

ISSUE 2

# boom

INDUSTRY NEWS | PRODUCT REVIEWS | SPECIAL OFFERS

# THE INK ISSUE

**MEGAN**  
Jean Morris  
interview pg 6

**PMU Pigment**  
**KNOW-HOW** pg 17

Featured PMU Artist  
**LULU** pg 18

**LOU**  
the color man  
Interview pg 4





“HOLY SHIT



IT'S PINK”

RYAN ASHLEY

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## THE BAA PRINT MAGAZINE IS GOING FULL FORCE IN 2021.

The Body Art Alliance (BAA) magazine is dedicated to the tattoo artist, piercer and permanent makeup technician. We bring you interviews, tips and product reviews to help you develop your technique and grow your business.

The first issue of 2021 is dedicated to inks and pigments, highlighting:

- on-point tips from industry pros
- some amazing tattoo and PMU pics – you could be featured, too!
- an exclusive discount on pigments to help you go full force into the new year

Happy New Year from the BAA Mag,  
Proud to be part of your journey

### IN THIS ISSUE

TATTOO TIPS - pg 3

THE LOU INTERVIEW - pg 4

JAVIER ANTUNEZ TATTOOED THEORY - pg 6

THE FUTURE OF MEDICINE & TATTOOS - pg 9

TATTOO SUBMISSIONS - pg 10

WHAT'S HOT - pg 12

PMU SUBMISSIONS - pg 16

PIGMENTS THAT FADE TRUE-TO-COLOR - pg 17

FEATURED PMU ARTIST: LULU SICILIANO - pg 18

PRETTIER IN PINKER - pg 19

PIGMENT LIGHTFASTNESS CHART - pg 20



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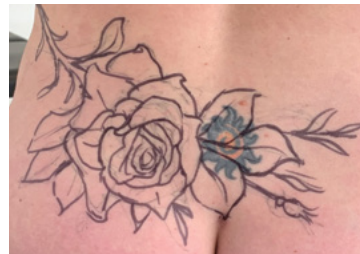
TATTOOER OWNED AND OPERATED SINCE 2001.

# TATTOO INK TIPS



**Selina Medina** @GirlyTattoos

**Secrets for Easy Cover-Ups:** The first secret is densely saturated inks. It also helps that in this case, my client has pale skin, the original tattoo is uniform in color and there is plenty of skin around the image.



All the color pigment is gone in this blue-based black, making leaves a convenient option for cover-age. White and blue-based greens are ideal for the job; heavy greens to fill in the dark spaces and a lighter, white-containing green for the highlights.

**World Famous Tattoo Ink used:** Vegas Green, Iceland Green, Outlining Black, Sailor Jerry Red and for richness: Milk Chocolate.

**Vasilii Suvorov** @tattoo\_suvorov

The brightness of the colors in my tattoos is not a given; I mix them in my own special way.

**Yellow:** I never work with plain yellow. I layer it with pale yellow, neutral yellow and bright yellow shades.



**Orange:** I start with yellow-orange, continue with orange and finish off with dark orange. Stretching the gradient creates maximum brightness.



**Pon DeMan** @ponnyc

Don't underestimate the importance of a good outline on a tattoo. The tattoo on the right is less than 6 months old but looks super aged. I feel really bad when someone has to pay for a tattoo twice. She left extremely happy with the new tattoo and that's the part that matters the most to me.



Read the rest of the master tips on the **FK Irons blog!**



# Lou

**Lou Rubino, Jr.**

**Tattooing since:** 1988

**Owner:** World Famous Tattoo Ink, since 2012

**Location:** South Carolina, USA

**Professional drive:** Filling the gaps of the tattoo artists' needs.



**How Lou became a tattoo artist:** My father was a well-known tattoo artist and as a kid, I remember coloring-in tattoo outlines with crayons. Typical: he wanted me to be a doctor or lawyer, but after high school I finally got him to accept me as an apprentice. Almost right away I was tattooing full time.

Because we became known for our colors, people would come from all over and stand in long lines outside our door.

**Why become a tattoo supplier.** In the late 80s you didn't have big suppliers out there. You could buy powder, but you had to mix it yourself. At the end of a long day you'd have to go home and prepare your tools for the next day. Everything was handmade; tattooing was a craft.

The life of a tattoo artist sucked back then. No personal life!

In the 90s, tattoo companies started appearing, but one company would tell me there's a six-month waiting list. That got me thinking: we make ink in the shop, plus everyone says we have the best colors, plus there's a big demand for this...

