



## ***Industry Profile Study: Vision 2015***

We are pleased to provide the results of the SPCP *Industry Profile Study: Vision 2015*. The SPCP first began collecting this data in 2003. Vision 2015 represents the fifth 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 essential 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?<sup>1</sup>

Response	Percent
<i>USA</i>	<b>68.3%</b>
United Kingdom	10.8%
Canada	7.2
Other	13.7%

68.3.6% of the respondents live in the USA, 10.8% in the United Kingdom, and Canada (7.2%). From the remaining 13.8% who lived in other countries, the most respondents were from Australia (7.2%), followed by Greece (1.8%) South Africa & New Zealand (both 1.2%). Bulgaria, Croatia, Germany, South Korea, Lebanon, Mexico, Netherlands and Thailand were also represented.

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

US Region	Percent of Technicians
Midwest Region	13.2%
Northeast	12.3%
South	32.5%
<i>West Region</i>	<b>42.1%</b>

For the Midwest counts, Ohio topped out with 26.7%, followed by Illinois (20.0%), a tie between Missouri and Michigan, both at 13.3%. Wisconsin, Iowa, Kansas and North Dakota were represented at 6.7% each.

Of the northeast region responses, New York topped out with 71.4%, followed by Pennsylvania (28.6%).

For the south region, Florida topped out with the most responses totaling 24.3% for this region followed by Texas (21.6%) and Georgia and Virginia both at 10.8%. The remaining, Tennessee, Oklahoma (both 8.1%), and Kentucky, Mississippi, and North Carolina (each 5.4%)

In the west, California pulled in 56.3% of responses from the region, followed by Washington state (18.8%), and Oregon (8.3%). Nevada, Arizona, & Idaho each represent 4.2% and the remaining, Colorado and Utah, both 2.1%.

<sup>1</sup> Throughout this report, often the percentages within the tables will total slightly more or less than 100%. This is due to errors from rounding off the percentages to a single decimal point. For the purpose of this summary, any rounding resulting in an error larger than one-half a percent ( $\pm 0.5\%$ ) will be noted. When percentage totals are significantly larger than one-hundred percent, this will be due to multiple answers being permitted/reported. Items where this occurred have been noted.

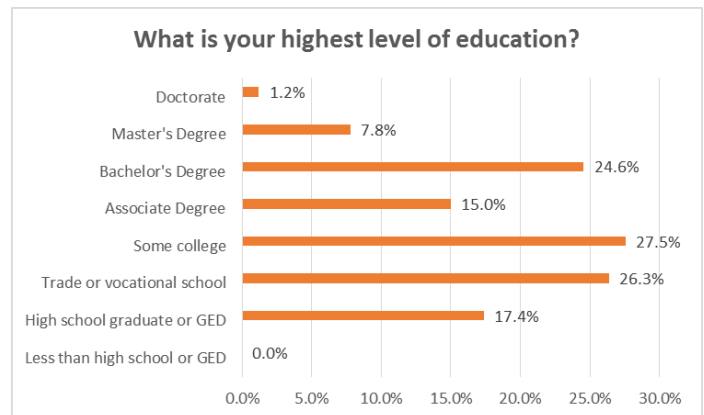
## 3. What is your gender?

Response	Percent
Male	0.6%
<i>Female</i>	<b>99.4%</b>

## 4. What is your age range?

Response	Percent
18-25	0.0%
26-30	3.0%
31-35	9.0%
36-40	9.6%
41-45	14.4%
46-50	13.2%
<b>51-55</b>	<b>20.4%</b>
56-60	13.2%
61-65	10.2%
66-70	4.8%
Over 71	2.4%

## 5. What is your highest level of education? (Multiple responses were permitted on this question)



Most degrees were in nursing, art, and dental with wide variety of other degrees including areas of business, education, and medical/health related.

