | 24.8% |
| Other | 24.8% |
| Nail Technician | 9.2% |
| Traditional tattoo artist | 6.4% |
| Electrologist | 5.5% |
| Nurse | 2.8% |
| Physician | 0.0% |

Other professions most mentioned were: cosmetology, eyelash technician, interior designer, medical assistant, artist and body piercer.

8. In addition to being a technician, are you also an industry trainer or supplier?

| Response | Percent |
|---------------------------|--------------|
| <i>No</i> | 79.3% |
| Trainer | 11.7% |
| Both trainer and supplier | 7.2% |
| Supplier | 1.8% |

9. What permanent cosmetic procedures do you currently have?

| Response | Percent |
|-----------------|--------------|
| <i>Eyeliner</i> | 90.3% |
| Eyebrows | 71.7% |
| Full lip color | 66.4% |
| Lip liner | 44.2% |
| Other* | 20.4% |
| None | 7.1% |

* Other for the majority consisted of areola/breast, camouflage/scar camouflage, paramedical, and hair/hairline enhancement.

10. Do you have any traditional (body) tattoos?

| Response | Percent |
|-----------|--------------|
| Yes | 37.5% |
| <i>No</i> | 63.4% |

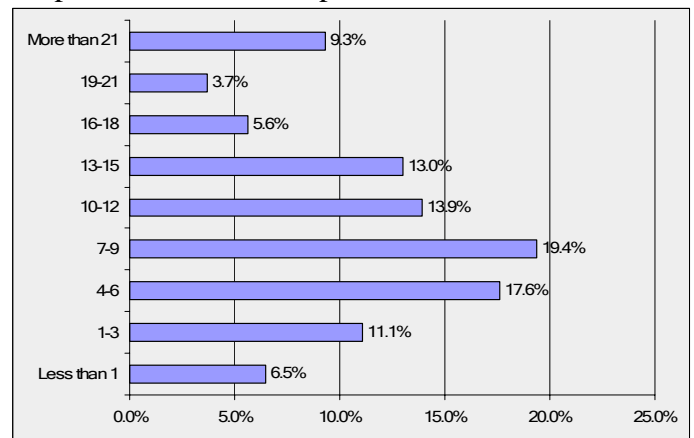
The Basics

11. How did you acquire, or how long was your initial training in permanent cosmetics?

| Response | Percent |
|--------------------------------------|--------------|
| Video/distance learning only | 0.9% |
| One day | 0.9% |
| Two days | 6.5% |
| Three days | 10.3% |
| Four days | 7.5% |
| <i>Five days</i> | 26.2% |
| More than 5 days to 2 weeks | 24.3% |
| More than 2 weeks to 1 month | 11.2% |
| More than 1 month non-apprenticeship | 6.5% |
| Apprenticeship, list length | 13.1% |

Apprenticeships based on hours, ranged from 90-400 and longer term apprenticeships ranged from one to three years in length. Most frequently, apprenticeships duration ranged between six months to twelve months in length.

12. How many years have you been performing permanent cosmetic procedures?



13. What did your initial training cost without equipment?

| Response | Percent |
|---------------------------|--------------|
| Under \$1,000 | 9.5% |
| \$1,000 to \$1,500 | 9.5% |
| \$1,501 to \$2,000 | 12.4% |
| <i>\$2,001 to \$2,500</i> | 14.3% |
| \$2,501 to \$3,000 | 8.6% |
| \$3,001 to \$3,500 | 11.4% |
| \$3,501 to \$4,000 | 10.5% |
| \$4,001 to \$4,500 | 5.7% |
| \$4,501 to \$5,000 | 11.4% |
| Over \$5,000* | 7.6% |

* Over \$5,000 responses ranged between \$6,000 to \$8,000.