**1998:** We'd been meeting with the department of health to get tattooing legalized in New York City and when we achieved that, I was ready. I opened my first tattoo supply company.

Later I opened what was probably the first tattoo supply site with a shopping cart. That's when the bigger business in shipping the products all over the country and the world opened up to me.

In 2012, I focused on inks and started World Famous Tattoo Ink. As a tattoo artist myself, I know what is needed. With seven tattoo shops, I had 50 artists that worked with me, so I would give them samples: "hey, try this!"

The world was calling. I really wanted to push this, so from 2012 until COVID I traveled like a maniac. Watching my

Instagram I would literally be in China one week, then Russia, Poland, Germany.

My breakthrough came when I developed artist series sets directly with some really famous artists, like Alex Pancho. He's been there pretty much from the start of World Famous Tattoo Ink. He's a great guy, an experienced tattoo artist that others look up to and respect. When artists saw that he was working with World Famous, they wanted to try my product.



Artists' feedback from my team and top artists from all over the world was crucial in making the inks perform better. The biggest critic of my own work, I had to be the best ink.

That's the story of **World Famous Tattoo Ink.**







JAVIER TATTOOED THEORY

**Javier Antunez**

**Tattooing since:** 2007

**Shop owner:** Tattooed Theory

**Location:** Hollywood, Florida USA

**Tattooing motto:** Always diving deep into the science and sharing that knowledge.

**How did you get into tattooing?**

A frustration with art and its limited forms. When I was young I would get frustrated seeing the art I created carelessly crumbled up in their notebooks. When I discovered tattooing, I saw an art form that forced people to take care of the art I created for them!

**Pros and cons of being a private studio owner?**

**Pros:** It's peaceful. Once my client walks in, I lock the door so we don't get interrupted while we focus on our work. The only real con is that I only have myself for artistic growth. That's why I always

have a chair open for my friends to come guest spot at my studio so as artists we can share our thoughts and we can all grow together!

**Favorite style?**

Somewhere between fantasy and realism meets comic book illustration.

**What type of machines do you use?**

I have used a lot of different machines over the years. Right now, it's the Flux primarily. But then I have moments where I flip flop between the Xion and Flux. When doing black and gray that mechanical give on the Xion gives you a smoother shading when you're using, for example, 27 mags vs the Flux.

**Do you have any tricks related to inks?**

Being based in South Florida, I have extensive experience with different skin

tones, pigments and sun damaged skin. The best tip I can offer is to create art and choose colors and inks keeping in mind how colors fade on different skin tones.

For example, if the client has yellow/ochre skin: colors like purple will heal neutral gray, pinkish skin tones kill bright greens, brown/red skin neutralize blues.

You'll notice this more when you're trying to create smooth transitions...

I don't wanna sound like a dork, but tattooing is science in practice! I encourage artists to dive deep and experiment more. Experimenting is a catch-22, but if you stubbornly stick to only what you know, you may never discover what's better.

For example, brands fade differently over time and with sun - here in Florida

we get a lot. Some brands fade evenly, they almost disappear. Others are unpredictable; their light colors darken and the dark simply fades. They meet in the middle and look muddy.

**Is there anything that someone should keep in mind about getting inked as they get older?**

There is so much! From tolerating pain less and less as we age, to our blood "thickening" and becoming more of a nuisance to heal to the amount of sun damage - which I can assure you is very permanent! Side note: be a vampire, kids. Fuck the sun ;)

So long as you're not suffering from any debilitating diseases like diabetes, there shouldn't be a reason not to be the old fart in the nursing home covered in super fresh ink!



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## The Future of Medicine & Tattoos

Articles hinting that the future in medical tattoos is here today make great click bait, so even years after the research has been completed websites continue to publish articles on the subject. They cite a study from the university of Munich and two MIT inventions, one from 2017 and a brand new invention that indicates the wearer's vaccines.

**Spoiler alert:** none of these futuristic and potentially life-saving technologies has hit the market. The race is on!

But it isn't strictly about technology. Let's take a look at the fascinating potential of medical tattooing. One common limitation among them all is that the body could react negatively or reject the tattoo.

### Conventional tattoos that state the wearer's medical condition

Low-tech and accessible to everyone. An artist simply tattoos their client's medical condition (ex. "Diabetes Type 1") somewhere visibly on the body along with the internationally-recognized medical symbol; i.e. a staff wrapped by a single or double serpents.

