



Industry Profile Study: Vision 2009

We are pleased to provide the results of the SPCP *Industry Profile Study: Vision 2009*. The SPCP first began collecting this data in 2003. Vision 2009 represents the third 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 legislators. 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 legislators and governing agencies.

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

Society of Permanent Cosmetic Professionals
69 North Broadway, Des Plaines, IL 60016
847-635-1330, FAX 847-635-1326, admin@spcp.org

Personal Data

1. In what country do you live?

Response	Percent
<i>USA</i>	88.9%
Other	11.1%

88.9% of the respondents live in the USA. From the remaining 11.1% who lived in other countries, the most respondents were from the Canada and the United Kingdom (both 24.1%), followed by Mexico (13.8%), and Australia (10.3%). Argentina, Colombia, France, New Zealand, Saudi Arabia, Tunisia, 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	14.3%
Midwest Region	20.0%
South Region	29.0%
West Region	36.7%

Of the northeast region responses, New York topped out with 34.3%, followed by New Jersey at 22.9% and Pennsylvania at 17.1%.

For the Midwest counts, Ohio topped out with 26.5%, followed by Missouri (14.3%), and a tie between Iowa (12.2%) and Minnesota (12.2%).

For the south region, Florida topped out with the most responses totaling 22.5% for this region followed by Texas (16.9%) and Georgia (14.1%).

In the west, California pulled in 38.9% of responses from the region, followed by Washington (20.0%), Arizona (13.3%) and Oregon (8.9%).

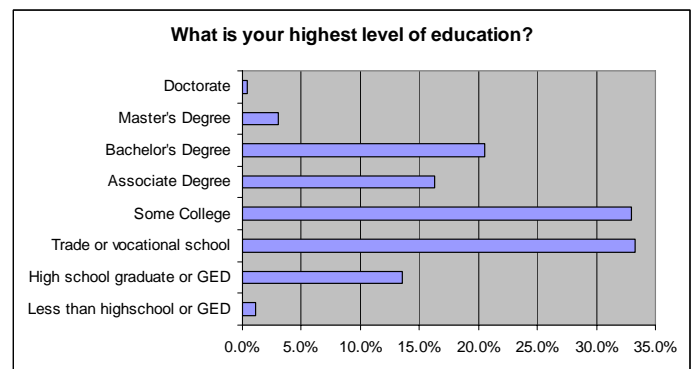
3. What is your gender?

Response	Percent
Male	1.1%
Female	98.9%

4. What is your age range?

Response	Percent
18-25	3.8%
26-30	4.6%
31-35	3.4%
36-40	11.1%
41-45	14.5%
46-50	19.8%
51-55	18.3%
56-60	13.0%
61-65	9.2%
Over 65	2.3%

5. What is your highest level of education?



Most degrees were in nursing and dental, with wide variety of other degrees including areas of medicine, arts, general science, teaching and business.

6. What is your background?

Response	Percent
Esthetician	31.5%
Cosmetologist	27.7%
Other	25.1%
Nurse	10.8%
Nail Technician	13.5%
Electrologist	7.3%
Traditional tattoo artist	4.9%
Physician	1.8%

Other common backgrounds included artist, ophthalmic, dental related, massage therapist, medical assistant, makeup artist, artist, sales/marketing personnel. 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>Other</i>	29.2%
Esthetician	27.3%
Cosmetologist	20.2%
Electrologist	8.3%
Nail Technician	8.3%
Traditional tattoo artist	8.3%
Nurse	6.3%
Physician	1.8%

Other professions most mentioned were: Massage therapy, artist, dental hygienist, ophthalmic, teacher, medical assistant, business owner, and homemaker.

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

Response	Percent
<i>No</i>	82.2%
Both trainer and supplier	12.0%
Trainer	5.0%
Supplier	0.8%

9. What permanent cosmetic procedures do you currently have?

Response	Percent
<i>Eyeliner</i>	89.7%
Eyebrows	77.9%
Full lip color	57%
Lip liner	46.5%
Other*	10.6%
Eye shadow	6.1%
None	4.6%
Blush	4.2%

* Other for the majority consisted of Scar camouflage and areola.