14. How far have you traveled for fundamental training?

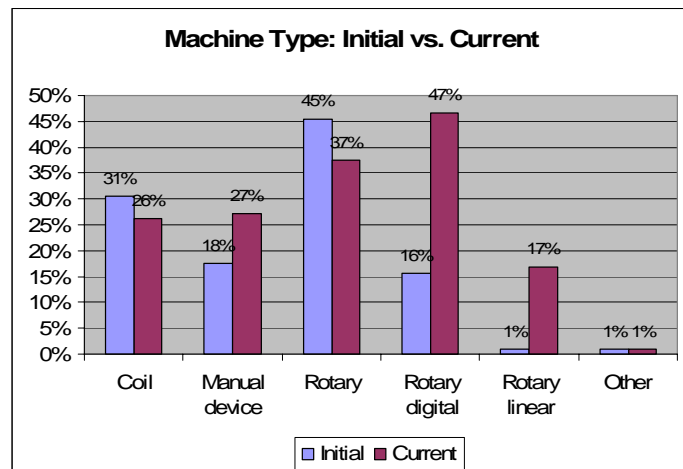
| Response | Percent |
|--------------------------------------|--------------|
| 0-100 miles | 29.0% |
| 101-300 miles | 17.8% |
| 301-500 miles | 9.3% |
| Over 500 miles within country | 32.7% |
| Over 500 miles outside country | 12.1% |
| In-state training required | 4.7% |

15. Do you participate in continuing education classes or events specific to permanent cosmetics?

| Response | Percent |
|------------|--------------|
| Yes | 95.3% |
| No | 4.7% |

16. What type of machine or device were you initially trained with?

| Initially Trained with | Percent |
|------------------------|--------------|
| Rotary | 45.4% |
| Coil | 30.6% |
| Manual device | 17.6% |
| Rotary digital | 15.7% |
| Other | 0.9% |
| Rotary linear | 0.9% |

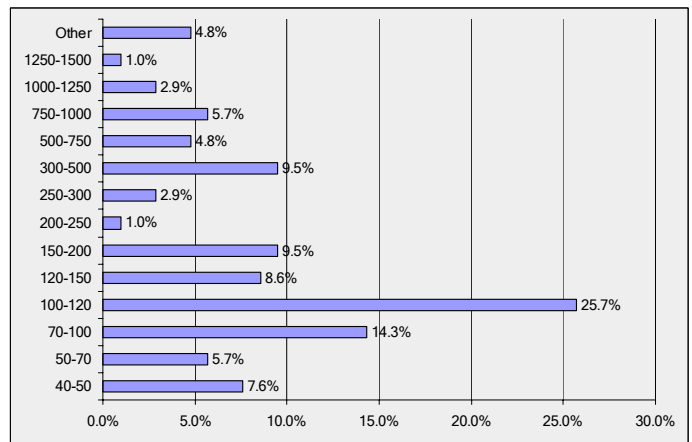


17. What type of machine or device do you currently use? (List all)

| Currently Using | Percent |
|-----------------------|--------------|
| Rotary digital | 46.7% |
| Rotary | 37.4% |
| Manual device | 27.1% |
| Coil | 26.2% |
| Rotary linear | 16.8% |
| Other | 0.9% |

18. How many hours are appropriate for a fundamental permanent cosmetics training program?

Other comments most frequently were based on the background of the individual. (Refer to graph)



*"Other": Consisting of 4.8% of responses, most frequent *other* responses varied depending on the skills/ability of the student. Apprenticeships also fell into this category.

19. How many full hands on procedures should be completed in a fundamental training program?

| Response | Average |
|----------------|---------|
| Eyebrows | 8.84 |
| Eyeliner | 8.93 |
| Lip liner | 8.71 |
| Full lip color | 8.61 |

Current Business Practices

20. What is your preferred industry description or name?

| Response | Percent |
|----------------------------|--------------|
| Permanent Cosmetics | 56.5% |
| Permanent Make Up | 32.6% |
| Cosmetic Tattooing | 19.6% |
| Micropigmentation | 14.1% |
| Dermal Pigmentation | 3.3% |
| Other | 5.4% |

21. What is the self-describing title you *currently* use? (Multiple answers permitted)

| Response | Percent |
|--------------------------------------|--------------|
| Permanent Cosmetic Technician | 37.0% |
| Permanent Make Up Artist | 33.7% |
| Permanent Make Up Technician | 19.6% |
| Cosmetic Tattoo Artist | 17.4% |
| *Other | 13.0% |
| Micropigmentation Specialist | 9.8% |
| Tattoo Artist | 2.2% |
| Dermatologist | 0.0% |

* "Other" consisted mostly of various forms of Permanent Cosmetic & Permanent Makeup (professional, artist & practitioner). Cosmetic Tattoo Specialist was also mentioned.

