

INDUSTRY NEWS | PRODUCT REVIEWS | SPECIAL OFFERS

## 5 REASONS **EXO** IS UNMATCHED

PAGE 6



**BROW DADDY**  
THE GOLD SET CREATOR

**A POUND  
OF FLESH**  
NEW PRACTICE  
SKIN TONES

**WARM BLACK  
EYELINER**  
EVENFLO'S HOT  
NEW PIGMENT

**SQUID INK**  
CASTING CALL  
TATTOO ON THE OCEAN

**WIN A LIMITED ULTRAVIOLET FLUX**



# WINNERS



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AND GET A CHANCE TO  
WIN A LIMITED EDITION  
**ULTRAVIOLET FLUX**



**FLUX**  
LIMITED EDITION ULTRAVIOLET



## BUSY AS A BEE THIS SPRING!

In the coming months we are offering BAA customers the first insights into brand new, cutting-edge products. We're in the middle of a busy season, with a myriad of new releases:

- FK Irons' EXO modular tattoo machine
- A Pound of Flesh in Fitzpatrick skin tones
- Improved Kuro Sumi bottle
- Brow Daddy's Gold collection
- Evenflo Colours' Warm Black Eyeliner

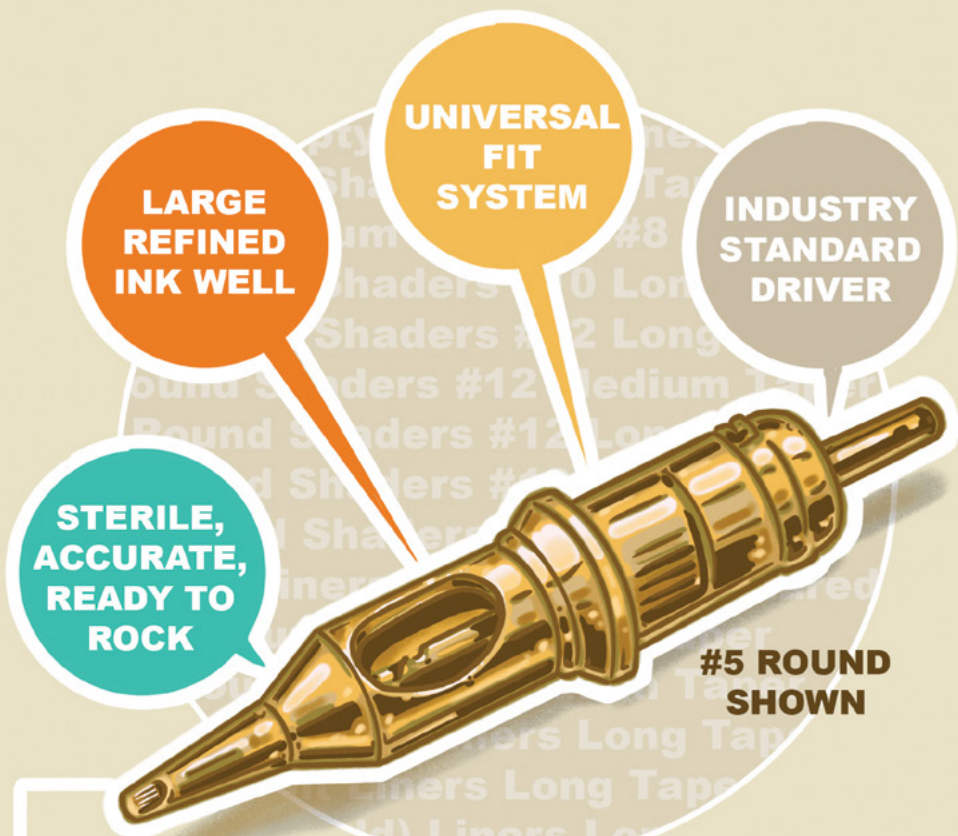
All of BAA's product development and highlights are geared to keeping artists like you at the top of your game.

Proud to be part of your journey.

