The American Institute of Intradermal Cosmetics is recognized as the education destination for permanent makeup practitioners. Technicians of all skill levels come to AIC for industry updates and a wide variety of high quality hands-on training classes. AIC is now offering a three day hands-on conference in an intimate setting for FREE! We wanted to support technicians during this soft economy,” said Sandi Hammons, the company’s founder. “It’s our way of giving back to the permanent cosmetics community, and supporting our profession and the practitioners we value. Right now,” adds Hammons, “there is so much to learn. Our country is changing. Our economy is changing. And our industry is advancing at a rapid pace.” In addition to addressing the Five Most Dangerous Trends Facing Permanent Makeup Techs Today, Hammons is set to MC a multimedia demonstration panel that addresses “Tips and Techniques that Transform Cosmetic Tattoos”. She will also lecture on the “Changing Face of Permanent Makeup”. Additionally, Hammons is offering her popular business class “Prosperity Programming” following the April 1-3 event. (NOTE: This is your last chance to attend Prosperity Programming for FREE!) Susan Allen, a practitioner who attends AIC events frequently, believes the greatest advantage for AIC attendees is learning from the numerous skilled instructors who demonstrate varying techniques – old and new. “When you attend an AIC event, you get a real sense and appreciation for the “art” of permanent makeup. While one AIC Instructor performs a procedure with a method that works for her, another may achieve a similar result with a completely different machine and needle configuration. This wide display of demonstrations with varying techniques was overwhelming to me at first, but as I evolved and developed my own personal style, I grew to appreciate AIC more and more. It was like I grew up with the company - as AIC evolved, so did I.” For more information about AIC’s April Seminar & Training event call customer service at 800-642-1096

Premier Pigments Files Suit against SPCP for Defamation, Conspiracy and Business Interference
MIAMI, Fla.--(BUSINESS WIRE) — October 29, 2008, the American Institute of Intradermal Cosmetics d/b/a Premier Pigments and its founder, Sandi Hammons, filed a lawsuit against the SPCP (Society of Permanent Cosmetic Professionals), and several of its board members for defamation, conspiracy and tortious interference. Attorney David H. Pollack filed the lawsuit in the 11th Judicial Circuit in Miami-Dade County, Florida. Defendants named in the lawsuit include: Liza Sims, Kathleen Ciampi (aka Kate Ciampi), Elizabeth Finch-Howell, Karla Kwist and the Society of Permanent Cosmetic Professionals (SPCP).

On February 9, 2009 the Rachael Ray TV show featured Dr. Anthony Youn, M.D. a plastic surgeon who promoted his cosmetic procedures. During this segment, Dr. Youn also warned viewers against permanent makeup and displayed graphic photos of Nancy Erfin’s 2003 allergic reaction to a Premier True Color Concentrate lip procedure. Rachael Ray was quick to point out Nancy looked beautiful although it did take her 18 months to recover. The permanent cosmetic industry responded vehemently, making the following points: 1) The show was biased, irresponsible and consequential. 2) The photos appeared to be taken immediately following laser treatment for the reaction and did not accurately display what an allergic reaction looks like. 3) Erfin’s reaction was a result of an allergy to a product recalled and removed from the market six years ago. 4) Dr. Youn did not discuss any of the known side effects of his own procedures. 5) Allergic reactions to permanent makeup are extremely rare. 6) Premier Pigments do not contain car paint as previously reported.

Sandi Hammons responded with a plea to the Rachael Ray show producers to present a more balanced approach to permanent makeup in deference to the many technicians whose incomes are currently threatened by their one-sided exposé that was opinionated and short on facts. To read her letter to Rachael and other’s see Page 4.
FDA Issues 2nd Warning About Topical Anesthetics

In January 2009, the Food and Drug Administration (FDA) issued a second public health advisory about the improper use of skin numbing products (topical anesthetics) used to lessen pain in certain procedures such as skin treatments, laser hair removal and permanent cosmetics. The FDA issued an earlier warning in February 2007 (as reported in the March 2007 issue of the Permanent Press) after receiving reports of adverse events and the deaths of two women who used topical anesthetics before laser hair removal. Their latest warning includes recommendations for health care practitioners when using topical anesthetics.

