



## *Industry Profile Study: Vision 2006*

We are pleased to provide the results of the *Industry Profile Study: Vision 2006*. While we didn't have as many results as Vision 2003, there were over 500 technicians reporting which provides an excellent sampling of the permanent cosmetics 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
<i>USA</i>	<b>93.5%</b>
Other	6.5%

93.5% of the respondents live in the USA. From the remaining 6.5% who lived in other countries, most respondents were from the United Kingdom (29%) and Canada (25.8%), followed by Australia and Japan both at 9.7% of the non-US responses. Mexico, New Zealand, Belgium, Puerto Rico, South Africa, and Israel 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	10.3%
Midwest Region	20.1%
South Region	30.6%
<b>West Region</b>	<b>39.1%</b>

Of the northeast region responses, New Jersey topped out with 31.9%, followed closely by New York at 25.5% and Pennsylvania at 25.5%.

For the Midwest counts, Minnesota topped out with 17.4%, followed by Indiana (16.3%), Ohio (15.2%), and Illinois (14.1%).

For the south region, Florida topped out with the most responses totaling 32.9% for this region. This more than doubles the next state, Georgia with 14.3% of responses, followed by Texas (12.9%) and Tennessee (7.1%).

In the west, California pulled in 45.8% of responses from the region with Washington (14.5%) Arizona (14.5%) followed by Idaho (5.6%). Nevada only represented 3.4% of the region's response.

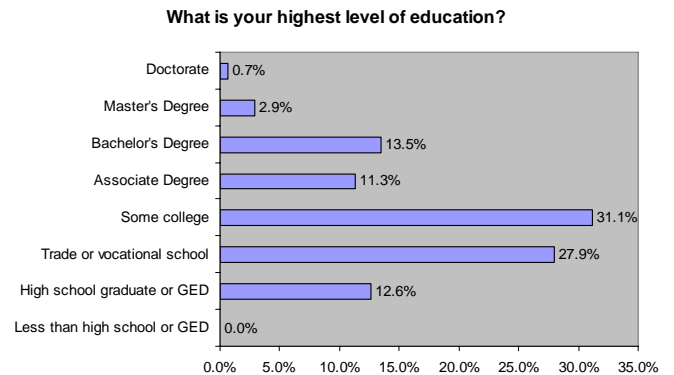
### 3. What is your gender?

Response	Percent
Male	4.9%
<b>Female</b>	<b>95.7%</b>

### 4. What is your age range?

Response	Percent
18-25	2%
26-30	6.4%
31-35	6.4%
36-40	11.4%
41-45	18.7%
46-50	18.7%
<b>51-55</b>	<b>19.9%</b>
56-60	12%
61-65	4%
Over 65	0.4%

### 5. What is your highest level of education?



Most degrees were in medicine (7), nursing (20), with wide variety of other degrees including arts, general science and business.

### 6. What is your background?

Response	Percent
Esthetician	26.2%
Cosmetologist	23.8%
Other	19.3%
Nurse	9.6%
Nail Technician	9.2%
Electrologist	6.3%
Traditional tattoo artist	4.9%
Physician	0.8%

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

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

Response	Percent
<i>Esthetician</i>	<b>36.2%</b>
Other	32.0%
Cosmetologist	23.8%
Electrologist	10.0%
Nurse	10.0%
Nail Technician	8.9%
Traditional tattoo artist	7.2%
Physician	1.4%

Other professions most mentioned were: Massage therapy, artist, dental hygienist, skin and body care, teacher, body piercer, laser technician, medical assistant, business owner, home maker and office manager.