22. What is the self-describing title you would *prefer* to use? (Multiple answers permitted)

| Response | Percent |
|---------------------------------|--------------|
| Permanent Make Up Artist | 30.8% |
| Permanent Cosmetic Technician | 26.4% |
| Cosmetic Tattoo Artist | 17.6% |
| *Other | 14.3% |
| Permanent Make Up Technician | 13.2% |
| Micropigmentation Specialist | 13.2% |
| Tattoo Artist | 2.2% |
| Dermatologist | 1.1% |

* "Other" consisted mostly of the various forms of Permanent Cosmetic Professional/Artist/Practitioner, followed by Cosmetic Tattoo Artist/Specialist.

23. What is your current work environment?

(Check all that apply)

| Response | Percent |
|--|--------------|
| Permanent cosmetics only facility | 37.6% |
| Full service or multi-faceted salon | 23.7% |
| *Other | 20.4% |
| Doctor's office | 18.3% |
| Day spa | 17.2% |
| Other medical facility | 5.4% |
| Tattoo studio | 5.4% |
| Electrolysis | 4.3% |
| Massage therapy | 4.3% |
| Esthetics only | 4.3% |
| Hair salon only | 3.2% |
| Holistic center | 2.2% |
| Nails only | 1.1% |

* Common responses for "Other" consisted of Med Spa, Dental Office, Laser Center, and Home/Tattoo Studio.

24. What is your business relationship?

| Response | Percent |
|------------------------|--------------|
| Self-employed | 83.9% |
| Independent contractor | 17.2% |
| Employed | 5.4% |

25. What is your business structure?

| Response | Percent |
|-------------------------------------|--------------|
| Sole Proprietorship | 44.4% |
| Limited Liability Corporation (LLC) | 31.1% |
| Incorporated | 20.0% |
| Partnership | 4.4% |
| Other | 2.2% |

26. Do you carry liability insurance?

| Response | Percent |
|--------------------|--------------|
| None | 14.1% |
| \$100,000 | 4.3% |
| \$300,000 | 7.6% |
| \$500,000 | 7.6% |
| \$1,000,000 | 60.9% |
| Other* | 6.5% |

* Common values for "Other" were \$2,000,000 and \$4,000,000 of coverage.

27. Do you have employees?

| Response | Percent |
|-------------|---------|
| No | 82.6% |
| 1 employee | 3.3% |
| 2 employees | 4.3% |
| 3 employees | 1.1% |
| 4 employees | 1.1% |
| 5 employees | 3.3% |
| Other* | 4.3% |

* Common responses for "Other" mentioned independent contractors, while others mentioned splits between types of businesses (permanent makeup vs. beauty/esthetics).

28. What procedures do you offer? (Multiple answers permitted)

| Response | Percent |
|--------------------------------|---------------|
| Eyebrows | 100.0% |
| Eyeliner | 97.8% |
| Full lip color | 92.5% |
| Lip liner | 89.2% |
| Nipple/areola pigmentation | 69.9% |
| Scar camouflage/repigmentation | 58.1% |
| Tattoo lightening | 37.6% |
| Eye shadow | 16.1% |
| *Other | 15.1% |
| Small decorative tattooing | 9.7% |
| Cheek blush | 7.5% |
| Tattooing (all inclusive) | 4.3% |
| Veterinary tattooing | 3.2% |

* Common responses for "Other" consisted of: Beauty marks, eyelash extensions, & skin needling.