FDA issued the first warning in 2007 following two instances where women, aged 22 and 25 years old, applied topical anesthetics to their legs to lessen the pain of laser hair removal. These women then wrapped their legs in plastic wrap, as they were instructed, to increase the creams’ numbing effect. Both women had seizures, fell into comas, and subsequently died from the toxic effects of the anesthetic drugs.

Available over-the-counter and by prescription, topical anesthetics contain anesthetic drugs such as lidocaine, tetracaine, benzocaine, and prilocaine in a cream, ointment, or gel. These products can be absorbed into the blood stream. When used improperly, they can cause irregular heartbeat, seizures, breathing difficulties, coma and even death.

A recent study published in the journal Radiology showed women had less discomfort during mammography when they applied lidocaine gel before the procedure than when they used plain gel or took oral acetaminophen or ibuprofen. There were no serious or life-threatening side effects reported in the study, nor were any reported when FDA discussed the results with the doctor who performed the study. However, given the small size of the study and the life-threatening side effects associated with the use of topical anesthetics during laser hair removal, FDA is concerned that similar side effects could occur when these products are used before mammography.

FDA Recommendations when using topical anesthetics:

• Ask your health care professional what side effects are possible and how to lower the chance of having life-threatening side effects from anesthetic drugs.

• Use a topical anesthetic containing the lowest strength and the lowest amount of medication that will relieve the pain.

• Apply the topical anesthetic sparingly and only to the area where pain exists or is expected to occur.

• Don’t apply topical anesthetic products heavily over large areas of skin.

• Don’t use formulations that are stronger or more concentrated than necessary.

• Don’t apply these products to irritated or broken skin.

• Don’t wrap treated skin with plastic wrap or other dressings. Wrapping or covering treated skin with any type of material can increase the chance of serious side effects.

• Don’t apply heat from a heating pad to skin treated with these products. When skin temperature increases, the amount of anesthetic reaching the blood stream is unpredictable. The risk of life-threatening side effects increases with greater amounts of lidocaine in the blood.

Case Study #1

Permanent Full Face

Eyebrows: ½ Natural Brown & ½ Deep Natural Brown

Top & Bottom Eyeliner: Dark Truffle

Lip Liner: ½ Cherries Jubilee & ½ Ripe Raspberries

Full Lips: Ripe Raspberries
Ever since I started my practice in permanent make-up I kept hearing conflicting views about doing touch-ups. At first it seemed the message was to try to avoid doing touch-ups because there’s no money in doing them. I understood the logic behind this and, in the beginning, I tried to avoid them if possible. However, it seemed impossible to avoid them completely so I began to use them to my advantage.

The reason a lot of people need touch-ups is because their skin is not holding the color for various reasons. If the pigment is applied too deep the increase in blood supply will cause the color to be absorbed too fast and if applied too shallow it peels off when healing, to name just a few. Knowing how to “feel” when I was in the proper layer of skin made a significant difference in how many touch-ups I needed to do.

I enjoy the response I get when I see a former client and they go on and on about how much they love their eyeliner or lips and how many of their friends want to get permanent make-up as well. I see this more when the color is perfect and they feel like they got their money’s worth from me. So, for the last few years, when my full price is paid I allow one follow-up at no extra charge between 2 and 6 months after the initial procedure. I then charge $95 for a touch-up at one year after the procedure and if it’s been over two years I charge $195 and my appointment schedule is booked ahead two to three weeks!

I inform all my clients that it is possible that the pigments they choose may soften over time. For some it’s several years but for others they may need a touch-up yearly. I try to get all of them to come for at least one touch-up at one year because this seems to set the color under the skin more permanently, and lessens the need for future touch-ups. Most important is that I need to see my work after it has healed in the skin to better understand how that color looks on that skin type and how well the procedure as a whole is holding up after a year. It’s also a great opportunity to get a good “final result” photo for my portfolio.