**Why not just wear a medical bracelet?** Despite the disease, some people lead active lifestyles and find bracelets obstructive. Others would like to raise awareness through their tattoo.

**Limitations:** More public knowledge is needed of this tactic so that when a medical emergency arises, people coming to the aid will also look for tattoos. So spread the word!

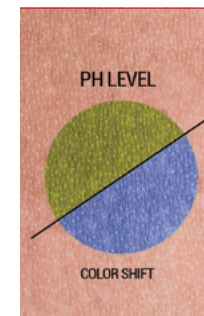
### Biomedical "tattoos"

Nano biomedical devices can be implanted but mostly they refer to stick-ons with sensors that are laid out in tattoo-like patterns. These are still being developed. MIT did recently use invisible quantum dots, however, to insert into the skin as a record of the wearer's vaccines. These tiny crystals are only visible when shone with an infrared light.



### Possible limitations:

Privacy concerns. Also, when new technology emerges it is often very expensive to manufacture.



### Colorimetric inks for "smart tattoos"

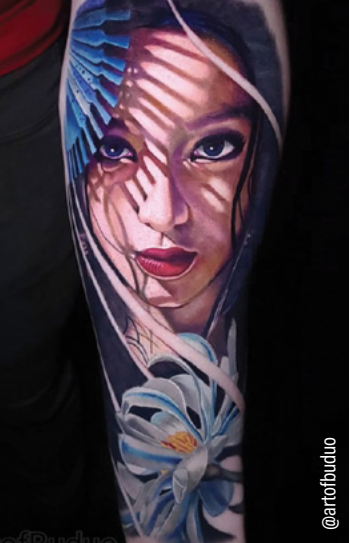
In Munich, Dr. Ali Yetison and team tested inks on pig skin that responded to glucose, pH and albumin protein (albumin irregularities can indicate liver or kidney failure).

### Limitations:

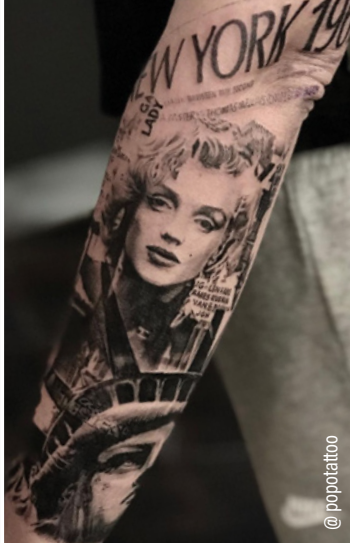
Pigments need to shift and move in the skin. Thus far, the inks created tend to settle into a cavity. The execution hasn't been fruitful.

**The takeaway:** Conventional tattoos can save lives today with a little consciousness and are poised to save lives in the near future.





@artofbuduo



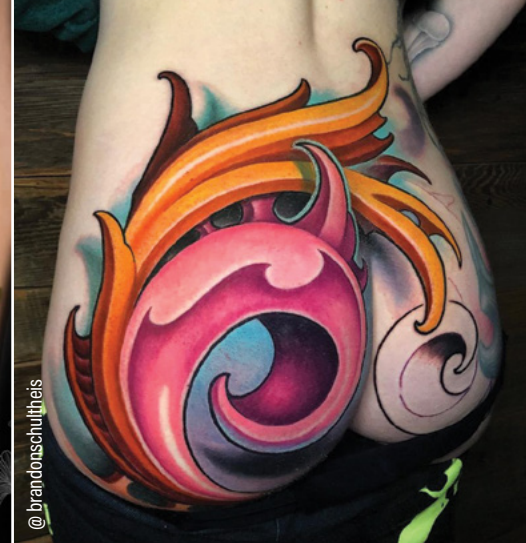
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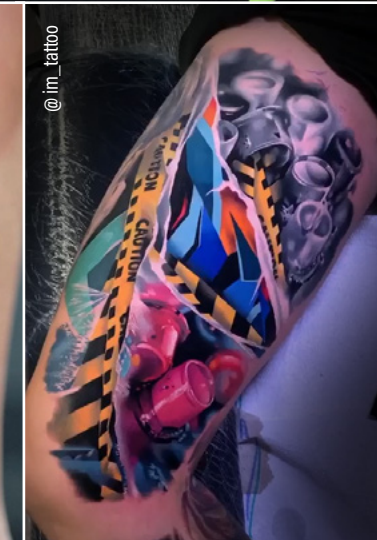
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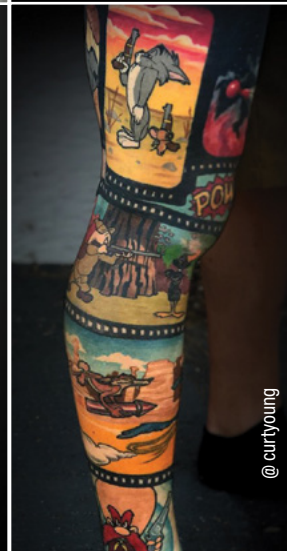
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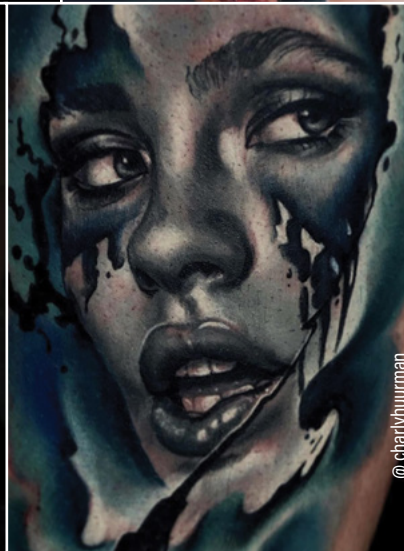
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# WHAT'S HOT WITH INK