6. What is your background? (Multiple answers permitted)

Response	Percent
Esthetician	40.0%
Other	32.1%
Cosmetologist	21.8%
Nail Technician	12.1%
Nurse	11.5%
Electrologist	8.5%
Traditional Tattoo Artist	6.7%
Physician	3.0%

Other common backgrounds included: Makeup artist, educator, beauty therapist, dental hygienist and massage therapist. More than one answer was chosen in many cases.

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

Response	Percent
<i>Esthetician</i>	<b>35.5%</b>
<i>No Other Profession</i>	<b>27.7%</b>
Other	23.5%
Cosmetologist	13.9%
Electrologist	7.8%
Nail Technician	7.8%
Nurse	6.6%
Traditional tattoo artist	2.4%
Physician	1.2%

Other professions most mentioned were: educator, makeup artist, eyelash extensions, hairdresser, and IPL/Laser technician. More than one answer was chosen in many cases.

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

Response	Percent
<i>No</i>	<b>72.6%</b>
Trainer	15.9%
Both trainer and supplier	11.0%
Supplier	0.6%

9. What permanent cosmetic procedures do you currently have? (Multiple answers permitted)

Response	Percent
<i>Eyeliners</i>	<b>88.6%</b>
Eyebrows	83.2%
Full lip color	64.7%
Lip liner	45.5%
Other*	7.2%
None	1.2%

\* Other was made up of: eyeshadow, beauty mark, scalp, areola, blush, brow & liner highlight, skin needling, tattoo removal, and microblading.

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

Response	Percent
Yes	47.3%
<i>No</i>	<b>52.7%</b>

## The Basics

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

Response	Percent <sup>@</sup>
Video/distance learning only	2.4%
One day	1.2%
Two days	9.0%
Three days	10.2%
Four days	7.2%
<i>Five days</i>	<b>25.3%</b>
More than 5 days to 2 weeks	22.3%
More than 2 weeks to 1 month	5.4%
More than 1 month non-apprenticeship	7.2%
*Apprenticeship, list length	12.7%

\* Lengths of apprenticeships reported fell in to three different categories: *time*, *number of procedures*, and *other*.

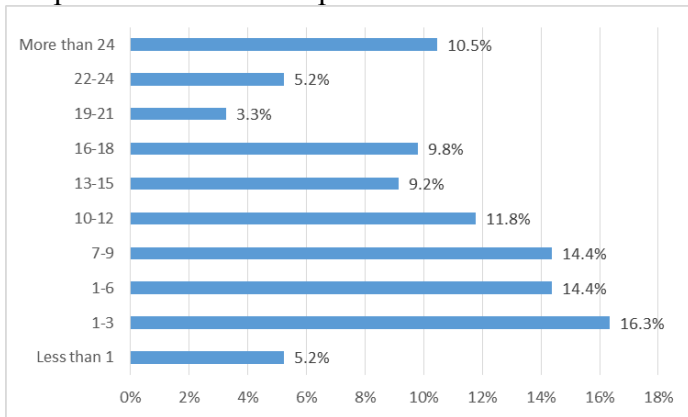
Apprenticeships based on time, ranged from 3 days to 4 years. The most frequently occurring length was between six months and one year.

Apprenticeships based on number of procedures averaged to 100 procedures.

Other consisted of values that could not be quantified, such as cosmetic tattoo program (length was not specified), and self-taught.

<sup>@</sup> The total percentages in this chart is greater than 100% due to with *Video/Distance learning only*, some respondents also reported the length of that training in the one through five day categories which was included in the calculations.

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	9.8%
\$1,000 to \$1,500	6.5%
<b>\$1,501 to \$2,000</b>	<b>13.1%</b>
\$2,001 to \$2,500	10.5%
\$2,501 to \$3,000	11.8%
\$3,001 to \$3,500	6.5%
\$3,501 to \$4,000	10.5%
\$4,001 to \$4,500	7.2%
\$4,501 to \$5,000	11.1%
<b>Over \$5,000*</b>	<b>13.1%</b>

\* Foreign currencies were converted to US dollars. Due to the variability of the US dollar value changing over the data collection period and differing from the reporting period, the final US dollar conversion would potential create outlying data. Outlier data skew some of the statistical concepts, notably the average value, while the median value is not as drastically influenced by outlier data. The median describes the middle value of the data ordered from lowest to highest.

