



Industry Profile Study: Vision 2018

We are pleased to provide the results of the SPCP *Industry Profile Study: Vision 2018*. The SPCP first began collecting this data in 2003. Vision 2018 represents the sixth 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?¹

Response	Percent
<i>USA</i>	79.6%
Canada	9.3%
New Zealand	3.7%
United Kingdom	3.7%
Other	3.6%

79.6% of the respondents live in the USA. Canada (9.3%), New Zealand (3.7%) and the United Kingdom (3.7%) made up the remaining majority of respondents. *Other* (3.6%) consisted of respondents from Australia, Kazakhstan, South Africa and Sweden.

2. In what state/province do you perform permanent cosmetics?

This question was slightly modified from previous years to include state/province/region for international respondents.

For the United States responses, the regions reported (as defined by the US Census Bureau) where technicians operate are:

US Region	Percent of Technicians
Midwest Region	12.9%
Northeast	12.9%
South	34.1%
<i>West Region</i>	37.6%

For the Midwest counts, Illinois and Missouri tied and topped out with 27.3%, followed by Ohio and Michigan both at 18.2%. South Dakota (9.1%) was also represented.

Of the northeast region responses, New York topped out with 54.5% of respondents, followed by Pennsylvania (27.3%) and New Jersey (18.2%).

For the pacific region, all respondents reported being from Alaska

For the south region, Florida topped out with 17.2% of responses, followed by Oklahoma and Texas tied with 13.8% each. North Carolina, Oklahoma, Texas, and Virginia also tied with 10.3% of responses. Delaware, Louisiana, Kentucky and Maryland each represented 6.9% of responses. Also represented were Georgia and Mississippi 3.4% of responses for the region.

¹ 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 www.spcp.org

In the west, California pulled in 56.3% of responses from the region, followed by Washington state (12.5%). Arizona, Colorado, Nevada and Oregon each represented 6.3% and the remaining, Idaho and Utah, both 3.1%.

There were seven non-US countries represented.

Australia: All respondents from Australia originated from the state of New South Wales.

Canada: British Columbia topped out with 50% of responses, followed by Ontario at 20%. Manitoba, Nova Scotia, and Saskatchewan each represented 10% of responses.

Kazakhstan: All responses originated from Almaty region of Kazakhstan.

New Zealand: The provinces of Bay of Plenty, Otago, and Waikato topped out responses each representing 22.2%. Auckland, Canterbury and Wellington each represented 11.1% of responses.

South Africa: All responses originated from the Providence of Gauteng

United Kingdom: The top regions reported were London, North West (Manchester), and Yorkshire each representing 25.0% of responses. Both the West Midlands (Staffordshire) and South East (Portsmouth) regions were represented, each 12.5%

3. Are you:

Response	Percent*
Male	1.8%
<i>Female</i>	99.1%

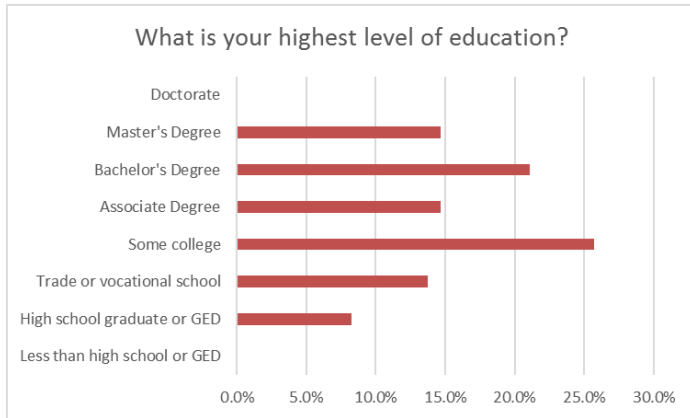
* The greater than 100% in the total was due to non-binary responses.

4. What is your age range?

Response	Percent
18-25	1.8%
26-30	4.6%
31-35	6.4%
36-40	7.3%
41-45	10.1%
46-50	21.1%
51-55	16.5%
56-60	15.6%
61-65	11.9%
66-70	4.6%
71+	0%

significantly larger than one-hundred percent, this will be due to multiple answers being permitted/reported. Items where this occurred have been noted.