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If a picture is worth a thousand words, you can only imagine how much an illustration can say. We're highlighting our favorite products in an illustration series. Kwadron Cartridges make work easier for artists by ensuring excellent quality. Find out more by checking out our most recent illustration.



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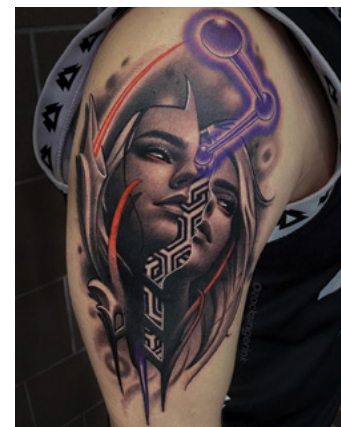
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# TATTOO TIPS

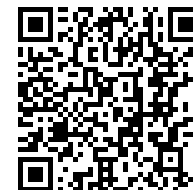
## FINDING YOUR OWN STYLE

*Zack Singer: Not getting too influenced by the outside art. Sometimes your imperfections are what turn into your style. You've gotta really keep working with it. If you're looking at what someone else is doing, you're constantly going to be chasing their coat tail because that person is already creating from their imperfections. Someone might be a portrait artist that's amazing, but they can't do line work, so they might stay away from traditional and vice versa. Don't force it. Try to do what you're good at and keep at it. @ZackSingerInk*



## UNIQUE TATTOO PREP ADVICE:

*Aleksandr Kolbasov listed his recipe for his clients to prep before a tattoo. Two of his tips stood out to us; test them out and get back to him on the results! @KolbasTattoo*



*Two weeks before the session (daily in the morning and in the evening) apply coconut oil to the intended tattoo site. Epilate the tattoo area three days before the session.*

## MUDDYING COLORS TO YOUR ADVANTAGE

*Mark Wade: You don't want your brights and your highlights to be muddy, but muddiness can be good if it's in the right area. For example, if I'm doing a red rose and I want the red to look more naturally dark, I would tap it into green.*

*cap that I'll be dipping into continuously to have as my "dirty white," so to say. I'll use that muddy white in areas that are in highlight but that are not necessarily catching light, but it's still a bright area. That actually helps the effect of the bright pigment that's in highlight, standing apart from that area that's just in the light.*

**Case scenario:** *If I'm doing a white rose I'll have a couple of white caps of ink; one*

**@MarkWadeInk**

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

# Making it Big

## on TikTok and Social Media

**Advance your tattoo career with some social media hints from one of the most popular tattoo artists on TikTok.**

**Read more!**



### **Bret Bloom**

176,000+ followers on TikTok @fullproof.bloom

**Tattooing since:** 2016

**Shop:** Full Bloom Tattoos

**Location:** Indiana, USA

**Working motto:** You are only as great as what you allow yourself to believe. So believe you are great, believe you can be everything you wish to be, and you will be.

even 100 followers on Instagram, you're gonna be stoked. So, you get some pretty exciting moments on there and it lets you appreciate the small things."

### **Stay engaged**

"You can also go to different people's posts and actually comment and be in touch with them. Engagement does matter a lot as far as the analytics or that post getting out there a little bit further."

### **Give back to your followers**

"[Your followers] don't have to care about anything you're doing, but they do and that's awesome. So, you should appreciate it! I've done a lot of giveaways and I'm currently still working on a girl's back right now. I gave her an entire free back piece from a giveaway."

### **Advice to the haters**

"If you spent as much time on your craft, your art, your passion, instead of speaking negatively to somebody on social media, you'd be even more successful in your own thing because you'd be focused on you."

"... Ever since I was young, honestly, I had these ideas of big dreams and big goals. Nowadays, especially social media, is a tool where if you are interested in learning it, like it's another business, then you can really, push yourself and your own dreams even further."

### **Use the "Location"**

"When I post, a lot of people come from these different states that I post from. By doing that, it's going to push my posts out to these different locations in the U.S. or outside the U.S. It's made it so that a solid 25 - 35% of people that come to me are not even from Indiana."