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

Response	Percent
Yes	33.3%
<i>No</i>	66.7%

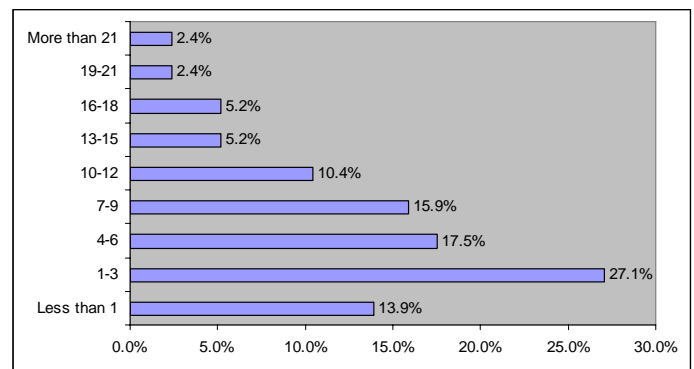
The Basics

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

Response	Percent
Video/distance learning only	1.2%
One day	0%
Two days	6.7%
Three days	5.1%
Four days	6.3%
<i>Five days</i>	33.3%
More than 5 days to 2 weeks	26.3%
More than 2 weeks to 1 month	5.9%
More than 1 month non-apprenticeship	9.0%
Apprenticeship, list length	15.3%

Apprenticeships ranged from 50 hours to three years. Typically, apprenticeships were six months to a year in length.

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



13. What did your initial training cost without equipment?

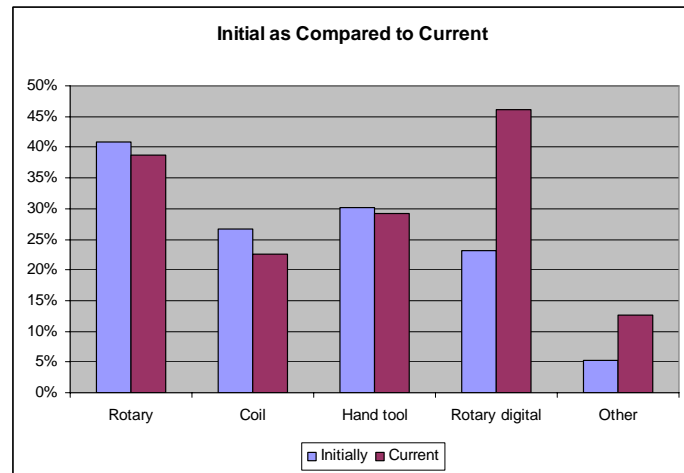
Response	Percent
Under \$1,000	8.2%
\$1,000 to \$1,500	7.5%
\$1,501 to \$2,000	10.2%
<i>\$2,001 to \$2,500</i>	15.3%
\$2,501 to \$3,000	12.7%
\$3,001 to \$3,500	13.5%
\$3,501 to \$4,000	9.0%
\$4,001 to \$4,500	8.2%
\$4,501 to \$5,000	7.9%
Over \$5,000	7.5%

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

Response	Percent
Yes	90.1%
No	9.9%

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

Initially Trained with	Percent
Rotary	40.9%
Coil	26.6%
Hand tool	30.2%
Rotary digital	23.2%
Other	5.2%

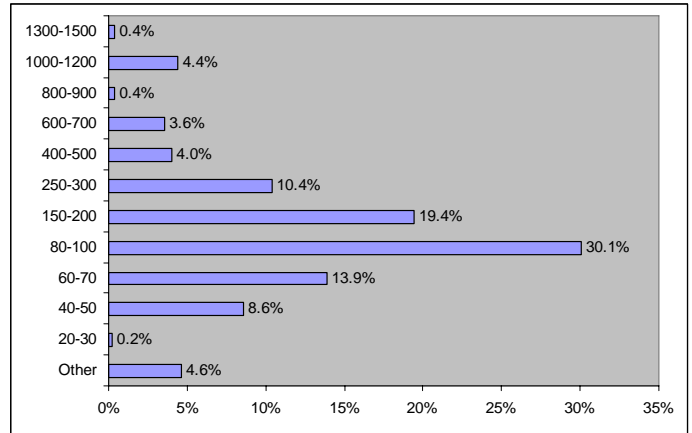


16. What type of machine or device do you *currently* use? (List all)

Currently Using	Percent
Rotary	38.8%
Coil	22.5%
Hand tool	29.2%
Rotary digital	46.2%
Other	12.6%

17. 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 4.6% of responses, most frequent *other* responses varied depending on the skills/ability of the student. Apprenticeships also fell into this category.