5. What is your highest level of education?



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

6. In what language do you speak most fluently?

Response	Percent
English	89.8%
Armenian	1.9%
Spanish	1.9%
Russian	0.9%
Afrikaans	0.9%
Arabic	0.9%
Spanish	0.9%
Vietnamese	0.9%
Polish	0.9%
Portuguese	0.9%

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

Response	Percent
Other	47.7%
Esthetician	29.4%
Cosmetologist	23.9%
Nail Technician	12.8%
Nurse	8.3%
Traditional Tattoo Artist	5.5%
Electrologist	2.8%
Physician	0.0%

Other common backgrounds included: Artist, dental hygienist/assistant, makeup artist, business/marketing, educator, massage therapist and various different medical related technician. More than one answer was chosen in many cases.

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

Response	Percent
No Other Profession	34.9%
Esthetician	25.7%
Other	22.9%
Cosmetologist	11.9%
Nurse	5.5%
Nail Technician	3.7%
Traditional tattoo artist	2.8%
Electrologist	1.8%
Physician	0.0%

Other professions most mentioned included: educator, makeup artist, eyelash extensions, office manager, artist, hairdresser, skin care, and, massage therapist. More than one answer was chosen in many cases.

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

Response	Percent
No	60.6%
Trainer	26.6%
Both trainer and supplier	12.8%
Supplier	0%

10. What permanent cosmetic procedures do you personally have? All forms of eyebrow tattooing is included in eyebrows. (Multiple answers permitted)

Response	Percent
Eyebrows	85.3%
Eyeliner	80.7%
Full lip color	60.6%
Lip liner	20.2%
Camouflage/Para-medical	11.0%
Other*	10.1%
None	6.4%

* Other was predominately made up of: Areola, cheek blush, eyeshadow, removal, and scalp pigmentation.

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

Response	Percent
Yes	40.4%
No	59.6%

The Basics

12. How did you acquire, or how long was your initial live, in-person training in permanent cosmetics? This includes microblading and any other form of single procedure training.

Response	Percent**
One day	0.9%
Two days	6.4%
Three days	6.4%
Four days	11.0%
Five days	18.3%
Six days	8.3%
Seven days	8.3%
More than 7 days to 2 weeks	10.1%
More than 2 weeks to 1 month	4.6%
More than 1 month non-apprenticeship	11.0%
Video/distance learning only	2.8%
*Apprenticeship, list length	23.9%

* Lengths of apprenticeships reported fell in to three different categories: *time, number of procedures, and other (none reported)*.

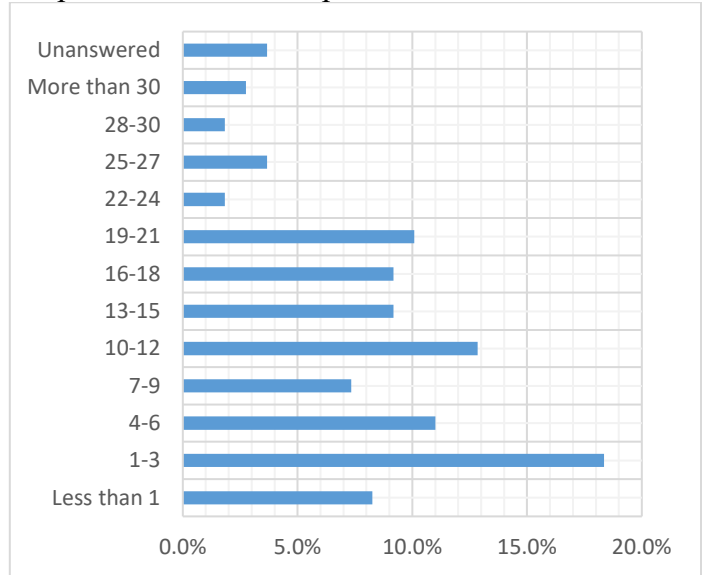
Apprenticeships based on time, ranged from 1 month to 3 years. The most frequently occurring length in terms of month/year was between one and three year(s). In terms of specified hours, respondents reported only 300 or 400 hours.

Apprenticeships based on a specific number of procedures was not reported, but a combination of 50 procedures over a 30 day period was reported.

Other consisted of values that could not be quantified, such as cosmetic tattoo program (length was not specified), and self-taught. None were reported that would fall in this category.