When times are tough and the economy and business is slowing down everywhere, women find it a bargain to get a $95 to $195 touch-up to look great. There have been times that new procedures have waned and the touch-ups alone have sustained me financially until the market recovers.

If you are an artist that is interested in working full time in the permanent cosmetics industry, then you will find that touch-ups are good for your business and will keep you booked for as long as you want. The trick is to start setting the stage now and soon all of your clients will be returning with more money to spend. When their make-up looks great all the time without fading they will advertise for you!
Sandi Hammons
Letter to Rachael Ray

Dear Rachael Ray,

I need your help!

Following your show Monday, February 9, featuring what you termed a “plastic surgery nightmare”, I received countless calls from permanent makeup practitioners who suffered business losses and “post-trauma” symptoms (i.e. fear and panic) as a result of reliving a nightmare that I am responsible for and that occurred several years ago.

Your show featured a story about Nancy Erfan, a woman who suffered from a disfiguring allergic reaction to a permanent makeup product I regretfully manufactured and distributed widely to the permanent makeup community in 2002. With the help of the media, the FDA and the entire permanent cosmetic community, the product was recalled and removed from the market in 2003, albeit not before several women were injured. Your guest, Nancy, was one of those women.

This event was traumatic to Nancy and the other women who suffered from the allergic reactions, but it was also hurtful to the technicians who implanted the product. Many practitioners endured a terrible ordeal - along with their clients. For many of them, watching a television program that exposed a case they thought was now a part of the past was hurtful.

Please consider the plight of these technicians. Just at a time when the permanent makeup industry was starting to recover from a terrible ordeal, the recession hits and then a major television show airs a story that is biased, short on facts and old news relived.

Also, please understand that I do not blame you for upsetting hundreds of practitioners. I am painfully aware that I am responsible for creating a situation that resulted in Nancy’s trauma and for many of the hardships endured by the technicians who are now reliving fear and financial losses from the negative publicity generated by your show.

I would just hope that you would have some compassion for the permanent makeup community and allow the practitioners who contacted you, the opportunity to share the benefits of permanent makeup with your audience.

Thank you for your consideration.

Sandi Hammons
President
Premier Pigments

Technicians Respond to the Rachael Ray TV Show

A recent episode of the popular talk show Rachael Ray featured Rachael and celebrity plastic surgeon Dr. Anthony Youn interviewing Nancy Erfan about her allergic reaction to a permanent cosmetic procedure. Dr. Youn advised viewers to never consider permanent makeup because it might be made with pigments used in automotive paint and “What if you got permanent makeup in the 80’s? It would look so out of date today!” While it was obvious to anyone in the permanent cosmetic industry that Dr. Youn clearly has little or no experience with permanent makeup, it was regrettable that he made these assertions on a national television show. The permanent cosmetic community was quick to respond on the Rachael Ray show bulletin board. Here are some excerpts from their posts:

I would have thought Dr. Youn would have presented a balanced point of view concerning all aspects. After his blog-search for poorly performed permanent cosmetics dug up very old news from a problem stemming from a recalled isolated pigment brand many years ago, he had nothing good to say about permanent cosmetic procedures that have helped so many women and men.

— Perfection D.

As for the pictures he showed? I’d like to know which ones of those pictures were of the actual allergy and which ones were of her lips during treatments for the allergy.

— Brown Beauty

There were no pros and cons here - only one bad result that was deceptively presented, as the facts surrounding this case were not divulged. He was quick to state his negative point of view against these procedures. Professionals in the permanent make up industry do not do “trendy” things as he so eluded and allergic reactions are extremely rare. This was a biased self-serving part of the segment that should not have been aired.

— Sharon J.