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

Response	Average
Eyebrows	7.94
Eyeliner	8.12
Lip liner	7.34
Full lip color	7.65

Current Business Practices

19. What is your preferred industry description or name?

Response	Percent
Permanent Cosmetics	50%
Permanent Make Up	36.8%
Cosmetic Tattooing	15.0%
Micropigmentation	13.2%
Dermal Pigmentation	2.6%
Other	2.6%

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

Response	Percent
<i>Permanent Cosmetic Technician</i>	31.2%
Permanent Make Up Artist	28.6%
Permanent Make Up Technician	21.2%
*Other	15.2%
Cosmetic Tattoo Artist	10.4%
Micropigmentation Specialist	9.1%
Tattoo Artist	3.0%
Dermalogist	0.0%

* "Other" consisted mostly of Permanent Cosmetic Professional

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

Response	Percent
<i>Permanent Cosmetic Technician</i>	29.3%
Permanent Make Up Artist	28.4%
Permanent Make Up Technician	13.5%
Cosmetic Tattoo Artist	13.5%
Micropigmentation Specialist	12.7%
*Other	15.7%
Tattoo Artist	3.1%
Dermalogist	0.9%

* "Other" consisted mostly of Permanent Cosmetic Professional

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

Response	Percent
<i>Full service or multi-faceted salon</i>	27.9%
Permanent cosmetics only facility	27.0%
Doctor's office	20.6%
Day spa	18.0%
*Other	18.5%
Electrolysis	5.2%
Esthetics only	6.4%
Hair salon only	5.6%
Tattoo studio	4.3%
Other medical facility	7.3%
Massage therapy	3.9%
Holistic center	0.9%
Nails only	1.3%

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

23. What is your business relationship?

Response	Percent
<i>Self-employed</i>	73.7%
Independent contractor	26.7%
Employed	4.7%

24. What is your business structure?

Response	Percent
<i>Sole Proprietorship</i>	47.8%
Incorporated	22.6%
Limited Liability Corporation (LLC)	22.6%
Other	5.7%
Partnership	1.7%

25. Do you carry liability insurance?

Response	Percent
None	7.5%
\$100,000	12.4%
\$300,000	10.2%
\$500,000	9.3%
<i>\$1,000,000</i>	54.9%
Other	7.1%

26. Do you have employees?

Response	Percent
<i>No</i>	81.0%
1 employee	4.7%
2 employees	6.0%
3 employees	3.0%
4 employees	0.9%
5 employees	0.9%
Other	3.5%

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

Response	Percent
<i>Eyebrows</i>	99.1%
Eyeliner	98.7%
Full lip color	90.1%
Lip liner	89.2%
Nipple/areola pigmentation	56.9%
Scar camouflage/repigmentation	48.3%
Tattoo lightening	24.6%
Small decorative tattooing	13.4%
Eye shadow	9.1%
*Other	9.1%
Tattooing (all inclusive)	5.6%
Veterinary tattooing	4.7%
Cheek blush	3.9%

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

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

Response	Average
Tattooing (all inclusive)	6.3
Eyeliner	4.6
Eyebrows	4.4
*Other	3.8
Small decorative tattooing	3.1
Lip liner	2.7
Full lip color	2.5
Nipple/areola pigmentation	2.4
Scar camouflage/repigmentation	2.1
Tattoo lightening	2.1
Eye shadow	1.6
Cheek blush	1.5
Veterinary tattooing	0.4

* Common "other" responses included needling and color correction.

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

Response	Average/Mode*
Eyebrows	5.2 / 2.0
Eyeliner	5.1 / 1
Lip liner	2.2 / 2
Full Lip Color	2.3 / 1
Scar camouflage/repigmentation	1.3 / 1
Nipple/areola pigmentation	1.7 / 1
Cheek blush	0.1 / 0
Eye shadow	0.1 / 0
Tattoo lightening	1.1 / 0
Small decorative tattooing	0.5 / 0
Tattooing (all inclusive)	0.3 / 0
Veterinary tattooing	0 / 0
Other ** (please specify)	0.4 / 0

* Mode is the most frequently occurring response. Eyebrows and Eyeliner had a 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.