## FIVE-STAGE SHADING SET

Pros and beginners alike love this set because it makes shading so much easier!

## TOP-SELLING ARTIST SETS

### POCH MONOCHROMATIC

From a master at photo realism, tattoo artist Poch and World Famous have created 2H, H, HB, B, 2B and 4B for the artist at heart.



## TOP-SELLING SINGLE BOTTLES

### BLACKOUT

NEW and already making an impression, this fast-flowing, glycerin-free black ink leaves nice, saturated blacks and smooth shading that make a difference in your art.



### PAUL ROGERS RED

Crazily coveted, this saturated cardinal red heals amazingly vivid.



[worldfamoustattooink.com](http://worldfamoustattooink.com)



## PRIMARY COLOR INK SET #1

Every artist needs a primary color set, as it's the purest base for all imaginable colors. World Famous Tattoo Ink's formula is high in pigment content for a saturated look.

### SARAH MILLER'S VALHALLA PORTRAIT SET

Charismatic artist, Sarah Miller, is known for her amazing portraiture. With the help of World Famous, she created her dream palette of shades that give an exceptional look to each portrait.



## PERMA BLEND. Best Sellers of the Year!

### PERMA BLEND PMU PIGMENT SETS



Sultry Lips (cooler tones)



Sweet Lips (warmer tones)

### PERMA BLEND PMU INDIVIDUAL PIGMENT COLORS

#### Espresso

#### Blackish Brown



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Fading happens. Perma Blend formulates their pigments to fade reliably into a lighter shade of the original color!

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## ARTISTS AROUND THE WORLD, CHOOSE KURO SUMI INK



Whether it be the perfect molecule structure of the outlining ink, the superior consistency of the colors, or the quality displayed in every product, Kuro Sumi Ink is without a doubt, supernatural!



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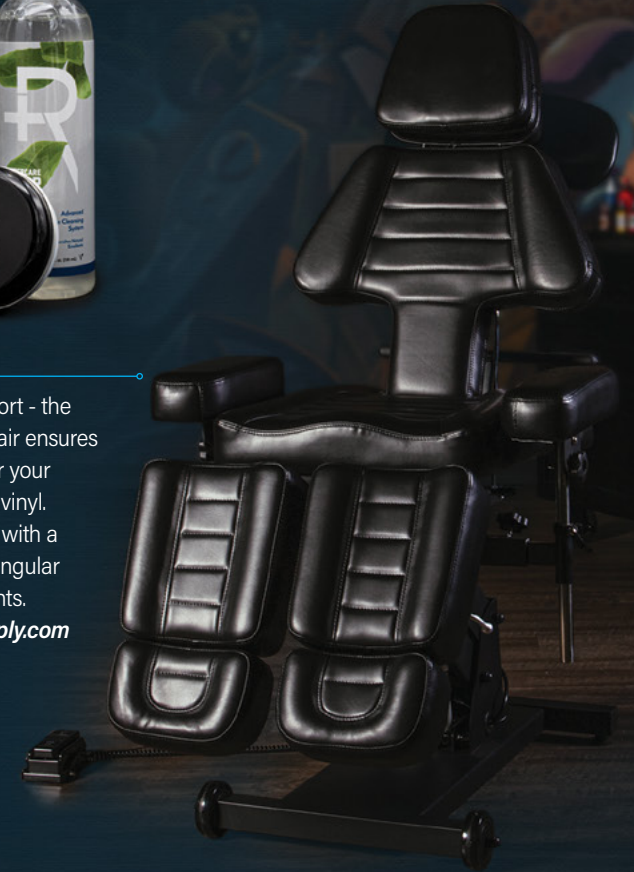