The problem (in 2003) was with a new formulation of a line of pigments that was recalled and the FDA notified promptly. The cause was investigated by Premier and found the substance that caused the reaction and as I said the pigments were recalled at the company’s expense and refunds/exchanges made, also the company paid for any treatments needed for anyone having a reaction, even if not caused by its company. This did not affect the original formulas of the company’s products. I have used Premier’s pigments for 15 yrs and plan to continue.

— Felicia Philpot RN, FAAM

Dear Rachael Ray,

It is very unfortunate that your producers failed to do their home work with regards to Cosmetic Tattooing (Permanent Makeup). The doctor evidently has no idea or factual information concerning this topic and should have focused on his own profession that has plenty of procedures gone bad.

We do not use dyes, and we do not use car paint!

If you do not respond, I will find it very disturbing because there has been an unjust presentation with regards to our industry that must be cleared up as soon as possible.

With regards to Premier Pigments the allergic reaction was very unfortunate and factually could possibly happen to any manufacture or artist. It is also important for the public to understand that allergic reactions are very rare. This is also verified by the FDA.

I can personally state that I have first hand knowledge of the events and the distress that Sandi Hammons had for each person that the unfortunate allergic reactions happened to. Premier Pigments continue to make the very finest cosmetic pigments in the world and the public can have confidence with their products along with other manufactures. Sandi Hammons is a pioneer in the industry.

I am an expert Cosmetic Tattoo Artist as well as a Conventional Tattoo Artist with over twenty seven years of Cosmetic Tattoo knowledge. I have done thousands of procedures and provide free areola and scar camouflage daily to ladies who have mastectomy surgery. I currently own and operate a licensed school by the Florida Department of Education. I am hoping you will invite Sandi Hammons and myself to your show to correct this very bad segment shown recently.

I have literally thousands of case files and photos for the public to view that show that our industry produces fantastic results on a daily basis. Please feel free to visit my website at www.hashey.com. We will be looking forward to hearing from you.

Best Regards,
John Hashey
Rachael,

I am very concerned about the negative view of the permanent cosmetic industry portrayed by Dr. Youn on your show of 2/9/09. As the permanent cosmetic professional with the most allergic reactions: eight (including my own), I feel I can speak with authority on the pain and suffering this ordeal caused to those involved. My first allergic reaction was July of 2002 and the last in March of 2003. Prior to this, I had used Premier Pigments for eight years without a problem. Because of the allergic reactions I tried two other pigment lines from 2004 to 2008, but returned to Premier Pigments because of its superior quality. Nothing lasts like Premier Pigments! And I felt I had to give my clients the “Best” the industry had to offer. Premier. During this period of distress, I can only say that Sandi Hammons was very supportive of all those involved and continues to this day, to be a pillar of strength to those of us trying to rebuild our reputations and businesses after that ordeal. She has always accepted all responsibility for the catastrophic damages it caused, and if you knew Sandi as I do, you would know her actions were not intentional.

It is time for this to be left in the past and for life to go on, especially in these grim economic times, when so many are trying to just stay afloat. And I am speaking from personal business experience. As for Dr. Youn, I’ve seen many a “Plastic Surgeon Nightmare”. I got into the permanent cosmetic field 15 years ago because of a local plastic surgeon who took a weekend class on permanent cosmetics who gave a facial client of mine matching Royal blue eyebrows and eyeliner. Then the stencil he used slipped during the procedure, and the client ended up with one of the eyebrows across the middle of her forehead, then he used a scalpel to remove the misplaced pigment! This is only one of many botched up mistakes I have seen or repaired over my 15 years. Why didn’t Dr. Youn mention some of these? I’m sure he has seen a few from other medical professionals over his years in practice.

Yes, many states do have regulations on cosmetic tattooing such as Ohio! I have also been instrumental in spearheading the legislation passed in Ohio requiring a mandatory 60 hr. permanent cosmetic program under the Ohio State Board of Cosmetology, passed 2/2/05 allowing persons to perform permanent cosmetics in salons and spas. The Ohio State Board of Health which regulates tattooing still only requires 1 day of training.

