

# What Every Parent Needs to Know about Ear Piercing

A simple guide to help you decide



**inverness**<sup>®</sup>

Safe & Gentle Ear Piercing

## If your child asks you about ear piercing, how will you answer?

We have designed this guide to help you better understand ear piercing and the choices available today.

There are several different types of ear piercing systems available. It is important that you are aware of the choices you have in selecting a safe ear piercing system for you or your child.

### What types of ear piercing systems are there?

Piercing guns are spring-loaded and loud. They “shoot” the piercing earrings through the ear and can often cause tissue damage which requires extra healing time.



Typically body piercing parlours often use hollow needles or cannulas that remove a core of flesh to pierce the ear.



The Inverness System uses a hand pressured instrument to provide a gentle, quiet and accurate piercing in one movement.



### How IRRITATING!

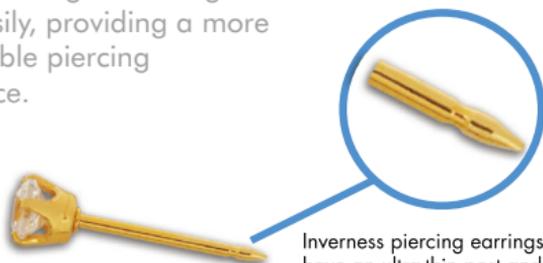
It is not uncommon for some people to suffer from metal allergies which can be very uncomfortable. When choosing an ear piercing system, be sure to know you are being pierced with a compliant piercing system using high quality metals. For people with known nickel allergies, we recommend using titanium piercing earrings.

### What you DON'T see matters

Piercing systems with visible piercing posts increases the risk of exposure to potential contaminants prior to piercing. Full encapsulation protects the earrings from exposure to potential contaminants prior to piercing.

## Piercing earrings are not all the same

Thick, blunt piercing earrings can create a traumatic piercing experience and increase the likelihood of unnecessary tissue damage and prolonged healing. Piercing earrings with ultra-thin posts and a finely honed tip will glide through the tissue more easily, providing a more comfortable piercing experience.



Inverness piercing earrings have an ultra-thin post and finely-honed tip.

## Check your BACK

Standard butterfly backs require adjustment following the piercing and leave the tip of the earring exposed. The patented Inverness Safety Back™ shields the tip of the piercing earring and needs no adjustments. This creates the perfect distance between the front and back of the earring, helping to encourage faster healing by allowing optimum airflow.



Patented Inverness Safety Back™

## Take CARE!

In order to heal properly, ears must be cleansed a minimum of twice a day. It is best to use a solution created especially for pierced ears. Alcohol and hydrogen peroxide are not recommended as they can sting, dry or chap the ear.

For the safest and gentlest experience possible be aware of the ear piercing system being used. Please be sure to ask the retailer.



# Inverness Cares

With over 40 years of commitment to providing the safest Ear Piercing Systems on the market, Inverness takes safety to a new level.

- The state-of-the-art, hand-pressured piercing instrument allows for a gentle, quiet piercing every time.
- Jeweller quality earrings are sterilised and fully-encapsulated to prevent exposure to contaminants prior to piercing.
- Ultra-thin piercing posts and a finely honed piercing tip ensure a comfortable, gentle piercing.
- The patented Inverness Safety Back™ shields the piercing tip and prevents the back from being squeezed too tight, providing both safety and comfort for you and your child.
- All Inverness piercing earrings meet the most stringent global standards for nickel release requirements (European Union Nickel Release Directive 2004/96/EC, No. 1907/2006, REACH Annex XVII).
- Inverness Ear Care Solution was developed specifically to promote healing and to maintain a healthy piercing. The non-irritating formula kills germs and helps prevent infection.

For that special moment in your life choose confidently, wisely and well. Choose excellence. Choose Inverness.

For more information about **Inverness Safe & Gentle Ear Piercing**, please email: [inverness@bluerivergroup.co.uk](mailto:inverness@bluerivergroup.co.uk)  
Phone: 01386 426 315

[www.invernessearpiercinguk.com](http://www.invernessearpiercinguk.com)

