



Girlz Ink Gazette

STORE

ACADEMY

STUDIO

LI-FT®



FEBRUARY 2024 PRO TEAM ARTIST SPOTLIGHT

MEET JESS HOLLINGDRAKE

LI PIGMENTS 2023 PRO TEAM ARTIST

OWNER OF BROW BOUTIQUE SOUTH AFRICA
IN ROODEPOORT, SOUTH AFRICA



Can you tell us a little about yourself Jess?

I'm Jess, the owner of Brow Boutique South Africa. I started my PMU career at 21 years old and will be celebrating my 30th birthday this year! I've been involved in the tattoo industry since a really young age but always wanted a career in aesthetic medicine. Life clearly had other plans for me which led me to the UK where I first discovered Microblading in a little tattoo studio in Wales! I was absolutely blown away with the Microblading technique and its intricacies and I decided almost immediately that this was the career for me and that I'd love to be one of the first people to bring Microblading to South Africa.

I've just opened a brand new studio in Little Falls, Johannesburg and will hopefully be opening our first Cape Town branch by the end of 2025. This has been something I've been working towards for the last 6 years! I also have huge aspirations to travel to the USA in the next year and host an in-person training on my new top-secret course launching soon! I'm really excited to experience the states for the first time and hope to meet the team at Girlz Ink as well as other industry leaders!

You can check out her portfolio on Instagram [@browboutiquesa](#) or [her website](#).

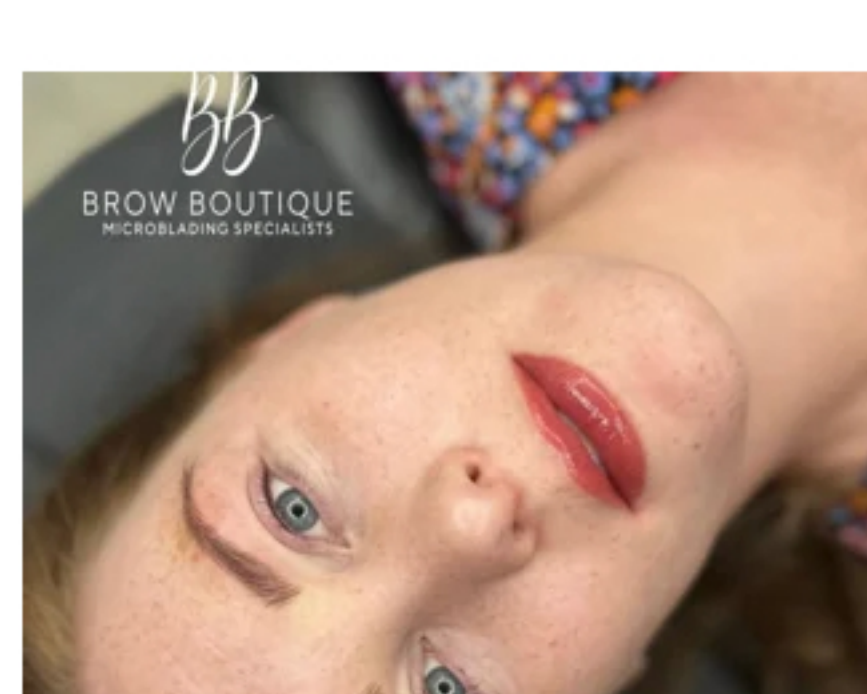


Do you have a favorite pigment?

My favourite pigment has always been **Li Pigments Aqua in Rich Brown**. It's such a gorgeous colour with so much depth and the healed results are phenomenal. I've also fallen in love with **Li's Queen range** for my ethnic clients, specifically the colour **Yasss**.

Do you have a favorite service?

Microblading has stayed my favourite technique nearly a decade after I discovered it!



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

Consistent practice is paramount to skill building. No one in the industry started off with flawless results, it takes drive, determination and an overwhelming desire for knowledge to become great at your craft. Never shy away from learning - absorb information from every avenue available to you. Listen to podcasts, attend conferences, watch YouTube videos, follow your favourite artists and watch how they work!