My school “Face Up Aesthetics Institute” is the first and only school licensed and registered under the distinguished list of the Ohio State Board of Career Colleges and Schools. “Face Up” is also an American Academy of Micropigmentation Board Certification Center.

Yes, my heart goes out to Nancy Erfan and all of those who suffered, as I said I too had a reaction, so I too physically felt the pain. But also monetarily sustained a great loss. And many a permanent cosmetic professional closed their businesses. But, please let the positive side of the Permanent Cosmetic profession be heard, for all the good things we do! The repigmentation of areolas for the client who has had reconstructive breast surgery, the client with alopecia who we implant a brow pigment! This is only one of many botched up mistakes I have seen many a “Plastic Surgeon Nightmare”. I got into the permanent cosmetic field 15 years ago because of a local plastic surgeon who took a weekend class on permanent cosmetics who gave a facial client of mine matching Royal blue eyebrows and eyeliner. Then the stencil he used slipped during the procedure, and the client ended up with one of the eyebrows across the middle of her forehead, then he used a scalpel to remove the misplaced pigment! This is only one of many botched up mistakes I have seen or repaired over my 15 years. Why didn’t Dr. Youn mention some of these? I’m sure he has seen a few from other medical professionals over his years in practice.

Premier Pigments Files Suit against SPCP

The lawsuit alleges:

• Liza Sims (SPCP communications chair), Kathleen Ciampi (SPCP executive director), Elizabeth Finch-Howell (SPCP president) and Karla Kwist (SPCP trainer) set out on a systematic campaign to defame Premier Pigments and Sandi Hammons and destroy their reputation in the permanent makeup industry.

• Defendants (Sims, Ciampi, Finch-Howell, and Kwist) conspired to make defamatory statements about Hammons and Premier Pigments; this intentionally and unjustifiably interfered with Premier’s relationships with its suppliers, distributors, clients, regulators, and others.

• Sims, Ciampi, and Kwist repeatedly posted messages on an Internet message board impugning the honesty and professional integrity of Sandi Hammons, Premier Pigments and others, despite Hammons (multiple) requests that they cease and desist from doing so.

• Sims, Ciampi, Finch-Howell, David Vidra and other SPCP representatives defamed Hammons and Premier Pigments in public forums and during industry trade events.

• Hammons and her company(s) suffered reputational injury, loss of good will, emotional and physical distress and continuous and ongoing damages related to tortious interference, defamation (including vicarious liability), conspiracy to defame, and other matters related to conspiracy to tortiously interfere with business.

The lawsuit further alleges the conduct of Ciampi, Sims, Finch-Howell and Kwist was unlawful, deliberate and willful. Hammons and her company(s) are seeking actual and consequential damages and the right to amend the suit to claim for punitive damages upon evidentiary proof.
The Penalties and Purpose of the Pioneer

In every field of human achievement, the pioneers who prosper must perpetually live in the bright light of publicity. Whether creativity thrives within a man or a woman or within the pioneer’s products, services and inventions -- envy and emulation are forever at work. In music and art, in science and math, and in technology and commerce, the reward and the punishment are always the same. The compensation is praise, purpose and prosperity. The penalty is often fierce denial, defiance and sometimes even defamation.

Decades after Albert Einstein was recognized for his services to theoretical physics, disparaging words from spiteful voices continued to reverberate beyond the sphere of his pioneering science. When Picasso painted the Les Demoiselles, critics condemned it to be a mockery of avant-garde art, while the masses received it with appreciation and adoration. Skeptics questioned if Robert Fulton could ever build a steamboat, while the world flocked to the river banks to see his invention power upstream.

Before the pioneer makes their mark in history, the path to prosperity is obscure and the penalties and purpose of their contributions remain veiled. Fear and uncertainty are the pioneer’s initial adversaries and the universe awaits their significance without note or anticipation.