### **Choosing where to tattoo or location to post on social media**

"Honestly, sometimes it's super random. In talking with a client, they mentioned a place that they've been that they really love. 'Okay, I'm going to just tag that place because it just happened to be in my day,' like, I don't know weird signs and stuff. Or, well, 'this place is a lot more densely populated,' so I'll tag like, Los Angeles or New York and those two especially bring a lot of people from those areas. And Florida."

### **Instagram vs TikTok**

"One's no better than the other. But as far as your ease of availability to grow substantially on an app in a shorter amount of time, it would definitely be TikTok."

I started taking Instagram extremely seriously about two years ago... it's taken a long time to get that following. I respect that 100% because if you only gain

**FK Irons**

INTRODUCING



Our latest creation, a modular tattoo machine with limitless options.

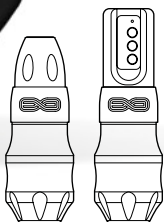
Wired or wireless – the choice is yours. Detach the RCA module with a simple quarter-turn and go wireless with the PowerBolt battery pack. Unstoppable.

A 9-watt brushless motor, paired with your choice of stroke 2.5, 3.2 or 4.0. Ideal for power lining and color packing.

A larger ergonomic grip delivers control and comfort. Front weighted, aiding the artist with downward needle pressure.

- 40 mm ergonomic grip
- Forward weighted
- 9-watt brushless motor
- 2.5, 3.2 or 4.0 mm stroke
- Reverse polarity protection
- Easily convert to wireless with the PowerBolt
- Ideal for color packing
- Less passes to saturate ink, reducing skin trauma

**Order Now!**



EXO unit with RCA module - power with a traditional power supply and RCA cable or with the Hover to enable eGive.



Optionally, go wireless by replacing the RCA module with the PowerBolt.

Dynamic power path management USB-C Li-ion battery with capacity and voltage LED indicator. USB-C connectivity Bluetooth-enabled.



Available in Black Ops (l) Stealth (r) with RCA module, or RCA module and 2 PowerBolt battery set.



# Zack Singer

Reviews FK Irons' EXO

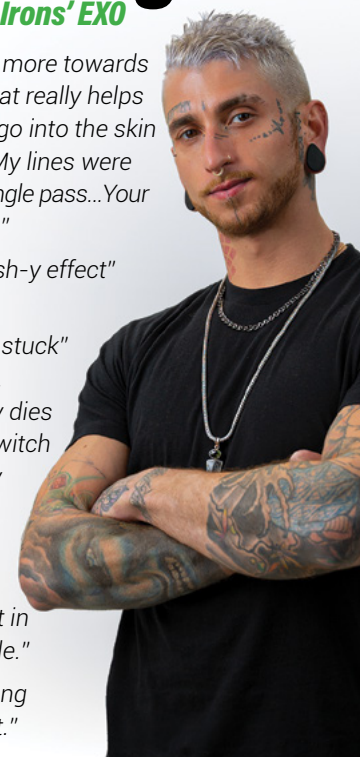
"The weight is more towards the end and that really helps get the line to go into the skin much easier. My lines were much more single pass...Your clients like that."

"A very air brush-y effect" when shading.

"You don't get stuck" without power. "If your battery dies you can just switch out the battery for the RCA, super quick."

"The 40 mm grip feels great in the hand, stable."

"I love everything about it. I dig it."



**Tattooing since:** 2005

**Shop:** Perception Fine Body Art

**Location:** Dallas, Texas



# YOUR ROSE TATTOO

## Technique and Your SERP

We're bringing two things together: with rose tattoos being the most popular of all flower tattoos, we get some expert tips from one artist best known for inking dimensional flowers, Mark Wade.