The reported costs ranges between \$5,000 and \$18,500. The average ran \$8,595, but due to the outlier values, the median value provided a more reflective representation of \$7,500.

14. How far have you traveled for fundamental training?

Response	Percent
0-100 miles	22.5%
101-300 miles	16.9%
301-500 miles	11.3%
<b>Over 500 miles within country</b>	<b>33.1%</b>
Over 500 miles outside country	13.8%
In-state training required	2.5%

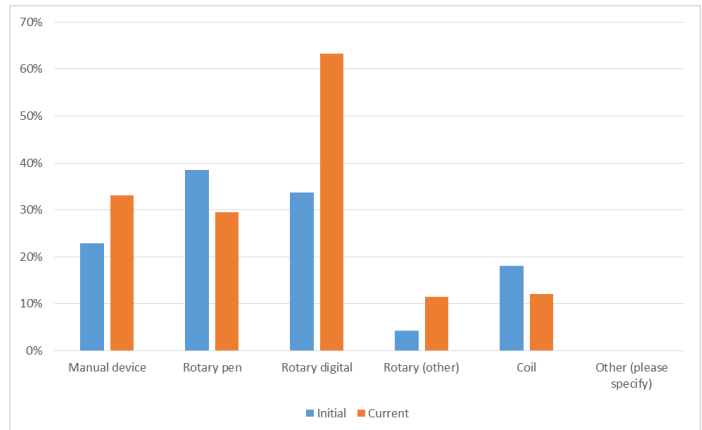
15. Do you participate in continuing education classes or events specific to permanent cosmetics?

Response	Percent
<b>Yes</b>	<b>96.7%</b>
No	3.3%

16. What type of machine or device were you *initially* trained with? (multiple responses permitted)

Initially Trained with	Percent
<b>Rotary pen</b>	<b>38.6%</b>
Rotary digital	33.7%
Manual device	22.9%
Coil	18.1%
Rotary (other)	4.2%
Other*	0.0%

\* All entries submitted within the other category could appropriately be classified within one of the other categories (e.g. Nouvou Contour Digital will fall under rotary digital, SofTap would fall under Manual device, etc.)



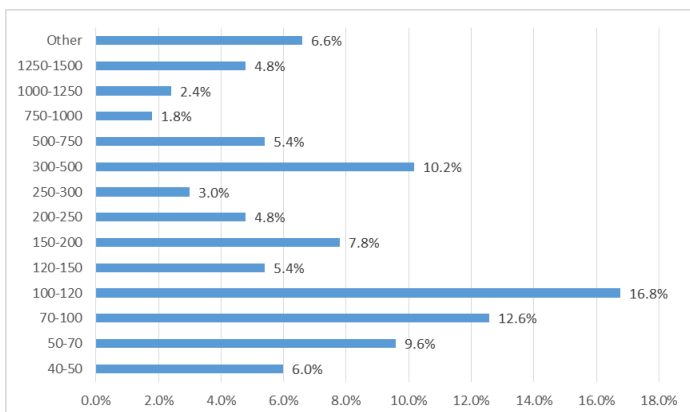
Machine Type: Initial vs Current

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

Currently Using	Percent
<b>Rotary digital</b>	<b>63.3%</b>
Manual device	33.1%
Rotary pen	29.5%
Coil	12.0%
Rotary (other)	11.4%
Other	0.9%

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

*“Other”*: Consisting of 6.6% of responses, most frequent other responses varied but the majority depended on the relevant background knowledge in beauty & tattooing. Apprenticeships also fell into this category. (Refer to graph)