When a pioneer unveils a product stamped with significance, both the pioneer and the universe are gifted with undeniable value.

When the pioneer’s contributions are realized, the purpose of the pioneer becomes obvious and the path to prosperity is set. More significant contributions become a target for envy as well as adulation.

The distinction between the ordinary and extraordinary is considerable. If the pioneer’s creation is mediocre, they will be left alone. When the pioneer’s harvest is extraordinary, they become an artist for advancement, and their contribution evolves to a golden standard for industry and innovation. If their inventions are insignificant, they threaten no one - if they achieve a masterpiece, it will set a dozen jealous tongues wagging.

With any significant achievement there will be outcries from a few that denounce the validity and value of the contribution. Any outstanding performance is always met with some resistance. The degree of success frequently equals the level of detraction from the threatened minority. Jealousy does not rear its ugly head to the artist who produces an ordinary painting, but the artist who creates a masterpiece is often pursued with passion and an occasional and fervent attempt to foil.

Long after the conception of a superior product, some will continue to claim there must be something faulty in its creation. The pioneer is assailed because they discovered the path to prosperity and because they are a leader who lives for a purpose. Efforts to defame and destroy are added proof of their value and their leadership. Failing to equal or to excel, the small and weak will seek to deprecate and to annihilate - confirming once again the superiority of that which the envious strive to supplant.

When the pioneer stands firmly in truth and in love of others and self, they remain powerfully purposeful and prosperous and their contributions will transcend the outcries from the weak, the evil and the lost. Master-technician, master-composer, master-scientist, and master-painter - each in their turn is assailed, and each hold their significance and success no matter what. That which is good or great becomes known and integrated in society, no matter how loud the clamor of denial and destruction.

There is nothing new in all of this; it is as old as the world and as real as human greed and the drive to destroy. The irony is that denial and defamation accomplish nothing. Outstanding achievements and superior products always withstand the test of time and the trials from the spiteful few.

Electricity, emulation and envy spread around the world when Thomas Edison produced a reliable, long-lasting source of light. Today, Edison’s light is still shining but his detractors are long since forgotten.

The truth always speaks.

That which deserves to thrive—thrive. And that which was created for purpose and prosperity lives on.

Sandi Hammons
"Your Journey to Greatness"
Q: What is extortion?
A: Extortion is the crime of receiving financial gain through coercion and or threats of unfavorable government action and or harm to one's reputation (i.e. when a vendor or a group of vendors threaten criminal consequences and or expulsion, “blacklisting” and harm to the reputation of technicians and others who choose not to purchase their services or products.) In my opinion, this is especially egregious when a non-profit trade association implies threats of possible criminal consequences to technicians who do not purchase their so-called “approved” products, especially in light of the fact, their board members secretly purchase Premier Pigments and other “non-member” pigments for personal use while the whole coercing technicians to purchase only their so-called “approved” pigments. Learn to recognize extortion and avoid people, suppliers and groups who engage in it.

Q: If someone makes disparaging and or false statements about another technician, vendor or permanent makeup product in a private telephone conversation, is that considered defamation?
A: Slanderous communication, whether it is distributed through a letter, email, private phone conversation or in a public forum is harmful. The permanent makeup industry is comprised of a very small, tight-knit group of professionals. Defamation of a targeted individual doesn’t only affect the targeted; it often results in a perceived lack of professionalism of our industry. Comments intended to impugn someone’s reputation or disparage their products or services can and have had far-reaching negative consequences, just as we witnessed during the recent installment of the Rachael Ray television show when Dr. Youn accused some manufacturers of using “car paint” in their formulas. We all need to work to protect the rights of technicians and vendors and to raise the level of professionalism and standards in our industry. When you hear disparaging remarks, tell the individual you hear it.