#### Recovery Aftercare

Natural, multipurpose aftercare to optimally heal every body modification from piercings, permanent makeup, to tattoos. Experienced artists emphasize that proper aftercare is critical for client health and satisfaction, as well as for achieving the best healed result. Show your tattoos quality care.

#### Fellowship Chairs

Optimal comfort and extra support - the Fellowship Adjustable Client Chair ensures an ideal, relaxed environment for your clients, with easy-to-clean sleek vinyl. Tattoo comfortably at any angle with a variety of fully motorized multi-angular backrest, arm and leg adjustments. Available now at [fellowshippsupply.com](http://fellowshippsupply.com)



#### Peak Vega Power Supply

Power up to two tattoo machines and enjoy peak-level versatility with our dynamic Vega Tattoo Power Supply. The Vega allows you to tattoo with or without a footswitch, easily shift between momentary and continuous modes; or utilize our jumpstart feature to start tattooing with one of your voltage presets. Our Vega power supply features a full-color TFT display screen with a touch user interface for maximum efficiency. Easily toggle your settings, including hourly rate, display color, presets and more. Vega has a high-quality CNC-machined 6063 billet aluminum housing and a powerful magnetic mounting design like you've never seen before. Order yours now at [peakneedles.com](http://peakneedles.com)







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# EYEBROW PIGMENTS THAT FADE TRUE-TO-COLOR

The pigment color depends on its chemical composition and behavior of each component in the skin.

The most stable pigments for eyebrows are:



Iron oxide pigments compensated with chromium oxide.



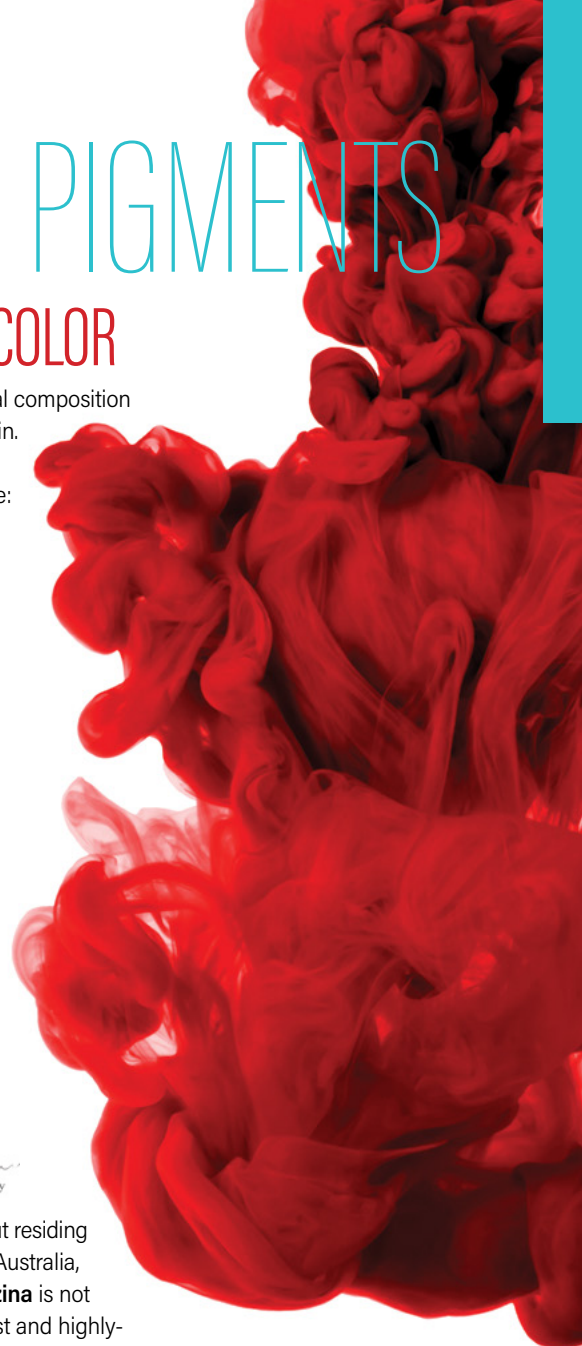
Hybrids with two types of black colors: carbon black and iron oxide black.