**If you even doubted, rely on some keyword evidence that the rose tattoo is by far the queen of all flower tattoos.**



Most Googled questions in the US, 2020 according to SEMRush  
#78 "How to Draw a Rose" **165K**

**If you're looking into the top flowers, a little random research shows which flower tattoo keywords are the most popular:**

"rose tattoo" with the highest volume of **213,750**  
"sunflower tattoo" has a high volume of **115,917**  
"lotus flower tattoo" has a volume of **69,083**  
"cherry blossom tattoo" has a volume of **40,283**  
"lilly tattoo" has a volume of **22,558**



Most Googled questions in the WORLD, 2020  
#87 "How to Draw a Rose" **266.2K**



**Google gold:** if you can manage to tattoo a celebrity with a rose tattoo

## Invaluable technique tips from **Mark Wade**



### Stencil tip:

"It could look stupid on paper...and I'll lay it on the body and it just lays right. This [a 2-D drawing on a tablet] can mislead you. It's not skewed. And skew is different on every body. Different heights, different weights, different shapes."

### How to make the flower look dynamic, as if it's blooming!

"As soon as you lose that growing 'movement' to the flower, especially when you're laying it out on a moving surface, like the body, it can grow stagnant. Ensure leaves and flowers lay like they're naturally fitting the form. If it goes against the anatomy it doesn't matter how well you execute the tattoo, the eye will draw to its errors. I usually freehand on my leaves for this exact reason. I print out several flower references and tape them against the area just to get as close of a visual as possible.

Stand back a few feet to visualize it; this can expose further areas to improve upon."

### Ink and colors:

"We're always trying to make our darks really, really dark and our lights really, really light. You're trying to overpunch it so that it meets in the middle when it heals. It kinda balances out; your darks get lighter and your lights get darker.

The more passes you can do, the better those contrasts can become. To make those colors pop out more you kind of have to see how the colors are playing out in the area."



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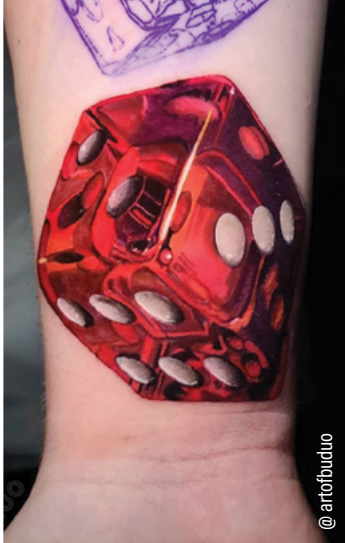




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@zacksingerink



@kohbastattoo



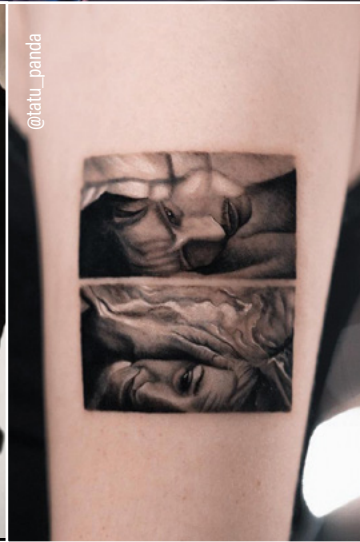
@charlyhuurman



@jaclyn.artist



@bortbianchi



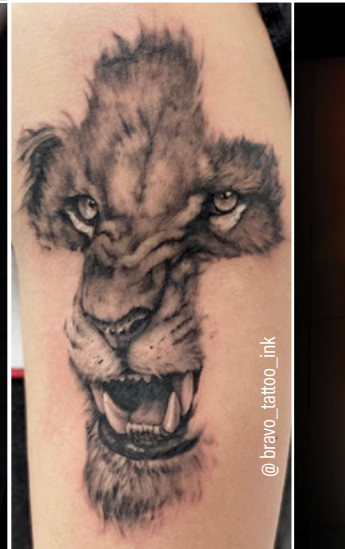
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# JOIN THE TEAM!

