

# Girlz Ink Gazette

ACADEMY

STUDIO

LI-FT®



@\_shellykaplan

## SEPTEMBER 2023 PRO TEAM ARTIST SPOTLIGHT

MEET SHELLY KAPLAN

LI PIGMENTS 2023 PRO TEAM ARTIST

ARTIST AT CALLA INK & AESTHETICS  
IN BRADENTON, FLORIDA, USA



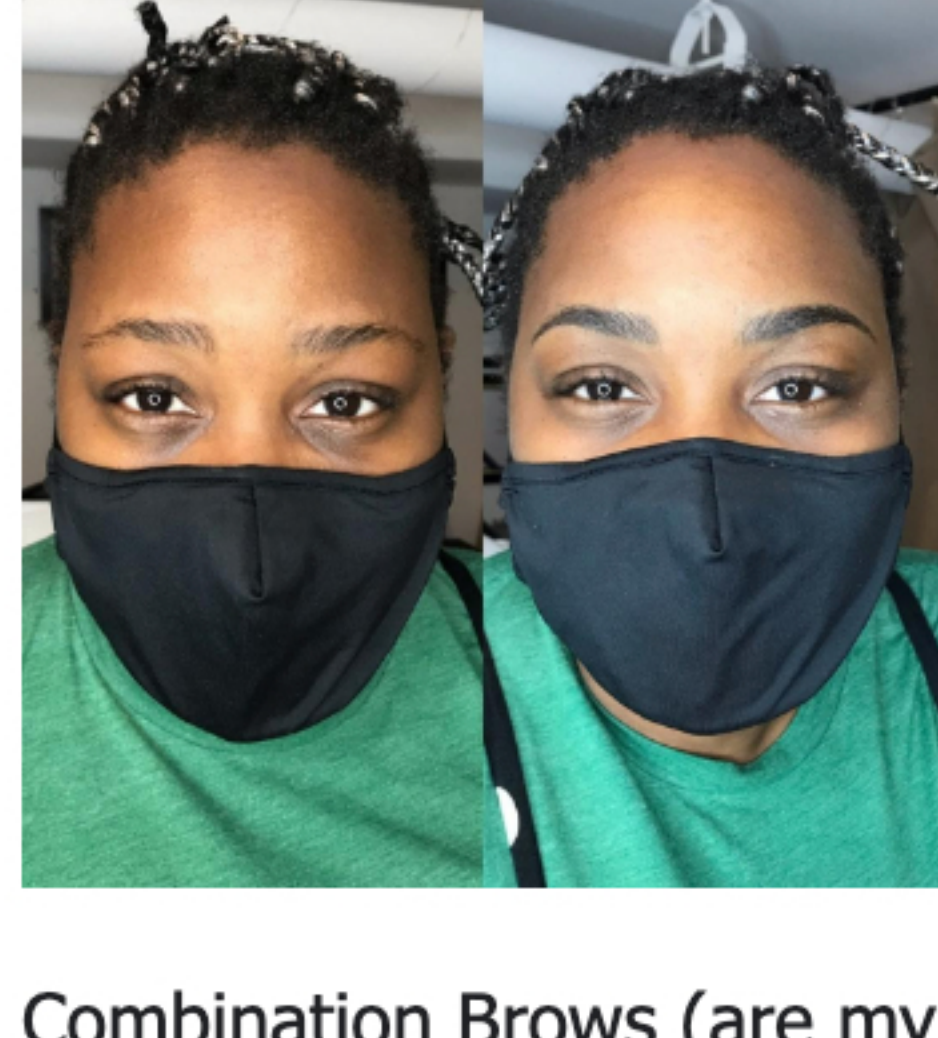
Can you tell us a little about yourself Shelly?

Originally from Chicago, I am a Permanent Makeup Artist and Esthetician in Bradenton, Florida. With a focus on skincare and a Bachelor's Degree in the arts, I specialize in brow artistry. I became a certified permanent makeup artist in 2018 while living in Los Angeles after having my own brows done and I have kept my career in the beauty field moving forward ever since.



I make continued education in a multitude of techniques and services a top priority. I am also an official Li-FT® Ink Removal instructor in collaboration with Girlz Ink. I takes pride in helping clients feel confident by educating and guiding them towards their individual goals.

You can check out her portfolio on Instagram @\_shellykaplan\_ or her website.



Do you have a favorite pigment?

Li Loaded is a fan favorite - **Cheatin' Heart** is my favorite.