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

Response	Percent
<i>No</i>	<b>84.3%</b>
Trainer	7.6%
Both trainer and supplier	6.7%
Supplier	1.4%

9. What permanent cosmetic procedures do you currently have?

Response	Percent
Eyeliner	87.2%
Eyebrows	79.8%
Full lip color	58.5%
Lipliner	47.6%
Other	7.3%
None	5.5%
Eyeshadow	4.5%
Blush	3.4%

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

Response	Percent
Yes	33.2%
<i>No</i>	<b>67.2%</b>

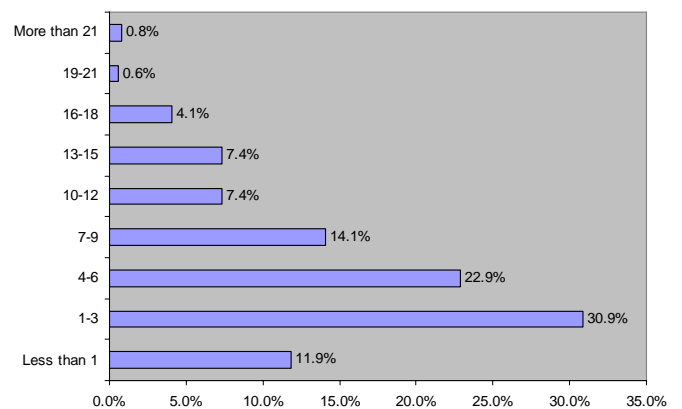
## The Basics

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

Response	Percent
Video/distance learning only	1.4%
One day	1.0%
Two days	6.1%
Three days	10.4%
Four days	10.2%
<i>Five days</i>	<b>31.8%</b>
More than 5 days to 2 weeks	24.2%
More than 2 weeks to 1 month	5.7%
More than 1 month non-apprenticeship	4.1%
Apprenticeship, list length	10.6%

Apprenticeships ranged from 24 hrs. to 3 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	7.4%
\$1,000 to \$1,500	8.7%
\$1,501 to \$2,000	10.9%
\$2,001 to \$2,500	15.9%
<b>\$2,501 to \$3,000</b>	<b>18.6%</b>
\$3,001 to \$3,500	11.5%
\$3,501 to \$4,000	9.5%
\$4,001 to \$4,500	5.2%
\$4,501 to \$5,000	8.5%
Over \$5,000	3.9%

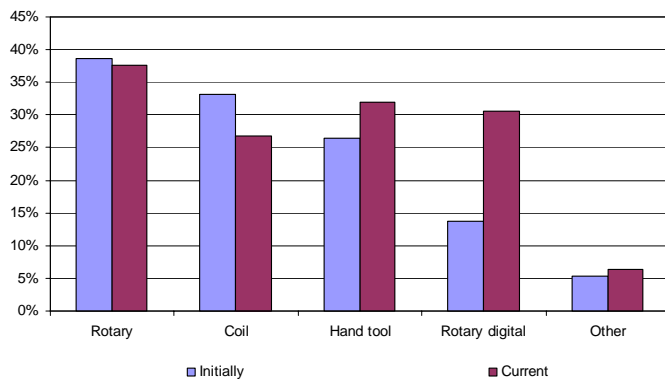
14. Do you participate in continuing education classes or events specific to permanent cosmetics?

Response	Percent
<b>Yes</b>	<b>84.9%</b>
No	15.1%

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

Initially Trained with	Percent
<b>Rotary</b>	<b>38.7%</b>
Coil	33.2%
Hand tool	26.5%
Rotary digital	13.8%
Other	5.3%

Initial as Compared to Current

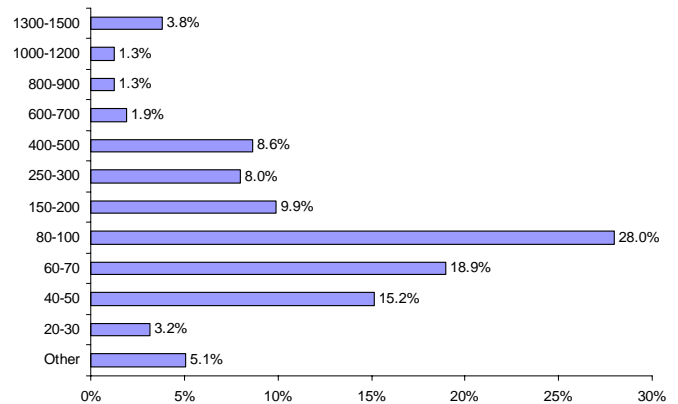


16. What type of machine or device do you currently use? (List all)

Currently Using	Percent
<b>Rotary</b>	<b>37.6%</b>
Coil	26.8%
Hand tool	31.9%
Rotary digital	30.5%
Other	6.3%

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

*Preferred training hours ranged from 20 through to 1500 hours. 80-100 hours was the most frequent cited by 28%, followed by 60-70, 40-60, and 150-200 hours respectively. (Refer to graph)*



\* "Other": Consisting of 5.1% of responses, which ranged from 2 hours up to 2 years. Apprenticeships fell into this category, which ranged from a year or more and length determined by the need of the student.