30. What is your average maintenance visit charge?

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

Flat fees made up 55% of answers submitted, which ranged from free to \$425. The most commonly reported was \$150 (23%), \$200 (13.5%) and \$100 (10.1%)

Other fee-determining methods reported were percentages of the initial procedure (33% through 66%), sliding percentages depending on time since the initial procedure, and sliding hourly rate depending on the time since the initial procedure.

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

Response	Average
Full Lip Color	\$ 564
**Eye shadow	\$ 445 \$ 100/hr
***^Nipple/areola pigmentation	\$ 443 \$ 183/hr \$ 428 uni \$1003 bi
Eyeliner	\$ 419
Eyebrows	\$ 407
Lip liner	\$ 394
**Tattooing (all inclusive)	\$ 268 \$ 133/hr
**Cheek blush	\$ 257 \$ 100/hr
**Scar camouflage/repigmentation	\$ 249 \$ 207/hr \$ 50/ sq cm
#Other	\$ 165 \$ 220/session
**Tattoo lightening	\$ 160 \$ 164/hr \$ 189/session
**Small decorative tattooing	\$ 112 \$ 200/hr
**Veterinary tattooing	\$ 83 \$ 275/hr \$ 75/session

*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.

** 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 and needling.

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

Response	Percent
<i>I am responsible for all my supplies</i>	81.1%
I am responsible for about half my supplies	1.8%
All my supplies are provided for me	17.1%

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

Response	Percent
<i>I pay for all professional fees and licensing</i>	85.7%
I pay for some of my professional fees and licensing	2.9%
All of my professional fees and licensing are paid for me	4.8%

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

Commission percentages ranged from 25% through over 75% with the average being 64%

The most commonly reported percentages were: 50 (25.2%), 70 (24.1%), 60 (12.6%) and 80 (12.1%)

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

Response	Percent
<i>One</i>	60.9%
Two	17.0%
None	10.9%
*Other	10.0%
No limit during the first 6 months	5.2%
No limit during the first year	4.3%
Three	1.7%

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

More business practices

36. Do you have an email address?

Response	Percent
<i>Yes</i>	97.4%
No	2.6%

37. Do you have a website?

Response	Percent
<i>Yes</i>	67.2%
No	32.8%

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

Response	Percent
<i>Yellow pages/phone books</i>	53.6%
Media advertising	41.4%
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, 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
0-24%	9.7%
25-49%	17.5%
50-74%	32.0%
75-100%	40.8%

* Several non-quantifiable responses were given such as, many, lots, and some. These responses were not included in the above counts.

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

Professional Referrals	Results
0-24%	59.0%
25-49%	20.8%
50-74%	15.8%
75-100%	4.4%

* Several non-quantifiable responses were given such as, many, lots, and some. These responses were not included in the above counts.

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

Response	Percent
<i>Society of Permanent Cosmetic Professionals</i>	93.6%
American Academy of Micropigmentation	22.8%
*Others (list all)	10.4%
National Cosmetic Tattoo Association	5.4%
National Tattoo Association	3.5%
Alliance of Professional Tattooists	3.0%

* For the purpose of concise reporting, details of "other" will only be reported if a significant number of like responses were submitted. CCTA was listed at 5% but the organization does not appear to be active any longer.

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

Response	Percent
<i>No, I am not Certified</i>	40.1%
Society of Permanent Cosmetic Professionals	42.8%
American Academy of Micropigmentation	18.9%
*Other	11.8%
Allied Health Association	3.3%
Alliance of Professional Tattooists	0.9%

* 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
<i>None</i>	86.2%
One	8.0%
Two	3.1%
Three	0.9%
Other	1.8%

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

Response	Percent
<i>None</i>	88.6%
One	6.7%
Two	1.3%
Three	1.3%
Other	2.1%

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

Response	Percent
<i>None</i>	72.6%
One	10.8%
Two	6.3%
Three	3.6%
*Other	6.7%

* For "Others" the responses averaged to six reactions.