Cheatin Heart is my favorite Loaded pigment for brows because it works with so many client variations. I love using it with Soft FX to achieve different saturations of dilution. Everyone gets a custom color!

Do you have a favorite service?

Combination Brows (are my favorite)! I love being able to create a brow that has a little bit of everything. The shaping allows my eye for design to come alive and the hair strokes give me artistic freedom.

Do you have any encouraging words, tips or tricks for the artists that read this?



The only thing stopping you is yourself. If you have the drive and passion, you can do anything you set your mind to. No one is perfect at something on their first try, practice and patience are key.

Never stop learning! Continued education is imperative in order to excel in ANY career. Ask the questions, listen to the answers and apply them with dedication.

Want to be NEXT months Artist Spotlight? Answer a few questions and you may see yourself in Issue #38 of the Girlz Ink Gazette. We pull our Artist Spotlights from this survey and our 2023 Pro Team. Click the button below to get started!

**Become Our NEXT Artist Spotlight!**



# LIVE



**New Tatter-a-fact® Episode!**  
Returning to the O.G. PMU Pigment Line: Li Pigments!  
Episode #59 with Alice Kingdom

On this episode of Tatter-a-fact® PMU Podcast, I'm joined remotely by our newest Li Pigments distributor Alice Kingdom all the way from the UK. Meet Alice, a dynamic PMU artist with a rich history in the beauty industry since 2015! She conquered her initial fear of working around delicate eyes to become a skilled eyeliner specialist. In our conversation, Alice highlights her return to Li Pigments and how she doesn't feel like she's pushing a rock up a hill to get the healed results she's after! She also shares her insights into navigating EU regulations, demonstrating her commitment to staying compliant in this evolving industry. Plus, we touch on her new role as a distributor for Li Pigments! Join us for an insightful discussion about Li with Alice!

- 📄 [Find more about Alice](#)
- 🛒 [Shop with Alice](#)
- 📍 [Attend Alice's UK PMU Conference](#)

These are topics we talk about:

- [The Beauty Industry Worker to PMU Artist Pipeline](#)
- [Let's Talk Li, Coming Back to the O.G. Pigment Brand!](#)
- [ALL Iron Oxides Age Red?](#)
- [Meet Our Newest Li Distributor: Alice Kingdom!](#)

👉 Make sure to follow us! 👉

- 💙 Teryn @tatgirlzink on Instagram & Threads
- 💖 Alice Kingdom @bodyandbrows\_alicekingdom on Instagram
- 💜 Tatter-a-fact Podcast @tatterafactpodcast on Instagram & Threads
- 💖 Girlz Ink Studio @girlzinkstudio on Instagram & Threads