WORLD FAMOUS TATTOO INK HAS TEAMED UP WITH VIRGIN VOYAGES TO ESTABLISH A TATTOO EXPERIENCE UNLIKE ANYTHING BEFORE. ABOARD THE SCARLET LADY YOU CAN EXPERIENCE A NEW ERA OF TATTOOING AND BE A PART OF A TRULY INNOVATIVE, FUN ENVIRONMENT BY BECOMING A FEATURED ARTIST THROUGH SQUID INK. WHEN YOU'RE NOT TATTOOING THERE ARE SO MANY ACTIVITIES, ENTERTAINMENT OPTIONS, AND VIEWS TO ENJOY. CHECK OUT OUR APPLY PAGE FOR YOUR CHANCE TO BE A FEATURED ARTIST.



[WWW.SQUID.INK](http://WWW.SQUID.INK)

USE OUR QR CODE TO APPLY



**BLACKOUT**

**WHAT'S New**

## World Famous Blackout has dropped – and it's making a stir.

Standing out boldly from other black tattoo inks, World Famous Blackout boasts an ultra-high pigment load that goes in black, heals black, and stays black. This premium tattoo ink is formulated to be fast-flowing and boasts a smooth but not runny consistency.

What does this mean for your tattoo work? It means Blackout makes it easy to pack and fill with ease. Use it for flawless black work, solid fill areas, and creating rich dimension.

Check out what other tattoo artists and PainfulPleasures shoppers are saying about World Famous Blackout ink:



"World famous Blackout is by far the blackest, smoothest and easiest to pack in the skin. After trying about a dozen different blacks for my blackwork or solid fill areas, I've found that it being fast flowing gives me more saturation which makes it less damaging to the skin as I can move away from the area a lot faster unlike other blacks I've tried. Definitely my go-to." – **PainfulPleasures ProTeam artist John Dame**

"Loving the new Blackout color from World Famous Ink. It goes in sooooo smooth!"

– **World Famous Ink sponsored artist Sarah Miller.**



**Ready to experience World Famous Blackout for yourself?** Starting now, we're giving away a free 1oz bottle with any purchase on our PainfulPleasures Web store. **Use code BLACKOUT at checkout to try yours today.** Limit 1 Per person





# KURO SUMI

TATTOO INK



NEW LOOK. SAME EXCEPTIONAL FORMULA. KURO SUMI IS A PRODUCT OF HONORING HISTORY AND TRADITIONS. SO, CONSIDER OUR NEW BOTTLE DESIGN THE START OF A NEW TRADITION, WITH THE SAME PROMISE OF CREATING RELIABLE RESULTS.

[KUROSUMI.COM](http://KUROSUMI.COM)

@ KUROSUMITATTOOINK

## DEVICE Review

### It's time to cut the cord. Welcome to the Wireless Revolution!

**\$50 OFF**  
**BUY NOW**



With the *LightingBolt* your favorite tattoo machine just became wireless. That's right! Your favorite tattoo machine just got a lot better. The *LightingBolt* is not only a tattoo battery pack, but a Bluetooth enabled power controller that is truly the future of tattooing. We know the feeling of our arm hurting mid-tattoo, having to stretch, only to lose focus and not concentrate on our craft.



The *LightingBolt* battery pack is here to make your life easier. Small but powerful, the *LightingBolt* is sure to make your art better. With a lightweight design, friendly user-interface and an ergonomic design, the *LightingBolt* was made with the artist in mind.

Connect to Bluetooth and pair with the *Darklab* mobile app to enable a host of features and receive firmware updates. Features include changing voltage through *Siri* voice commands. Turning any machine into a wireless voice controlled device. The future is here.

## FLUX The Colors!

We listened to you and created a revolutionary device that puts, you, the tattoo artist, in control of your art. The first truly wireless tattoo machine is here – the *Spektra Flux*.

Now, we want to hear from you again! Tell us what your favorite color combination is and what you'd like to see? We will be determining what limited edition colors we will be releasing this year and we would love to hear from you. Follow the link and make your opinion count!