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

Response	Average <sup>@</sup>	Median <sup>#</sup>	Mode <sup>§</sup>	Min/Max <sup>%</sup>
Eyebrows	8.4	5.0	5.0	2/40
Eyeliner	7.9	5.0	5.0	1/40
Lip liner	7.5	5.0	5.0	1/30

20. How many full hands on procedures should be completed in an **advanced** training program?

Response	Average <sup>@</sup>	Median <sup>#</sup>	Mode <sup>§</sup>	Min/Max <sup>%</sup>
Full Lips	6.1	4.0	2.0	1/60
Camouflage	6.1	4.0	5.0	1/60
Areola	5.6	3.5	2.0	1/60
Needling	5.5	3.0	2.0	1/60

<sup>@</sup> The average or mean is calculated by total of all responses, divided by the number of responses.

<sup>#</sup> Median is determined by the list of responses ordered from smallest to largest and the value in the center is the median value (50% of responses will be above and below this value).

<sup>§</sup> Mode is the most frequently occurring response.

<sup>%</sup> Min/Max provides the range of values, representing both the lowest and highest values reported. It should be noted for the large maximum values were reported by those on an apprenticeship, which would permit those large number pf procedures.

*When interpreting the reported results, it is important to look at them within the full context of the descriptors (average, median, mode and the minimum and maximum values.)* With regard to the results of items 19 and 20, due to a few large values which were not typical, these values skewed the average to look larger than what the typical responses were. The median better reflects the typical number of full hands on procedures, as the median is not subject to the influence of a few large (or small values) as the average descriptor is. Mode also provides an idea of what the most frequently reported value is.

## Current Business Practices

21. What is your preferred industry description or name? (multiple responses permitted)

Response	Percent
<b>Permanent Cosmetics</b>	<b>43.5%</b>
Permanent Make Up	31.5%
Cosmetic Tattooing	20.2%
Micropigmentation	16.9%
Dermal Pigmentation	3.2%
Other	2.4%

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

Response	Percent
<b>Permanent Cosmetic Professional/Technician</b>	<b>26.8%</b>
Permanent Makeup Artist	23.6%
Permanent Make Up Professional/Technician	18.7%
Permanent Cosmetic Artist	18.7%
Cosmetic Tattoo Artist	13.0%
Micropigmentation Specialist	11.4%
*Other	8.1%
Tattoo Artist	2.4%

\* “Other” consisted mostly of various forms of Permanent Cosmetic & Permanent Makeup used with practitioner or medical.

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

Response	Percent
<b>Permanent Cosmetic Professional/Technician</b>	<b>22.3%</b>
Micropigmentation Specialist	14.5%
Permanent Makeup Professional/Technician	12.7%
Permanent Cosmetic Artist	12.0%
Permanent Makeup Artist	10.8%
Cosmetic Tattoo Artist	9.6%
*Other	5.4%
Tattoo Artist	1.2%

\* “Other” consisted mostly of the various forms of Permanent Cosmetic Professional/Artist/Practitioner with medical or practitioner.

24. What is your current work environment?

(Check all that apply)

Response	Percent
<b>Permanent cosmetics only facility</b>	<b>29.5%</b>
Full service or multi-faceted salon	17.5%
*Other	13.3%
Doctor's office	15.1%
Day spa	9.6%
Other medical facility	6.6%
Tattoo studio	2.4%
Electrolysis	2.4%
Massage therapy	2.4%
Esthetics only	9.6%
Hair salon only	2.4%
Holistic center	0.0%
Nails only	1.8%

\* Common responses for "Other" consisted of Med Spa, hospital, and medical esthetics.