** The total percentages in this chart is greater than 100% due to multiple answers being permitted. Some respondents also reported the length of that training in the one day through 1 month categories, but also included an apprenticeship, which was included in the calculations.

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



14. What did your initial training cost without equipment? (In USD)?

Response*	Percent
Under \$1,000	8.3%
\$1,000 to \$1,500	2.8%
\$1,501 to \$2,000	4.6%
\$2,001 to \$2,500	10.1%
\$2,501 to \$3,000	7.3%
\$3,001 to \$3,500	10.1%
\$3,501 to \$4,000	6.4%
\$4,001 to \$4,500	7.3%
\$4,501 to \$5,000	10.1%
\$5,001 to \$5,500	7.3%
\$5,501 to \$6,000	3.7%
\$6,001 to \$7,000	5.5%
\$7,001 to \$10,000	6.4%
\$10,000 to \$15,000	5.5%
Over \$15,000	0.9%
Over \$10,000 please enter amount	0.0%

*No values were entered "Over \$10,000 please enter amount"

15. How far have you traveled for fundamental training?

Response	Percent
0-100 miles	33.0%
101-300 miles	19.3%
301-500 miles	8.3%
Over 500 miles within country	24.8%
Training taken outside of country of residence	11.0%
In-state training only is required	5.5%

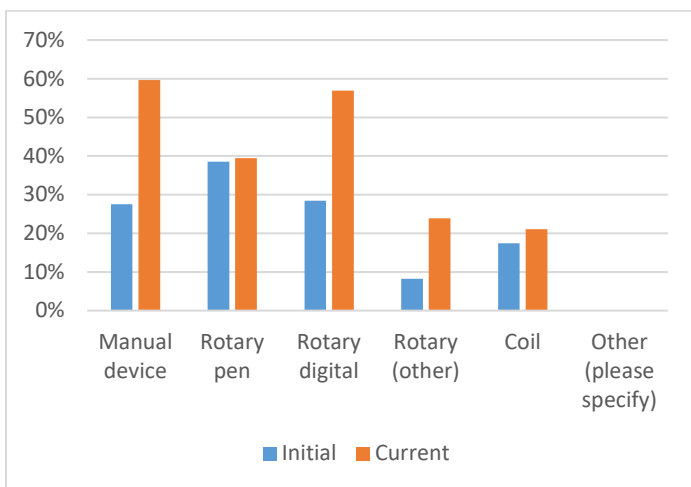
16. Do you participate in continuing education classes or events specific to permanent cosmetics?

Response	Percent
Yes	96.2%
No	3.8%

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

Initially Trained with	Percent
Rotary pen	38.5%
Rotary digital	28.4%
Manual device	27.5%
Coil	17.4%
Rotary (other)	8.3%
Other*	0.0%

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



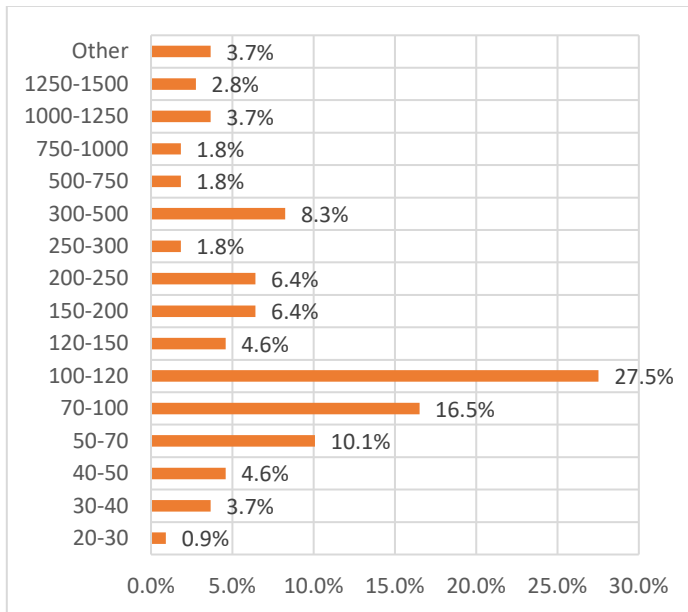
Machine Type: Initial vs Current

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

Currently Using	Percent
Manual device	59.6%
Rotary digital	56.9%
Rotary pen	39.4%
Coil	21.1%
Rotary (other)	23.9%
Other	0.0%

19. In your opinion, how many hours are appropriate for a live classroom fundamental permanent cosmetics training program? This includes single technique programs.