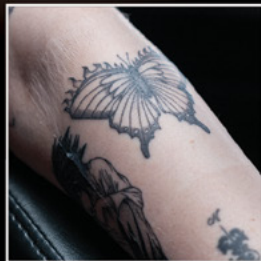
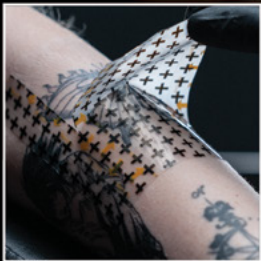
**What is your favorite color?**



17 669

# RECOVERY DERM SHIELD

The thinnest, most flexible  
matte film aftercare.



@RECOVERYAFTERCARE



RECOVERYAFTERCARE.COM



## PRODUCT Know-how

# Recovery Derm Shield:

## A 5-Step Guide for Perfect Application

You've completed your latest masterpiece, and now it's time to preserve your art. Enter Recovery Derm Shield, the most flexible matte film aftercare in a large variety of sizes, from single bandages to cut-to-size rolls. Applying Recovery Derm Shield is simple, painless, and effective. **Just follow these 5 simple steps:**

- 1** Prepare the skin by gently cleansing and patting the tattoo and surrounding areas dry, ensuring no soap or residue is on the skin.
- 2** If using the yard roll, cut the Derm Shield to cover all of the tattooed area plus a 1"-2" margin from the edge of the tattoo. To avoid cutting hassles, Derm Shields are now available in 10"x14" & 4"x4" sheets.
- 3** To remove the protective backing, gently peel off the clear part of the Derm Shield by pulling it slowly from the edge back over itself. **DO NOT pull the bandage upwards.**
- 4** Apply the Derm Shield by positioning it over the tattoo, with the adhesive side facing the skin. Once placed, apply it using light pressure, starting from the center to the edges to eliminate air bubbles. **DO NOT stretch the Derm shield during application.**
- 5** Once applied, starting at the corners, carefully peel away the plastic from the Derm Shield following the arrows (on the sheets only).



**Easy, right?** After the bandage is applied, Recovery Derm Shield allows for breathable, healthy tattoo healing and skin renewal.

To remove, gently peel the Derm Shield by pulling it slowly from the edge back over itself. Avoid pulling upwards. Do not wear any piece longer than one week.

Here's what your client needs to know before leaving your shop: The first Derm Shield application should stay in place for 24 hours, depending on the level of blood, plasma, and ink. A second application can be used for several days, and a third application can be used if necessary. Gently clean and dry the area between applications.

Recovery Derm Shield now comes in refreshed, sleek packaging. Shop for Derm Shield and other tattoo aftercare products at [Recoveryaftercare.com](http://Recoveryaftercare.com).

**For new releases and aftercare tips, follow us on IG at @Recoveryaftercare**



Pack in the black with World Famous **Blackout**, a maximum-dark, premium black ink that pushes the boundaries.

**Blackout** stands out more boldly than the rest with:

**JET BLACK PIGMENT**

**SUPER-FAST FLOW RATE**

**LONG-LASTING RESULTS**

World Famous Tattoo Ink is sterilized, vegan-friendly, and safe for worldwide use. Show what you can create with **Blackout**.



AVAILABLE AT



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

**NEW**

**MASTERING Tattooing**

# A Pound of Flesh in varying skin tones

*A Pound of Flesh has released a set of practice skin in various tones based on the Fitzpatrick scale so artists can learn how to perfectly showcase their art.*

**About the Fitzpatrick scale:** in 1975, dermatologist Thomas B. Fitzpatrick created a classification system to predict the sensitivity to UV light. The scale ranges from I (one) being the fairest hair, eye and undertones to the darkest, most melanin-rich at VI (6). The Fitzpatrick scale is not only useful for the prevention of skin cancer, but cosmetic tattoo artists also rely heavily on it to help calculate which PMU pigments to use.

**About A Pound of Flesh:** known as one of the most life-like and quality practice skins in the industry!

**Tips:** Practice achieving crisp colors and lines on a variety of skin tones. Present a 2D or 3D portfolio of your capabilities.