Organic black/red/yellow/white pigments compensated with additional warm colors.



"No-black" organic pigments, which are made of red/green or orange/blue mixes, for example.



Russian-born, but residing and working in Australia, **Anna Ocko-Pezina** is not only a PMU artist and highly-regarded trainer, she also has her degree in Electronic Engineering with extensive education in chemistry. A part of the Microbeau Elite and Evenflo Masters teams, she is an invaluable source for the industry.

READ MORE OF ANNA'S PIGMENT TIPS AND PMU NEWS ON THE MICROBEAU BLOG!





# LULU SICILIANO

**PMU artist since:** 2013

**Shop owner:** Microbeau Studio

**Location:** Miami, Florida USA

**Working motto:** Every woman deserves to be the best version of themselves. As a busy mom and entrepreneur, I can appreciate permanent makeup!

Evenflo Colours was a dream of mine that became a reality, one baby step at a time, with the help of many talented people that I'm very grateful to.

Access to our in-house chemist at Perma Blend gave me the opportunity to create new formulations of exceptional pigments with simple color theory.

My name is Lulu, in my mother tongue Lubov. I am the author and creator of the Evenflo Colours line and co-creator of Microbeau.



## LULU SICILIANO CONT.

### SIMPLE

With only 3-5 high-pigment load bottles you can create a wide variety of colors for all skin types and tastes.

### INNOVATIVE

The Evenflo corrector set was the first set of its kind and the high pigment load really made a big impact on the ability to neutralize lip colors. Living in Miami gave me the experience to work on a wide variety of tonalities and skin types and come up with a product that filled a need in the market.

### NEWEST PRODUCT

I'm a true minimalist in my craft. I worked diligently and passionately to develop Pinker because I wanted one magenta pink pigment to recreate pink shades from any lip pigment.



**NEUTRALIZER**

Bright orange with a warm undertone

**ILLUME**

Golden-yellow, opaque color with a warm undertone

**COLORIZER**

Bright red with a cool undertone

### FEEDBACK

Evenflo Colours works with artists to perfect pigments for your benefit. Keep an eye out for our upcoming products!

Endlessly thankful for your love and support, Lulu

## New! Prettier in Pinker

### MAGENTA-PINK COLOR CORRECTOR

Evenflo Colours' newest pigment, Pinker, is a magenta-pink modifier designed to be mixed with other pigments to intensify pinks and neutralize excessive warm tones.

With a high-pigment load formula, like the entire Evenflo Colours line, you just need a couple of drops to achieve great results!



**10% OFF** your first Evenflo order of 2021 with code: **EF2021** on [Microbeau.com](http://Microbeau.com) Expires April 1st, 2021



# PIGMENT LIGHTFASTNESS

Lightfastness: a color's resistance to fading when exposed to light over time.

Most industries use the Blue Wool Scale, where a 1 means that the color will fade very quickly and an 8 has the highest expected permanence.

Use Lulu Siciliano's chart to make a more educated decision on which pigments to use, based on how it is projected to fade on your client.

It's all about our clients! ❤️

		
<b>CI 77891</b> Titanium Dioxide, White 6 LF 8 - Inorganic	<b>CI 77288</b> Chromium Oxide Green LF 8 - Inorganic	<b>CI 11767</b> Yellow 97 LF 7 - Organic
		
<b>CI 77492</b> Iron Oxide, Yellow 42 LF 8 - Inorganic	<b>CI 2110</b> Orange 13 LF 5.5 - Organic	<b>CI 12475</b> Red 170 LF 7 - Organic
		
<b>CI 77491</b> Iron Oxide, Red 101 LF 8 - Inorganic	<b>CI 56110</b> Red 254 LF 8 - Organic	<b>CI 12466</b> Red 269 LF 6 - Organic
		
<b>CI 77499</b> Iron Oxide, Black LF 8 - Inorganic	<b>CI 21095</b> Yellow 14 LF 4-5 - Organic	<b>CI 74160</b> Blue 15 LF 8 - Organic
		
		<b>CI 77266</b> Black 7, Carbon Black LF 8 - Organic

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