“Other”: Consisting of 3.7% of responses, most frequent other responses varied but the majority depended on the relevant background knowledge in beauty & permanent cosmetics industry. Apprenticeships also fell into this category. (Refer to graph)



20. How many full hands on procedures should be completed in a **FUNDAMENTAL** training program? Listing single numbers only, not ranges.!

Response	Average [@]	Median [#]	Mode ^{\$}	Min/Max [%]
Eyebrows	23.5	5.0	5.0	1/1500
Eyeliner	18.8	5.0	5.0	1/1000
Lip liner	13.7	5.0	5.0	0/500

21. How many full hands on procedures should be completed in a FUNDAMENTAL training program of only ONE technique? List single numbers only, not ranges.¹

Response	Average [@]	Median [#]	Mode [§]	Min/Max [%]
Technique	9.9	5.0	5.0	1/100

22. How many full hands on procedures should be completed in an ADVANCED training program? List single numbers only, not ranges.¹

Response	Average [@]	Median [#]	Mode [§]	Min/Max [%]
Full Lips	3.9	3.0	2.0	1/25
Camouflage	4.5	3.0	2.0	1/30
Areola	4.3	3.0	2.0	1/30
Needling	4.9	3.0	2.0	1/100

¹ Despite the request for single numbers, numerous ranges were submitted. For reporting purposes, the middle value of the range was used for calculating the statistics (e.g. a range of 10-20, a value of 15 would be used for calculation of the statistical descriptors [average, median, mode, & min/max]).

[@] The average or mean is calculated by total of all responses, divided by the number of responses.

[#] 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).

[§] Mode is the most frequently occurring response.

[%] 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 of 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. In this survey, two response were removed due to being extreme outliers.

Current Business Practices

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

Response	Percent
Permanent Cosmetics	32.1%
Permanent Makeup	25.7%
Cosmetic Tattooing	31.2%
Micropigmentation	17.4%
Dermal Pigmentation	4.6%
Microblading	3.7
Other	0.9%

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

Response	Percent
Permanent Makeup Artist	24.8%
Permanent Cosmetic Professional/Technician	22.9%
Cosmetic Tattoo Artist	22.0%
Permanent Make Up Professional/Technician	11.9%
Permanent Cosmetic Artist	11.0%
*Other	9.2%
Micropigmentation Specialist	7.3%
Microblader	1.8%
Tattoo Artist	0.9%

* "Other" consisted mostly of various forms of Permanent Cosmetic, Micropigmentation & Permanent Makeup used with professional, practitioner or medical.

25. What is the self-describing title you would PREFER to use? (Multiple answers permitted)

Response	Percent
Permanent Cosmetic Professional/Technician	23.9%
Permanent Makeup Artist	18.3%
Cosmetic Tattoo Artist	18.3%
Micropigmentation Specialist	18.3%
Permanent Cosmetic Artist	10.1%
Other (please specify)	7.3%
Permanent Makeup Professional/Technician	3.7%
Tattoo Artist	1.8%
Microblader	0.0%

* "Other" consisted mostly of the various forms of Permanent Cosmetic Professional/Artist/Practitioner with (para)medical or practitioner.

26. What is your current work environment?

(Check all that apply)

Response	Percent
Permanent cosmetics only facility	32.1%
Full service or multi-faceted salon	16.5%
Doctor's office	14.7%
*Other	12.8%
Other medical facility	9.2%
Day spa	7.3%
Esthetics only	6.4%
Hair salon only	3.7%
Holistic center	2.8%
Tattoo studio	2.8%
Electrolysis	1.8%
Massage therapy	1.8%
Nails only	0.0%

* Common responses for "Other" consisted of Med Spa, lash extension, and dental office.

27. What is your business relationship?

Response	Percent
Self-employed	69.7%
Independent contractor	13.8%
Employed	0.9%

28. What is your business structure?

Response	Percent
Limited Liability Corporation (LLC)	38.5%
Sole Proprietorship	26.6%
Incorporated	11.9%
Other	3.7%
Partnership	0.9%

29. Do you carry liability insurance? (equivalent US dollars)

Response	Percent
No	2.8%
\$100,000	4.6%
\$300,000	3.7%
\$500,000	6.4%
\$1,000,000	33.9%
\$2,000,000	18.3%
\$3,000,000	11.0%
Yes, please indicate other* amount	2.8%

* Values for "Other" ranged from \$3,000,000 and higher, but also included insurance for non-permanent cosmetic procedures; one response stated they had liability insurance but was unsure of the amount.