29. Indicate how many of each NEW (excluding touch-up) procedure you perform per month:

| Response | Average |
|--------------------------------|---------|
| Tattooing (all inclusive) | 22.5 |
| *Other | 17.1 |
| Small decorative tattooing | 9.3 |
| Eyebrows | 9.1 |
| Eyeliner | 8.4 |
| Cheek blush | 4.5 |
| Nipple/areola pigmentation | 4.1 |
| Full lip color | 3.6 |
| Lip liner | 3.5 |
| Eye shadow | 3.3 |
| Tattoo lightening | 3.2 |
| Scar camouflage/repigmentation | 2.7 |
| Veterinary tattooing | 0.0 |

* Common "other" responses included piercing (50/mo) and needling (2-4/mo) and eyelash extensions (5/mo).

30. Indicate how many maintenance visits (beyond the first year touch up visits) do you perform per month?

| Response | Average/Mode* |
|--------------------------------|---------------|
| Eyebrows | 7.5 / 2 |
| Eyeliner | 5.8 / 2 |
| Nipple/areola pigmentation | 2.8 / 0 |
| Lip liner | 2.7 / 0 |
| Full Lip Color | 2.6 / 1 |
| Scar camouflage/repigmentation | 2.2 / 0 |
| Eye shadow | 0.9 / 0 |
| Tattoo lightening | 0.7 / 0 |
| Cheek blush | 0.7 / 0 |
| Other** (please specify) | 0.6 / 0 |
| Small decorative tattooing | 0.4 / 0 |
| Tattooing (all inclusive) | 0.2 / 0 |
| Veterinary tattooing | 0.0 / 0 |

* Mode is the most frequently occurring response. Eyebrows had the most significant range in responses.

** For the purpose of concise reporting, details of "other" will only be reported if a significant number of like responses were submitted.

31. What is your average maintenance visit charge?

Fee-determining methods for maintenance visit charges (touchups) varied:

Flat fees made up 82.9% of answers submitted, which ranged from free to \$450. The most commonly reported was \$150 (25.5%), \$200 (13.2%) and \$100 (10.3%)

Other fee-determining methods reported were percentages of the initial procedure (10% through 30%), sliding percentages depending on time since the initial procedure, and sliding hourly rate depending on the time since the initial procedure.

32. Indicate your average fee for each procedure in US dollars*:

| Response | Average |
|----------------------------------|-------------------|
| Full Lip Color | \$595 |
| Eyeliner | \$434 |
| Eyebrows | \$434 |
| Lip liner | \$422 |
| Nipple/areola pigmentation**^ | \$380 \$300/hr |
| Cheek blush | \$317 |
| Veterinary tattooing | \$300 |
| Eye shadow | \$263 |
| Scar camouflage/repigmentation** | \$248 193/hr |
| Tattoo lightening** | \$201 \$136/hr |
| Tattooing (all inclusive) | \$190 |
| Small decorative tattooing | \$141 |
| Other# | \$128 |

*The average fees reported here are based on the data collected. The individual fees charged varied widely depending on geographical location, business location, and technician experience and are not meant to encourage technicians to alter their fees.

** These procedures reported a flat, session and/or hourly rate fee structures. The average of each is shown. Variable procedure/hourly fees were also reported that varied depending on the results (type/difficulty) of the consultation.

^ Several technicians reported no charge for cancer/reconstructive clients.

Included beauty marks, piercing, and needling.

33. If on commission, please indicate who pays for supplies:

| Response | Percent |
|---|--------------|
| <i>I am responsible for all my supplies</i> | <i>81.8%</i> |
| I am responsible for about half my supplies | 3.0% |
| All my supplies are provided for me | 15.2% |

34. If on commission, who pays for your professional fees and licensing?

| Response | Percent |
|---|--------------|
| <i>I pay for all professional fees and licensing</i> | <i>80.6%</i> |
| I pay for some of my professional fees and licensing | 9.7% |
| All of my professional fees and licensing are paid for me | 9.7% |

35. If paid by commission, what is your percentage?

Commission percentages ranged from 25% through over 80%.

The most commonly reported percentages were: 65-75% (33.3), 45-54% (25.0%), 25-34% and 55-64% both at 16.7%

36. How many touch-ups are included with your initial procedure fee?

| Response | Percent |
|------------------------------------|--------------|
| <i>One</i> | <i>65.9%</i> |
| None | 11.0% |
| Two | 7.7% |
| *Other | 7.7% |
| No limit during the first year | 6.6% |
| No limit during the first 6 months | 5.5% |
| Three | 3.3% |

* Other was primarily dependant on the type of procedure performed.