*"This [was] actually my first time using APOF and honestly, it was so much easier to blend and pack color in the fake skin than I thought it would be. I'm excited to utilize the different skin tones to showcase my color work in the studio...I think it's a great tool for apprentices or beginner artists in learning color theory and contrast in varying skin tones."*

**@theartofamberramirez**



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*Fitzpatrick tones 5 - 2*

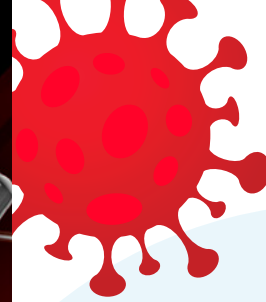


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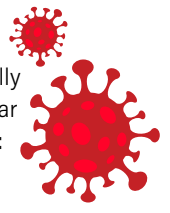
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# COVID-versary

While China and Italy got hit early, the rest of the world really started lockdowns in March. Now that we've hit the one-year anniversary, here's what we have to look forward to in 2021:



1. Immunity.
2. More permanent re-opening of body art and PMU studios.
3. Will artists unite to advocate for themselves as a community?
4. "I survived 2020" tattoos.
5. Dates. Like real ones, in person with kissing.
6. Hugging family.
7. Matrix 4 movie release expected in December 2021.
8. To put all of the skills we've been honing to good use.
9. Traveling and the tattoo convention circuit; at this point even a meeting of 50 people "counts."
10. Decompressing at the pub with friends.



## If all goes well in a post-COVID world, you can catch us at...

### Carnival of Ink

(Kansas City, USA, 13-15 August)



### Philadelphia Tattoo Arts Convention

(USA, 10-12 September)



### Golden State Tattoo Expo

(LA, USA, 17-19 September)



### Baltimore Tattoo Expo

(USA, 8-10 October)



# BROW DADDY: THE MASTER BEHIND THE GOLD SET



**BUY NOW!**

**Secret to your success?** I grew the business through trial-and-error marketing strategies that I have created and now teach in all my classes; they are simple, straightforward and 100% effective. Lastly, you gotta love - or better - be obsessed with what you do. It'll show in your work.

**What was a turning point in your journey?**

Facing one of my biggest fears as I started teaching: public speaking. I'd say I'm more of an introvert, so this was huge for me, but I knew I had to do it in order to live my dream... and I never looked back.

**What is unique on the market about your Gold Set?** In one word: Luxurious.

In all aspects, I wanted not only artists to have an experience, but also their clients. When the clients see these sexy, golden bullets and the packaging displayed in the salon, it makes them feel special, too.

As proof: a friend recently told me a new client came in and asked if she could use the gold collection on her. That was just double confirmation that we hit our mark; artists and the end consumer, since they want THE BEST!

**Highly Specialized Formulation**

In working closely with Perma Blend's chemist to create the perfect pigment formula we engineered:

- The highest pigment load that is scientifically possible
- Amazing retention and healed results
- Deposition process itself is faster
- Cuts down on artists' work time
- Protects clients' skin integrity as we don't need to apply many passes or pressure to implant the ink on the delicate brow area



**How will the new set help PMU artists?**

The colors are amazing and super diverse and can be mixed to create custom colors, as well. It's satisfying to see the result of our efforts through repeated posts from artists around the world:

"Wow the pigment really flies into the skin so fast!" ... and isn't that what we all want!?"

The biggest "thank you" to Lou, Anne Marie and the entire Perma Blend team that has worked tirelessly with us for two years to create this magical pigment set. The feedback from artists around the world is already so overwhelming and positive. THANK YOU



Ruben



@victoriawynn\_inked



@victoriawynn\_inked



@ElaineCampinEliteBrows



@ekaterina\_dvoerakina



@vericabiaskopmu



@katdoescolor



### HIT US WITH YOUR BEST SHOT

Submit and if your image is chosen, it will print alongside the world's leading artists. Use #BAAZINEPIC

# WARM BLACK Pigment for Eyeliner



*Elza Orlova*

**PMU artist since:** ca. 2015

**Award winner:**

1st - Lips & Powdered Brows (Germany 2018)