30. Do you have employees?

Response	Percent
No	56.9%
1 employee	6.4%
2 employees	3.7%
3 employees	4.6%
4 employees	1.8%
5 employees	2.8%
Other*	6.4%

* Responses for "Other" included values from 7 to 250; some responses mentioned they had independent contractors (non-employee), and other non-permanent cosmetic employees (hairstylists, estheticians, personal/administrative).

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

Eyebrows are inclusive of all eyebrow techniques for procedural questions to follow.

Response	Percent
Eyebrows	78.9%
Eyeliner	73.4%
Full lip color	65.1%
Nipple/areola pigmentation	53.2%
Lip liner	52.3%
Tattoo lightening/removal	51.4%
Needling	45.0%
Burns/scar camouflage/repigmentation	35.8%
Scalp tattooing	19.3%
Eye shadow	9.2%
Small decorative tattooing	3.7%
*Other	2.8%
Tattooing (all inclusive)	1.8%
Veterinary tattooing	0.9%
Cheek blush	0.0%

* Responses for "Other" included: Fibroblast plasma wrinkle therapy, various lash procedures (tint & extensions), and skin revision.

32. Indicate how many of each NEW (excluding touch-up) procedures (eyebrows are inclusive of all techniques) you perform per month:

Response	Average	Mode*
Eyebrows	17.4	10
Eyeliner	10.8	10
Lip liner	2.8	1
Full lip color	4.8	1
Burn/scar camouflage/repigmentation	2.3	1
Nipple/areola pigmentation	4.6	1
Needling	7.0	0
Tattoo lightening/removal	6.0	1
Cheek blush	0.0	0
Eye shadow	1.0	0
Scalp tattooing	0.6	0
Small decorative tattooing	0.1	0
Tattooing (all inclusive)	4.8	0
Veterinary tattooing	0.0	0
**Other	n/a	n/a

** "Other" responses were of a non-numerical/procedure nature, but comments regarding the response reported: 'vary month to month', 'includes people working for me' and non-permanent cosmetic procedures (lash and tints).

Note: When calculating these averages, blank responses were excluded from the average/mode calculations. The averages reported here are based on the numerical responses only – non numerical responses such as 'lots' were excluded, while response such as 'five' were converted to the numeric equivalent. Specified range responses were converted to an averaged value of the high/low (e.g. a range of '5 to 10' would be converted to '7.5' for reporting purposes), while unspecified ranges, the specified value was used (e.g. '10+' would be considered a '10' for reporting purposes).

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

Response	Average	Mode*
Eyebrows	13.7	5
Eyeliner	7.5	10
Lip liner	1.9	0
Full lip color	3.9	1
Burn/scar camouflage/repigmentation	1.5	0
Nipple/areola pigmentation	2.4	2
Needling	4.0	0
Tattoo lightening/removal	4.4	0
Cheek blush	0.0	0
Eye shadow	0.0	0
Scalp tattooing	0.4	0
Small decorative tattooing	0.0	0
Tattooing (all inclusive)	5.8	0
Veterinary tattooing	0.1	0
**Other	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.

34. What is your average maintenance visit charge?

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

Flat fees made up 97.6% of answers submitted, which ranged from \$55 to \$650. The most commonly reported was \$200 (17.1%), \$150 (14.6%) and \$250 (13.4%)

Other fee-determining methods reported were: 'first is free', and 'half my original fee.'

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

Response	Average
Eyebrows	\$493
Eyeliner	\$464
Lip liner	\$421
Full lip color	\$610
Burn/scar camouflage/repigmentation	\$369 \$214/hr
Nipple/areola pigmentation	\$556
Needling	\$255 \$250/hr
Tattoo lightening/removal	\$186 \$150/hr
Cheek blush	\$200
Eye shadow	\$460
Scalp tattooing	\$754 \$258/hr \$3,000/head \$150/sq inch
Small decorative tattooing	\$92/hr
Tattooing (all inclusive)	\$75/hr
Veterinary tattooing	\$80
Other#	n/a

*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.