Want to be NEXT months Artist Spotlight? Answer a few questions and you may see yourself in Issue #49 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!](#)



New Tatter-a-fact® Episode!

Signs That You Are Ready to be a PMU Trainer
Episode #70 with Sarah Olson

In this episode of Tatter-a-fact PMU Podcast I'm joined by Girlz Ink's very own Sarah Olson. Sarah is our VP of Operations & Business Development and the point of contact for all of the artists in our Trainer Program. I knew Sarah would be the perfect guest to have to discuss all things training! We talk about when you're ready to be a PMU trainer and our requirements for putting together a good training program. Sarah also goes over the perks of our FREE Girlz Ink Trainer Program! This is the perfect podcast episode for those of you considering taking the next step in your career and branching out as a trainer.

[Apply for the Trainer Program](#)

Email for more information on the Trainer Program: sarah@girlzink.com

These are topics we talk about:

[When Are YOU Ready to be a PMU Trainer?](#)

[Top Requirements for a Great Training Program](#)

[All About the Girlz Ink Trainer Program](#)

[VIEW FULL EPISODE](#)

RADIANT HEALING WITH LI PIGMENTS SOOTHING SERUM PMU REPAIR



- For ALL PMU procedures
- Vegan
- Fragrance free
- All natural ingredients
- Non-greasy & silky smooth!

\$26 FOR 5 PACK OR **\$45 FOR 10 PACK**

Radiant Healing with Li Pigments Soothing Serum PMU Repair

Radiant Healing with Li Pigments Soothing Serum PMU Repair

Are you looking for the perfect aftercare solution for your PMU procedure? Look no further! Li Pigments has a **Soothing Serum**, available in a 5 or 10 pack. This revolutionary product will leave your client's skin feeling silky-smooth and ultra-hydrated after their permanent makeup treatment.

Why Soothing Serum PMU Repair? It's the Ultimate PMU Repair!

Soothing Serum is a part of the Li Pigments aftercare product line, specially designed to cater to the unique needs of client's skin post-PMU procedure...

[Read the Full Blog](#)

[Buy Soothing Serum](#)



TATT TIP



You Learn More From Artists That Think & Work Differently Than You, Than Artists That Think & Work Like You

In body tattooing we respect all the different styles, techniques and the artists that do them. In PMU...that's lacking big time and that makes me sad for the industry! It's not cool to be mean and shit on artists that use different techniques and different styles than you.

If every, single client wanted the same thing, if they all wanted the same amount of saturation and same shape...we would all probably be doing the same styles and techniques. But that would be so boring. And the fact is, it's not reality. The world is colorful and so are our clients...colorful and beautiful and unique, each wanting and deserving something different!

Clients request and want so many different styles, shapes and saturation levels. Everyone is so different with what they find attractive and what makes them feel good. We need to be able to service all of the clients desired results. Some want high saturation and bold looks while some want light saturation, pixels and to look much more natural.

Because of that...artists work differently from each other so they can achieve all the different types of results that clients are asking for. And that's a beautiful thing and no artist should be punished for that.

Stay safe, stay positive, and happy tattooing everybody!



JOIN OUR EXCLUSIVE TRAINER PROGRAM!

Join a worldwide network of PMU trainers dedicated to prioritizing students & elevating the industry.

Benefit from the Girlz Ink Trainer Partner Program, our complimentary initiative designed exclusively for approved trainers. Enjoy special product* and course discounts making it easier for you to access quality supplies for your programs.

Plus, your direct point of contact will ensure timely order processing and offer guided support to enhance your training journey.

* Minimum order rates apply

Girlz Ink, 2940 S Jones Blvd, Suite C, Las Vegas, NV 89146, United States, 702-809-8237

[Unsubscribe](#) [Manage preferences](#)