More Business Practices

37. Do you have a website?

| Response | Percent |
|------------|--------------|
| <i>Yes</i> | <i>82.2%</i> |
| No | 17.8% |

38. How else do you market your permanent cosmetics business? (Multiple answers permitted)

| Response | Percent |
|--|--------------|
| <i>Technician Website Advertising/Referral Program</i> | <i>61.6%</i> |
| Social media websites | 46.5% |
| Yellow pages/phone books | 38.4% |
| Media advertising | 37.2% |
| Other* | 40.1% |
| Mailings | 38.3% |
| Industry related or women's shows | 33.8% |
| Chamber of commerce membership | 23.9% |
| Co-ops or barter clubs | 5.4% |

* The most common "Other" reported methods were client and word of mouth referrals, web related (email, advertising, Google AdWords, Craigslist, etc.) brochures, professional referrals (i.e. doctors), radio, and professional organization websites.

39. What percentage of your new business is from previous client referrals?

| Client Referrals | Results |
|------------------|--------------|
| Less than 10% | 4.5% |
| 10-20% | 3.4% |
| 21-30% | 10.1% |
| 31-40% | 11.2% |
| 41-50% | 14.6% |
| 51-60% | 12.4% |
| 61-70% | 15.7% |
| 71-80% | 15.7% |
| 81-90% | 6.7% |
| More than 90% | 5.6% |

40. What percentage of your new business is from professional referrals such as physicians or other related industries?

| Professional Referrals | Results |
|------------------------|--------------|
| Less than 10% | 26.1% |
| 10-20% | 28.4% |
| 21-30% | 21.6% |
| 31-40% | 8.0% |
| 41-50% | 5.7% |
| 51-60% | 4.5% |
| 61-70% | 1.1% |
| 71-80% | 3.4% |
| 81-90% | 1.1% |
| More than 90% | 0% |

41. Please indicate your professional industry or related affiliations/memberships:
(Multiple answers permitted)

| Response | Percent |
|---|--------------|
| <i>Society of Permanent Cosmetic Professionals</i> | 91.7% |
| American Academy of Micropigmentation | 15.5% |
| *Others (list all) | 8.3% |
| Alliance of Professional Tattooists | 3.6% |
| National Cosmetic Tattoo Association | 2.4% |
| National Tattoo Association | 1.2% |

* For the purpose of concise reporting, details of "other" will only be reported if a significant number of like responses were submitted.

42. Are you certified through any of the following organizations?

| Response | Percent |
|---|---------|
| Society of Permanent Cosmetic Professionals | 50.6% |
| No, I am not Certified | 38.6% |
| American Academy of Micropigmentation | 15.7% |
| *Other | 9.6% |
| Allied Health Association | 1.2% |

* In the category of "Other" there was significant confusion between "certification" and receiving a "certificate" for completing a training program. The majority of "Other" consisted of the latter.

43. How many medically diagnosed allergic reactions to pigments have you encountered as a permanent cosmetic professional?

| Response | Percent |
|-------------|---------------|
| None | 89.72% |
| One | 3.4% |
| Two | 4.6% |
| Three | 0.0% |
| Other* | 3.4% |

* For the purpose of concise reporting, details of "other" will only be reported if a significant number of like responses were submitted.

44. How many medically diagnosed allergic reactions to anesthetics have you encountered as a permanent cosmetic professional?

| Response | Percent |
|-------------|--------------|
| None | 90.7% |
| One | 7.0% |
| Two | 2.3% |
| Three | 0.0% |
| Other* | 2.3% |

* For the purpose of concise reporting, details of "other" will only be reported if a significant number of like responses were submitted.

45. How many medically diagnosed allergic reactions to after-care products have you encountered as a permanent cosmetic professional?

| Response | Percent |
|-------------|--------------|
| None | 76.1% |
| One | 13.6% |
| Two | 9.1% |
| Three | 4.5% |
| *Other | 1.1% |

* For the purpose of concise reporting, details of "other" will only be reported if a significant number of like responses were submitted.