3rd - Powdered Brows Healed Results (Ukraine 2019)

1st - Unique Brow Technique (Russia 2019)

1st - Online competition "Brow Art" (Kreativnoye Oformleniye Brovei 2016)

**Location:** Boca Raton, FL

**Working motto:** If you want to finish quicker, do it slowly. Consistency is the path to success.

"At the root, this pigment is different from all other products," says Elza. She points out that she loves that Evenflo Colours' Warm Black is:

- highly concentrated in pigment color
- easy to wipe off, leaving a deep, black color when healed
- easy to implant, even on difficult skin

"I picked the Warm Black Eyeliner for my work because, first, I trust Lulu's authority. I also trust the factory that manufactured this pigment. Also, I familiarized myself with the consistency of the pigment and I knew that the author who developed this pigment, Lulu, understood that the pigment is not just chemistry of color, but also the physics of color that we observe after the healing. All these aspects are very important to me.

With other black pigments I had varying surprises, even during the process, where I couldn't implant the pigment in the skin in one sitting, but rather needed several sessions. We know that skin has a finite number of times it can be punctured with a needle, and, also, I wasn't always happy with the

healed results, meaning there were some unwanted shades that I wasn't striving for and preferred to not see on my clients' faces.

I have never had any problems working with Evenflo's Warm Black pigment, as opposed to other pigments. It was so easy to work with that I believe Warm Black will be my preferred product and I will be using it for a very long time. I like it very much."



SUBSCRIBE TO THE WARM EYELINER VIP LIST.



# BUYING NEEDLES FOR PMU

vertex  
nano

## Here's what to look for:

**Membrane:** in needle cartridges, membranes are a small barrier that keep bodily fluids and pigment from getting sucked up into the grip body or motor of your machine, avoiding cross-contamination and keeping our clients safe and healthy. Don't skimp on safety. With any brand you choose, ensure that the manufacturer states that your particular box of needles has a membrane.

**Thin needles, of high-quality stainless steel:** Quality, polished stainless steel ensures ease of implantation and less trauma. Thin needles ensure precision and are often less painful and heal faster.

**Clear field of view:** some needle profiles are of thick, bulky plastic, which means you can't see where you're implanting as clearly. Clear, thin, long cartridge tips will help you deposit ink confidently.

### Deciphering the needle code:

Needle codes start with a number, which indicates how many needles are in the grouping or "configuration."

**EX: 3RLT** = 3-needle Round Liner Tight ♣

### Common abbreviations:

**RL** = Round Liners

**RLT** = Round Liner Tight

**MAG** = Magnum

**MAG CURVED** = Magnum Curved

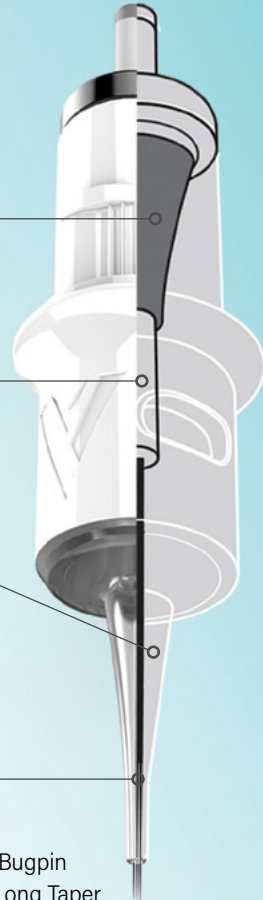
**SHADER MT** = Shader Medium Taper

**MAG BP** = Magnum Bugpin

**MAG LT** = Magnum Long Taper

**MAG CURVED BP** = Magnum

Curved Bugpin ("tight")



### THE MOST POPULAR DIAMETERS FOR PMU NEEDLES:

.20 MM (SMALLEST) .25 MM (MEDIUM) .33 MM (WIDER)\*

\*There are wider diameters but artists avoid them for delicate cosmetic tattooing.



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