25. What is your business relationship?

Response	Percent
<b>Self-employed</b>	<b>87.1%</b>
Independent contractor	19.4%
Employed	4.8%

26. What is your business structure?

Response	Percent
<b>Sole Proprietorship</b>	<b>52.1%</b>
Limited Liability Corporation (LLC)	27.3%
Incorporated	17.4%
Other	4.1%
Partnership	1.7%

27. Do you carry liability insurance?

Response	Percent
None	11.4%
\$100,000	6.5%
\$300,000	4.1%
\$500,000	8.9%
<b>\$1,000,000</b>	<b>52.8%</b>
Other*	16.3%

\* Values for "Other" ranged from \$1,400,000 to \$10,000,000 of coverage, with responses between \$2 and \$3 million made up slightly over 60% of the Other responses.

28. Do you have employees?

Response	Percent
<b>No</b>	<b>79.8%</b>
1 employee	3.2%
2 employees	4.0%
3 employees	3.2%
4 employees	4.0%
5 employees	2.4%
Other	3.2%

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

Response	Percent
<b>Eyebrows</b>	<b>100.0%</b>
Eyeliner	97.6%
Full lip color	86.3%
Lip liner	84.7%
Nipple/areola pigmentation	60.5%
Scar camouflage/repigmentation	54.0%
Needling	46.0%
Tattoo lightening/removal	37.9%
Scalp tattooing	29.0%
Eye shadow	13.7%
Small decorative tattooing	4.8%
Cheek blush	4.8%
*Other	3.2%
Veterinary tattooing	2.4%
Tattooing (all inclusive)	0.8%

\* Responses for "Other" included: Beauty marks, color correction and reconstructive work on burn survivors.

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

Response	Average
Eyebrows	12.6
Eyeliner	9.8
Tattoo lightening/removal	6.0
Full lip color	4.1
Lip liner	3.6
Scar camouflage/repigmentation	2.4
Nipple/areola pigmentation	2.2
Veterinary tattooing	2.0
Eye shadow	1.8
Cheek blush	1.7
Small decorative tattooing	1.5
*Other	1.3
Tattooing (all inclusive)	0.5

\* Common "other" responses included color correction and beauty mark.

Note: When calculating these averages, blank responses and zero responses were excluded from the average calculations. The averages reported here are based on the non-zero numerical responses.

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

Response	Average	Mode*
Tattoo lightening	9.3	2
Eyeliner	7.2	1
Cheek blush	4.5	1
Needling	3.9	3
Lip liner	3.6	1
Full Lip Color	3.4	1
Scalp tattooing	2.9	1
Scar camouflage/repigmentation	2.1	1
Eyebrows	10.7	1
Eye shadow	1.8	1
Nipple/areola pigmentation	1.7	1
Veterinary tattooing	1.0	1
Other** (please specify)	None reported	
Small decorative tattooing	None reported	
Tattooing (all inclusive)	None Reported	

\* 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.

32. What is your average maintenance visit charge?

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

*Flat fees made up 88.2% of answers submitted, which ranged from free to \$675. The most commonly reported was \$150 (15.55%), \$100 (12.4%) and \$250 (8.2%)*

*Other fee-determining methods reported were percentages of the original procedure cost, sliding percentages depending on time since the initial procedure, and different prices depending if the procedure is the technicians own work or someone else's work.*

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

Response	Average
Full Lip Color	\$579
Veterinary tattooing	\$500
Nipple/areola pigmentation**^	\$466 \$343/side \$200/hr
Eyebrows	\$445
Lip liner	\$424
Eyeliner	\$422
Scalp tattooing**	\$368 \$238/hr
Cheek blush	\$349
Eye shadow	\$317
Needling**	\$278 \$216/hr \$400 (face) \$100/area
Scar camouflage/repigmentation**	\$242 \$265/hr
Tattoo lightening/removal**	\$213 \$200/hr
Small decorative tattooing	\$128
Other#	\$50
Tattooing (all inclusive)	No responses

\*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.

