



Industry Profile Study: Vision 2003

We are pleased to provide the results of the *Industry Profile Study: Vision 2003*. With over 700 technicians reporting worldwide, this is the largest and most complete study to date for the permanent cosmetic industry. While this timely and critical data is reported here in a concise format, we are able to provide specific details upon request. This information is invaluable to the permanent cosmetic technician, trainer, and supplier.

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 legislators so that these important details of our industry are supported by facts when addressing issues that affect our profession.

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
USA	89%
Other	11%

89% of the respondents live in the USA. From the remaining 11% who lived in other countries, most respondents were from Canada and the United Kingdom, followed by South Korea, Mexico and Australia. Israel, Japan, and South Africa were then equally represented among the 18 other countries noted.

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

US Region	Technicians
Northeast Region	10.8%
Midwest Region	18.3%
South Region	31.1%
West Region	39.8%

In the northeast region New York (26) had the largest response followed by New Jersey.

The midwest response was fairly evenly distributed. Illinois (20), Michigan (15), Minnesota (22), Missouri (13), and Ohio (21), reported the majority.

In the south, Florida (72) almost doubled the next highest state, Texas (40).

In the west, California (110) was the highest in the country as well as the region. Arizona (36), Washington (28) and Nevada (18) were also largely represented.

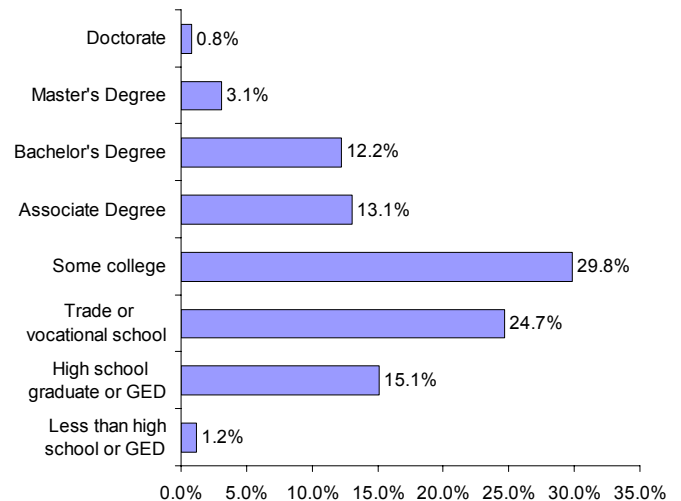
3. What is your gender?

Response	Percent
Male	6.6%
Female	93.6%

4. What is your age range?

Response	Percent
18-25	5.2%
26-30	6.7%
31-35	10.4%
36-40	16.4%
41-45	19.7%
46-50	15.4%
51-55	15.7%
56-60	7.2%
61-65	3.1%
Over 65	0.3%

5. What is your highest level of education?



6. What is your background?

Response	Percent
Cosmetologist	21.8%
Other	21.2%
Esthetician	19.9%
Nail Technician	11.1%
Nurse	9.3%
Electrologist	9.2%
Traditional Tattoo Artist	6.3%
Physician	1.2%

Other common backgrounds included, artist, massage therapist, medical assistant, dental hygienist, makeup artist, physician assistant, sales/marketing personnel.

7. If you indicated you are a physician, list your area of practice.

Most mentioned were: Dermatologist, Family Practice, Ob/Gyn, and Optometry/Ophthalmology.

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

Response	Percent
Other	33.6%
Esthetician	29.6%
Cosmetologist	22.7%
Nail Technician	13.8%
Electrologist	13.3%
Nurse	11.4%
Traditional tattoo artist	9.7%
Physician	0.7%

Other professions most mentioned were: business, dental, flight attendant, homemaker, laser hair removal, makeup artist, massage therapist, office/clerical, piercing, sales, student, and teacher.

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

Response	Percent
No	79.4%
Trainer	11.4%
Both trainer and supplier	7.9%
Supplier	1.4%

10. What permanent cosmetic procedures do you currently have?

Response	Percent
Eyeliner	82.3%
Eyebrows	75.3%
Full lip color	63.6%
Lipliner	55.4%
Other	12.0%
None	10.9%
Blush	7.8%
Eyeshadow	7.5%

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

Response	Percent
Yes	29.5%
No	70.5%

The Basics

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

Response	Percent
Video/distance learning only	3.4%
One day	1.3%
Two days	8.7%
Three days	14.2%
Four days	10.8%
Five days	27.4%
More than 5 days to 2 weeks	15.0%
More than 2 weeks to 1 month	8.4%
More than 1 month non-apprenticeship	7.3%
Apprenticeship, list length	14.0%

Apprenticeships ranged from 40 hrs. to 10 years. Typically, apprenticeships were 6 or 12 months in length.