Many procedures reported different fee structures (session, hourly, area, etc.) and those average of each are shown.

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

Response	Percent*
<i>I am responsible for all my supplies</i>	87.5%
I am responsible for about half my supplies	6.3%
All my supplies are provided for me	6.3%

* Only 29.4% of the total respondents answered this question – the averages are based on those who responded to this question.

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

Response	Percent*
<i>I pay for all professional fees and licensing</i>	79.3%
I pay for some of my professional fees and licensing	3.4%
All of my professional fees and licensing are paid for me	17.2%

* Only 26.6% of the total respondents answered this question – the averages are based on those who responded to this question.

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

Commission percentages ranged from 10% through over 85%.

The most commonly reported percentages were: 65-74% (10.5%) 25-34% (5.3%), 35-54% (5.3%) and 55-64% (5.3%).

Other reported percentages between 10-20% and 75-85%

* Only 17.4% of the total respondents answered this question – the percentages are based on only those who responded to this question.

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

Response	Percent@
None	14.7%
One	56.0%
Two	2.8%
Three	0.9%
No limit during the first 6 months	1.8%
No limit during the first year	0.0%
*Other	5.5%

* Other responses were on a case by case basis, for specific procedure only, and flat rate charges.

More Business Practices

40. Do you have a website?

Response	Percent
Yes	86.9%
No	13.1%

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

Response	Percent
Social media advertising	64.2%
SPCP Referral Program	30.3%
Other media advertising such as print ads	26.6%
Other*	22.0%
Industry related or women's shows	12.8%
Mailings	10.1%
Yellow pages/phone books	7.3%
Chamber of commerce membership	7.3%
Co-ops or barter clubs	0.9%

* 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), and professional organization websites.

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

Response	Percent
Facebook	73.4%
Instagram	51.4%
Google+	22.0%
LinkedIn	19.3%
Twitter	18.3%
YouTube	13.8%
Pinterest	8.3%
Other*	5.5%
Vimeo	1.8%
WhatsApp	1.8%

* The majority of the Other response was Yelp.

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

Client Referrals	Results
Less than 10%	2.4%
10-20%	8.3%
21-30%	9.5%
31-40%	17.9%
41-50%	8.3%
51-60%	13.1%
61-70%	11.9%
71-80%	10.7%
81-90%	9.5%
More than 90%	8.3%

44. What percentage of your new business is from social media?

Professional Referrals	Results
Less than 10%	19.3%
10-20%	21.7%
21-30%	15.7%
31-40%	16.9%
41-50%	13.3%
51-60%	6.0%
61-70%	2.4%
71-80%	2.4%
81-90%	2.4%
More than 90%	0.0%

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

Professional Referrals	Results
Less than 10%	28.9%
10-20%	30.1%
21-30%	20.5%
31-40%	6.0%
41-50%	3.6%
51-60%	4.8%
61-70%	0.0%
71-80%	2.4%
81-90%	2.4%
More than 90%	1.2%

46. The Society of Permanent Cosmetic Professionals offers a certification exam (Certified Permanent Cosmetic Professional - CPCP). What certifications by examination do you hold?

Response	Percent
Certified Permanent Cosmetic Professional	54.3%
None	29.6%
*Others (please specify)	16.0%

* Other consisted of AAM, state licensing, industry supplier certifications and several others unrelated to the permanent cosmetics industry.

47. How many MEDICALLY DIAGNOSED allergic reactions to PIGMENTS have you encountered as a permanent cosmetic professional?

Response	Percent
None	64.2%
One	8.3%
Two	1.8%
Three	0.0%
Other*	0.0%

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

48. How many MEDICALLY DIAGNOSED allergic reactions to permanent cosmetic professional level TOPICAL ANESTHETICS have you encountered as a permanent cosmetic professional?

Response	Percent
None	58.7%
One	11.0%
Two	3.7%
Three	0.9%
Other	0.9%

49. How many MEDICALLY DIAGNOSED allergic reactions to AFTERCARE PRODUCTS have you encountered as a permanent cosmetic professional?

Response	Percent
None	50.5%
One	10.1%
Two	5.5%
Three	6.4%
Other*	3.7%

* Several responses reported suspected, but not medically diagnosed. One response reported 10 reactions.

Revision Log

No revisions at the time of initial review.