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

Response	Percent
<b><i>I am responsible for all my supplies</i></b>	<b>76.4%</b>
I am responsible for about half my supplies	6.8%
All my supplies are provided for me	18.6%

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

Response	Percent
<b><i>I pay for all professional fees and licensing</i></b>	<b>84.2%</b>
I pay for some of my professional fees and licensing	0.0%
All of my professional fees and licensing are paid for me	15.8%

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

*Commission percentages ranged from 10% through over 80%.*

*The most commonly reported percentages were: 65-74% (29.0%) Other (25.8%), 55-64% (12.9%), 45-54% (16.1%) and 25-34% (16.7%).*

*Other reported percentages between 10-20% and 75-80%*

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

Response	Percent <sup>@</sup>
<b>One</b>	<b>73.1%</b>
None	16.0%
Two	8.4%
*Other	8.4%
No limit during the first year	1.7%
No limit during the first 6 months	0.8%
Three	0%

\* Other responses were on a case by case basis, and flat rate charges.  
 @ The percentages reported total more than 100% which is due to some responses also reporting in the *other* category.

## More Business Practices

38. Do you have a website?

Response	Percent
<b>Yes</b>	<b>86.2%</b>
No	13.8%

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

Response	Percent
<b>Social media advertising</b>	<b>83.69%</b>
Other media advertising such as print ads	43.1%
SPCP Referral Program	35.3%
Industry related or women's shows	30.2%
Yellow pages/phone books	28.4%
Other*	19.8%
Mailings	18.1%
Chamber of commerce membership	3.4%
Co-ops or barter clubs	2.6%

\* The most common "Other" reported methods were client and word of mouth referrals, web related (email, Google AdWords,

Instagram/Yelp/Facebook, etc.) brochures, professional referrals (i.e. doctors), radio, and professional organization websites.

40. Which of the following social media sites do you participate in? (Multiple answers permitted)

Response	Percent
<b>Facebook</b>	<b>94.9%</b>
LinkedIn	39.0%
Instagram	35.6%
Google+	27.1%
Twitter	25.4%
YouTube	17.8%
Other*	5.9%

\* The majority of *Other* response was Yelp.

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

Client Referrals	Results
Less than 10%	7.6%
10-20%	4.2%
21-30%	9.2%
31-40%	10.1%
41-50%	13.4%
51-60%	10.9%
61-70%	13.4%
<b>71-80%</b>	<b>15.1%</b>
81-90%	13.4%
More than 90%	7.6%

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

Professional Referrals	Results
Less than 10%	23.7%
<b>10-20%</b>	<b>28.0%</b>
21-30%	21.2%
31-40%	11.0%
41-50%	5.9%
51-60%	4.2%
61-70%	0.8%
71-80%	2.5%
81-90%	0.0%
More than 90%	2.5%



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

Response	Percent
<i>Society of Permanent Cosmetic Professionals</i>	79.7%
American Academy of Micropigmentation	16.5%
*Others (list all)	20.3%
BABTAC	3.8%

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

44. Are you certified through any of the following organizations? (Multiple answers permitted)

Response	Percent
Society of Permanent Cosmetic Professionals	49.3%
No, I am not Certified	21.1%
American Academy of Micropigmentation	15.5%
Allied Health Association	1.4%

\* There were many company-based 'certifications' reported that were not included, many are certificates of completions or were completely unrelated to the permanent cosmetics industry. There were two references to state certification.

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

Response	Percent
<i>None</i>	87.2%
One	8.3%
Two	2.8%
Three	0.9%
Other*	0.9%

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

46. How many medically diagnosed allergic reactions to permanent cosmetic professional level *topical anesthetics* have you encountered as a permanent cosmetic professional??

Response	Percent
<i>None</i>	90.0%
One	6.4%
Two	2.7%
Three	0.9%
Other	0.0%

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

Response	Percent*
<i>None</i>	74.3%
One	11.0%
Two	11.0%
Three	3.7%
@Other	2.8%

\* Several of the responders included *other* response in conjunction with another answer.

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