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

Response	Average
Eyebrows	7.93
Eyeliner	7.96
Lipliner	7.86
Full lip color	8.08

## Current Business Practices

19. What is your preferred industry description or name?

Response	Percent
<b>Permanent Cosmetics</b>	<b>57%</b>
Permanent Make Up	31.7%
Cosmetic Tattooing	13.9%
Micropigmentation	8.8%
Dermal Pigmentation	1.5%
Other	2.4%

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

Response	Percent
<b>Permanent Cosmetic Technician</b>	<b>41.2%</b>
Permanent Make Up Artist	26.2%
Permanent Make Up Technician	18.1%
*Other	11.5%
Cosmetic Tattoo Artist	9.6%
Micropigmentation Specialist	8.1%
Tattoo Artist	2.1%
Dermatologist	0.0%

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

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

Response	Percent
<b>Permanent Cosmetic Technician</b>	<b>37.6%</b>
Permanent Make Up Artist	25.4%
Permanent Make Up Technician	12.6%
Cosmetic Tattoo Artist	11.7%
Micropigmentation Specialist	11.3%
*Other	9.6%
Tattoo Artist	2.0%
Dermatologist	1.1%

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

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

Response	Percent
<b>Full service or multi-faceted salon</b>	<b>27.2%</b>
Permanent cosmetics only facility	23.3%
Doctor's office	23.1%
Day spa	18.0%
Other	12.8%
Electrolysis	5.1%
Esthetics only	4.9%
Hair salon only	4.7%
Tattoo studio	4.1%
Other medical facility	3.9%
Massage therapy	2.4%
Holistic center	1.7%
Nails only	1.5%

23. What is your business relationship?

Response	Percent
<b>Self-employed</b>	<b>72.9%</b>
Independent contractor	21.5%
Employed	9.8%

24. What is your business structure?

Response	Percent
<b>Sole Proprietorship</b>	<b>55.7%</b>
Incorporated	21.1%
Limited Liability Corporation (LLC)	18.0%
Other	4.2%
Partnership	2.9%

25. Do you carry liability insurance?

Response	Percent
None	12.1%
\$100,000	16.7%
\$300,000	8.0%
\$500,000	13.0%
<b>\$1,000,000</b>	<b>46.4%</b>
Other	4.6%

26. Do you have employees?

Response	Percent
<i>No</i>	82.3%
1 employee	6.5%
2 employees	3.0%
3 employees	1.1%
4 employees	1.1%
5 employees	3.4%
Other	3.9%

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

Response	Percent
<i>Eyebrows</i>	99.8%
<i>Eyeliners</i>	99.8%
Lipliner	92.8%
Full lip color	88.5%
Nipple/areola pigmentation	43.2%
Scar camouflage/repigmentation	39.4%
Tattoo removal	20.6%
Small decorative tattooing	11.3%
Eyeshadow	9.1%
Cheek blush	5.5%
Tattooing (all inclusive)	5.5%
Veterinary tattooing	3.4%
*Other	3.4%

\* 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
<b>Tattooing (all inclusive)</b>	<b>11.6</b>
Eyeliners	7.0
Eyebrows	6.8
Small decorative tattooing	4.4
Full lip color	3.7
Lipliner	3.4
Nipple/areola pigmentation	2.7
Scar camouflage/repigmentation	2.5
Cheek blush	2.5
Other	2.1
Tattoo removal	1.9
Eyeshadow	1.8
Veterinary tattooing	0.3

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

Response	Average
<b>Full lip color</b>	<b>\$ 565</b>
**Nipple/areola pigmentation	\$ 460 or \$ 201/hr
Eyeliners	\$ 407
Eyebrows	\$ 398
Lipliner	\$ 389
Cheek blush	\$ 372
Eyeshadow	\$ 350
**Scar camouflage/repigmentation	\$ 238 or \$ 201/hr
**Tattoo removal	\$ 179 or \$ 170/hr
#Other	\$ 135
**Small decorative tattooing	\$ 108 or \$ 113/hr
**Tattooing (all inclusive)	\$ 128 or \$ 93/hr
**Veterinary tattooing	\$ 329 or \$ 100/hr

\*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 both a session and/or hourly rate. 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.