**VIEW FULL EPISODE**

## WHAT'S UP WITH NEEDLES?

WHY KNOWING YOUR NEEDLES ARE IMPORTANT.  
FEATURING AN APPRENTICE FAVORITE PICK

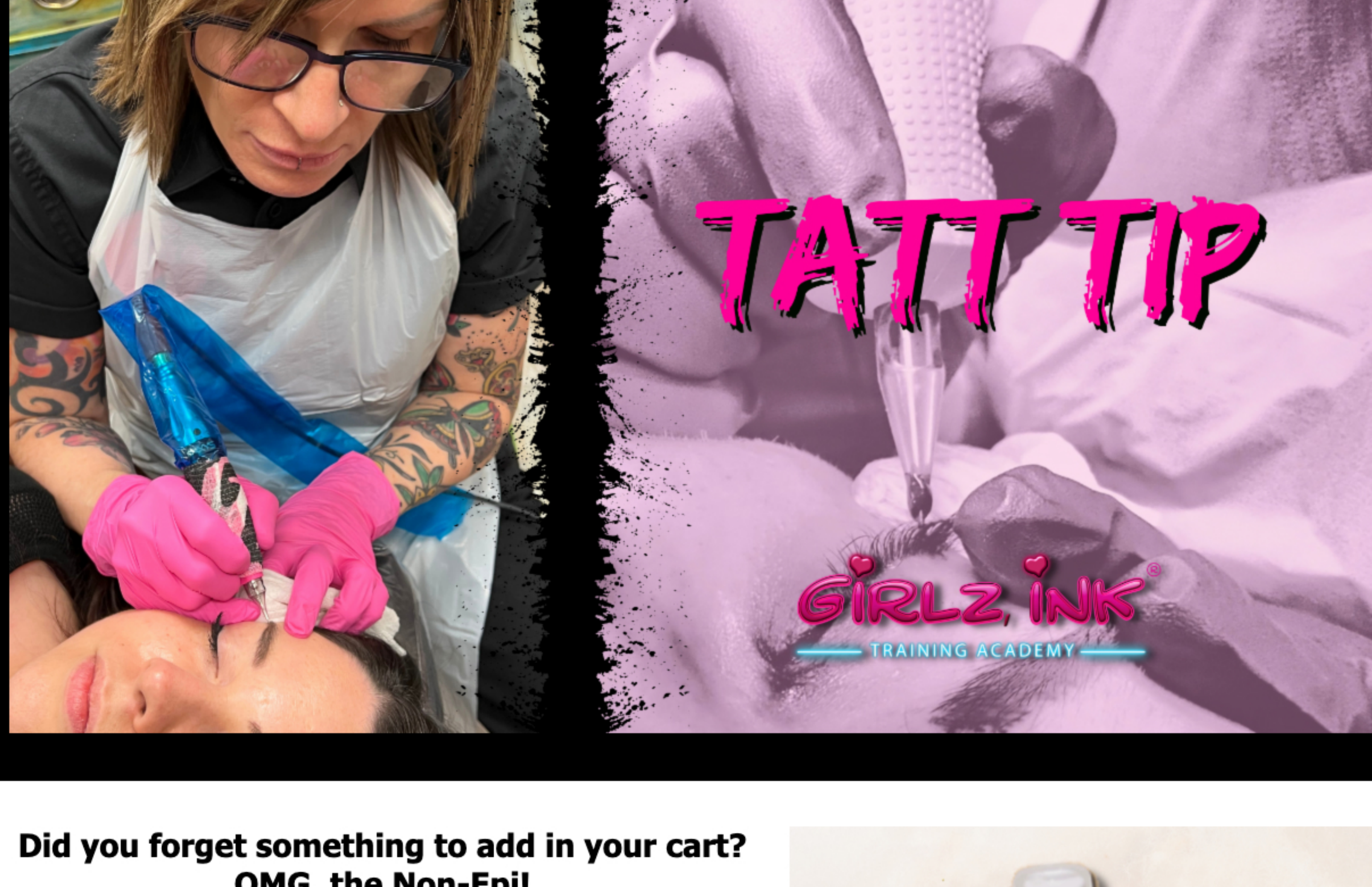


### The Art of Precision: Why Learning About Different Needles in Permanent Makeup Matters

In the world of permanent makeup, precision is key. Every stroke, every line, and every shade counts. That's where the significance of understanding different needles in the industry comes into play. Valerie, one of our fabulous Girlz Ink apprentices, put it best when she said, "It's vital to know all your needle attributes to deliver beautiful and consistent results in a safe manner." Just like Valerie, we believe that mastering the art of needles is fundamental for every permanent makeup artist. Here's why:

1. Customization: Different needle configurations offer diverse results. By knowing the right needle for the job, artists can tailor their approach to suit each client's unique needs and preferences. Whether it's microblading, lip blush, or eyeliner, the right needle ensures the perfect outcome...

**Read the Full Blog**



## TATT TIP



### Did you forget something to add in your cart? OMG, the Non-Epi!

To the artists who are certified in Li-FT® Saline Removal, do *not* forget to add [Liquidcaine Non-Epi](#) numbing to your cart! As a reminder, you cannot use a regular secondary numbing as constricts blood-flow and we want blood-flow for removal as it helps with the result. Non-Epi is an the second most important item to buy besides the actual Li-FT® solution.

When using the numbing, apply to the area you are removing and let sit for 15 minutes. It starts to be effective for your client in just 90 seconds! You can find a duo pack of Face and Body Non-Epi Spray as well as Li-FT® Saline Removal Solution on the [Girlz Ink Store](#).

Let's ensure safety and success in the tattooing world. Spread the word!

Stay safe and happy tattooing!

**Buy Non-Epi**

## SHARE THE LOVE, GET REWARDED!

Get the GIGS! Join our Girlz Ink Glam Squad to start earning Glam Gravy store credit to use towards future orders.

Earn up to 15% Glam Gravy commission with every successful referral made using your unique link.

Plus, Glam Squad Affiliates can share their unique 10% discount code with their PMU network, valid on store.girlzink.com

Apply today [glamsquad.girlzink.com](#)