13. In what year was your initial training completed?

Training was reported from as early as 1973 through the present day. 2002 had the largest majority at 21.5%, followed by 2000 at 10.6%, and 2001 at 10.2%

14. What did your initial training cost without equipment?

Response	Percent
Under \$1,000	11.8%
\$1,000 to \$1,500	9.9%
\$1,501 to \$2,000	16.3%
\$2,001 to \$2,500	20.6%
\$2,501 to \$3,000	12.8%
\$3,001 to \$3,500	9.5%
\$3,501 to \$4,000	7.7%
\$4,001 to \$4,500	4.1%
\$4,501 to \$5,000	4.3%
Over \$5,000	4.9%

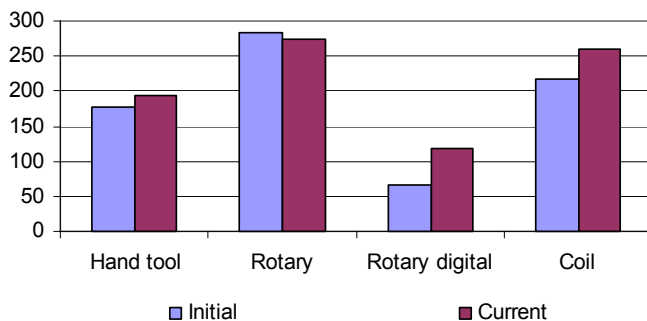
15. Do you participate in continuing education classes or events specific to permanent cosmetics?

Response	Percent
Yes	88.4%
No	11.7%

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

Initially Trained with	Percent
Rotary	46.7%
Coil	35.7%
Hand tool	29.3%
Rotary digital	11.0%

Initial as Compared to Current



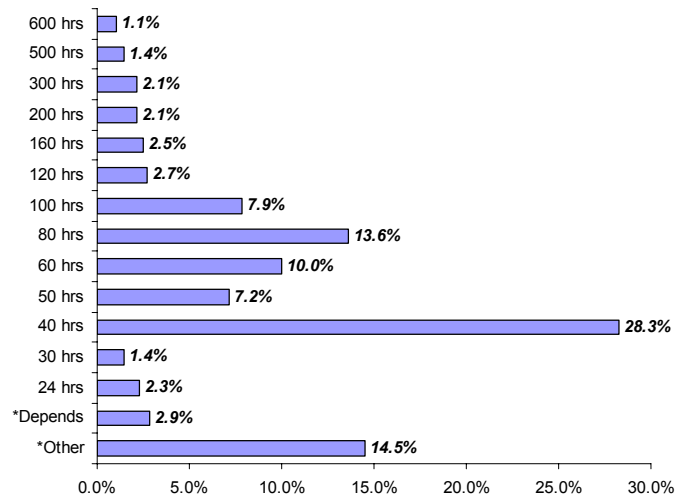
17. What type of machine or device do you *currently* use? (List all)

Currently Using	Percent
Rotary	45.5%
Coil	42.8%
Hand tool	32.1%
Rotary digital	19.3%

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

Preferred training hours ranged from 20 through to 2000 hours. 40 hours was the most frequent cited by 28.3%, followed by 80, 60, and 100 hours respectively. (Refer to graph)

(Continued)



*“Depends”: Several felt the amount of training should be dynamic and dependant on the technician.

*“Other”: While consisting of 14.5%, this is spread over 40 different responses totaling less than a percent each. Values ranged from 2 hours up to 2 years. Apprenticeship also fell into this category, but no length of time was specified for this response.

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

Response	Average
Eyebrows	8.04
Eyeliners	8.10
Lipliner	8.00
Full lip color	7.94

Current Business Practices

20. What is your preferred industry description or name?

Response	Percent
Permanent Cosmetics	38.8%
Permanent Make Up	28.7%
Micropigmentation	15.2%
Cosmetic Tattooing	9.3%
Dermal Pigmentation	4.3%
Other	3.7%

21. What is the self-describing title you *currently* use?

Response	Percent
Permanent Cosmetic Technician	29.4%
Permanent Make Up Artist	21.6%
Permanent Make Up Technician	17.3%
Micropigmentation Specialist	12.4%
*Other	10.5%
Cosmetic Tattoo Artist	5.2%
Tattoo Artist	3.3%
Dermalogist	0.3%

22. What is the self-describing title you would *prefer* to use?

Response	Percent
Permanent Cosmetic Technician	26.1%
Permanent Make Up Artist	20.6%
Micropigmentation Specialist	19.9%
Permanent Make Up Technician	13.0%
*Other	10.4%
Cosmetic Tattoo Artist	5.4%
Tattoo Artist	2.8%
Dermalogist	1.7%

23. What is your current work environment?
(Check all that apply)

Response	Percent
Full service or multi-faceted salon	31.2%
Doctor's office	26.2%
Permanent cosmetics only facility	19.4%
Day spa	15.2%
*Other	15.0%
Electrolysis	8.7%
Hair salon only	7.1%
Esthetics only	7.1%
Other medical facility	6.1%
Tattoo studio	5.9%
Massage therapy	4.5%
Nails only	2.5%
Holistic center	1.6%