%Several charged by size of removal. Prices ranged from \$75-\$300 per sq inch.

# Includes beauty marks, lash enhancements, etc.

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

Response	Percent
<b>I am responsible for all my supplies</b>	<b>79.1%</b>
I am responsible for about half my supplies	10.8%
All my supplies are provided for me	10.1%

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

Response	Percent
<i>I pay for all professional fees and licensing</i>	83.8%
I pay for some of my professional fees and licensing	9.5%
All of my professional fees and licensing are paid for me	6.8%

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

*Commission percentages ranged from 15% through to 85% with the average being 63.1%*

*The most commonly reported percentages were: 70 (28.7%), 50 (24.1%), 80 (11.5%) and 60 (11.5%)*

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

Response	Percent
<i>One</i>	<b>62.6%</b>
Two	14.0%
No limit during the first 6 months	7.2%
None	5.7%
No limit during the first year	4.9%
Other	4.2%
Three	1.3%

34. What is your average maintenance visit charge?

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

*Flat fees made up 81% of answers submitted, which ranged from free to \$600. The most commonly reported was \$100 (22.6%), \$150 (19.3%) and \$125 (10.7%)*

*Other fee-determining methods reported were percentages of the initial procedure (40% through 60%), sliding percentages depending on time since the initial procedure, and sliding hourly rate depending on the time since the initial procedure.*

## More business practices

35. Do you have an email address?

Response	Percent
<i>Yes</i>	<b>92.1%</b>
No	7.9%

36. Do you have a website?

Response	Percent
<i>Yes</i>	<b>46.4%</b>
No	53.3%

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

Response	Percent
<i>Yellow pages/phone books</i>	<b>60.6%</b>
Media advertising	48.3%
Other	30.4%
Mailings	31.8%
Industry related or women's shows	27.9%
Chamber of commerce membership	16.5%
Co-ops or barter clubs	3.9%

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

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

Client Referrals	Results
0-24%	6.8%
25-49%	11.7%
50-74%	33.2%
<b>75-100%</b>	<b>48.4%</b>

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

Professional Referrals	Results
0-24%	66.6%
25-49%	20.3%
50-74%	11.1%
75-100%	2.1%

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

Response	Percent
<i>Society of Permanent Cosmetic Professionals</i>	<b>89.1%</b>
Alliance of Professional Tattooists	3.0%
American Academy of Micropigmentation	27.2%
Others (list all)	15.7%
National Cosmetic Tattoo Association	7.1%
National Tattoo Association	4.1%

Most often reported "other" associations were: CCTA, NCEA, and PMS of AZ

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

Response	Percent
<i>No, I am not Certified</i>	<b>50.5%</b>
Society of Permanent Cosmetic Professionals	30.7%
American Academy of Micropigmentation	17.2%
*Other	8.5%
Allied Health Association	3.7%
Alliance of Professional Tattooists	0.5%

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

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

Response	Percent
<i>None</i>	<b>90.5%</b>
One	6.6%
Two	2.0%
Three	0.5%
Four	0%
Five	0.5%
More than five	0%

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

Response	Percent
<i>None</i>	<b>82.0%</b>
One	14.4%
Two	2.7%
Three	0.7%
Four	0%
Five	0.2%
More than Five	0%

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

Response	Percent
<i>None</i>	<b>61.9%</b>
One	20.9%
Two	8.2%
Three	6.7%
Four	0.7%
Five	0.2%
More than Five	0.7%
**Undefined	0.7

\*\* Undefined were entries that were non-numeric values (such as lots, numerous, & many.)