24. What is your business relationship?

Response	Percent
Self-employed	69.6%
Independent contractor	22.1%
Employed	8.3%

25. What is your business structure?

Response	Percent
Sole Proprietorship	53.8%
Incorporated	25.4%
Limited Liability Corporation (LLC)	11.7%
*Other	4.7%
Partnership	4.5%

26. Do you carry liability insurance?

Response	Percent
None	12.4%
\$100,000	15.5%
\$300,000	9.9%
\$500,000	9.9%
\$1,000,000	47.1%
Other	5.2%

27. Do you have employees?

Response	Percent
No	80.6%
1 employee	6.6%
2 employees	3.0%
3 employees	2.5%
4 employees	1.8%
5 employees	5.4%

28. What procedures do you offer?

Response	Percent
Eyebrows	98.0%
Eyeliner	96.8%
Lipliner	91.5%
Full lip color	91.4%
Scar camouflage/repigmentation	50.4%
Nipple/areola pigmentation	49.6%
Tattoo removal	16.0%
Eyeshadow	11.7%
Small decorative tattooing	11.5%
Cheek blush	9.4%
*Other	7.7%
Tattooing (all inclusive)	6.8%
Veterinary tattooing	2.7%

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

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

Response	Average
Tattooing (all inclusive)	17.31
Eyeliner	8.60
Eyebrows	7.89
Eyeshadow	7.52
Full lip color	6.11
Nipple/areola pigmentation	6.02
Lipliner	5.60
Scar camouflage/repigmentation	4.92
Tattoo removal	4.24
Small decorative tattooing	3.49
Other	1.48
Cheek blush	1.33
Veterinary tattooing	0.39

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

Response	Average
Full lip color	\$ 557.00
Nipple/areola pigmentation	\$ 397.00
Eyeliner	\$ 390.00
Eyebrows	\$ 382.00
Lipliner	\$ 378.00
Cheek blush	\$ 314.00
Eyeshadow	\$ 272.00
Scar camouflage/repigmentation	\$ 242.00
Tattoo removal	\$ 168.00
Other	\$ 145.00
Small decorative tattooing	\$ 77.00
Tattooing (all inclusive)	\$ 70.00
Veterinary tattooing	\$ 38.00

*The fees reported are based on averages. 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.

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

Response	Percent
I am responsible for all my supplies	81.7%
All my supplies are provided for me	15.8%
I am responsible for about half my supplies	4.3%

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

Response	Percent
I pay for all professional fees and licensing	83.1%
All of my professional fees and licensing are paid for me	14.6%
I pay for some of my professional fees and licensing	4.3%

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

Commission percentages ranged from 0% through to 100%.

The most commonly reported percentages were: 50 (20.2%), 60 (12.8%), 70 (17.0%) and 80 (10.6%)

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

Response	Percent
One	54.5%
Two	22.3%
No limit during the first 6 months	8.9%
Other	8.4%
None	5.9%
No limit during the first year	5.4%
Three	5.0%

35. What is your average maintenance visit charge?

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

Most were on a flat fee (ranging from free to \$650.) The most commonly reported was \$150 (23.7%), \$100 (18.2%) and \$75 (14.2%)

Other fee-determining methods reported were percentages of the initial procedure (50% was reported exclusively), sliding percentages depending on time since the initial procedure, and sliding hourly rate depending on the time since the initial procedure.

More business practices

36. Do you have an email address?

Response	Percent
Yes	90.8%
No	9.2%

37. Do you have a website?

Response	Percent
Yes	40.7%
No	59.3%

38. How else do you market your permanent cosmetics business?

Response	Percent
Yellow pages/phone books	58.1%
Media advertising	44.7%
Other (please specify)	41.3%
Mailings	37.1%
Industry related or women's shows	26.9%
Chamber of commerce membership	16.0%
Co-ops or barter clubs	5.0%

The most common "Other" reported methods were client and word of mouth referrals, brochures, professional referrals (i.e. doctors), billboards, and professional organization websites.

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

Client Referrals	Results
0-24%	10.1%
25-49%	13.3%
50-74%	30.8%
75-100%	45.8%

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

Professional Referrals	Results
0-24%	65.6%
25-49%	19.8%
50-74%	10.2%
75-100%	4.4%

41. Please indicate your professional industry or related affiliations/memberships:

Response	Percent
Society of Permanent Cosmetic Professionals	86.7%
American Academy of Micropigmentation	25.9%
Others (list all)	22.9%
National Cosmetic Tattoo Association	9.1%
National Tattoo Association	2.1%

Most often reported "other" associations were: Allied Health Association, Alliance of Professional Tattooists, American Electrology Association, Conventional & Cosmetic Tattoo Association, European Academy of Micropigmentation, National Cosmetology Association, Society of Plastic Surgical Skin Care Specialists.