Q: What is Prosperity Programming and how much does it cost?
A: Take advantage of your last chance to attend Prosperity Programming (normally $599) for FREE. This course is our newest and most requested. Prosperity Programming is all about becoming successful in business and is especially valuable during these challenging times. Graduates from the first two classes have been unanimous in their praise. The class will be held April 4th & 5th from 9:00 AM to 4:30 PM. It’s my way of giving back to all my friends and great customers.

Q: What about the Paramedical Concourse?
A: The Paramedical Concourse is on Thursday night April 2nd from 6:00 PM to 10:00 PM. You will learn how to perform: Areola Applications, Paramedical Color Selection and Color Testing, Scar Revision, Stretchmark Strategies, Vitiligo Camouflage and Alopecia Art. Call for pricing and details.

Q: Will Masters and Instructors training be offered at the April event?
A: Yes. Masters Certification will be offered April 6th & 7th. The first day is lecture and the second day is Hands-On Testing. This year all candidates sitting for Masters will be required to perform a full-face procedure during their exam. Instructor’s Training will be offered April 8th through the 10th. AIC certification programs are the most rigorous and the most prestigious in the permanent cosmetics industry.

Q: Will I receive a certificate for any of the trainings?
A: Yes. Separate certificates will be issued for Bloodborne pathogens certification, General Attendees, each Concourse and for Prosperity Programming and, of course, Masters and Instructors Certification.

Q: Are there any prerequisites to participate in the hands-on training during the Advanced Training Seminar April 1st through 3rd?
A: Yes. Proof of a current Bloodborne Pathogens certification is required for anyone participating in hands-on training at all AIC events. For those needing a new or renewal certification, the class will be offered Tuesday, March 31st 6:00 PM-8:30 PM immediately preceding the Specialty Advanced Training Seminar.

Q: How much does it cost?
A: Yes. Masters Certification will be offered April 6th & 7th.

Q: Will Masters and Instructors be offered at the event?
A: Yes, ranging from luxury hotels to budget accommodations. Our partner hotels are working hard to earn your business. We are negotiating with them to get you the best bargains EVER! There’s a wide selection to choose from and several offer free shuttle service to and from the airport and to and from our facility. Call customer service for details at 800.642.1096.

Q: What is extortion?
A: Extortion is the crime of receiving financial gain through coercion and or threats of unfavorable government action and or harm to one’s reputation (i.e. when a vendor or a group of vendors threaten criminal consequences and or expulsion, “blacklisting” and harm to the reputation of technicians and others who choose not to purchase their services or products.) In my opinion, this is especially egregious when a non-profit trade association implies threats of possible criminal consequences to technicians who do not purchase their so-called “approved” products, especially in light of the fact, their board members secretly purchase Premier Pigments and other “non-member” pigments for personal use while the whole coercing technicians to purchase only their so-called “approved” pigments. Learn to recognize extortion and avoid people, suppliers and groups who engage in it.

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Q: Will I receive a certificate for any of the trainings?
A: Yes. Separate certificates will be issued for Bloodborne pathogens certification, General Attendees, each Concourse and for Prosperity Programming and, of course, Masters and Instructors Certification.

Q: Will One-On-One training be offered during the event?
A: Yes. Customized, individualized, and hands-on, our One-On-One training is offered before during and after the April event. This is ideal for anybody who is short on time, has specific questions or needs a quick refresher. Our instructors are knowledgeable, professional and friendly. We work at your pace, concentrate on your areas of interest and address your questions and concerns. Call Customer Service at 800-642-1096 for pricing and details.

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A: Yes. Proof of a current Bloodborne Pathogens certification is required for anyone participating in hands-on training at all AIC events. For those needing a new or renewal certification, the class will be offered Tuesday, March 31st 6:00 PM-8:30 PM immediately preceding the Specialty Advanced Training Seminar.

Q: Will Premier do a pigment exchange at the Advanced Training Seminar?
A: Yes. Bring all of your unwanted colors from ANY manufacturer to the Advanced Training Seminar. For every bottle you trade in, we will give you $15 credit toward the purchase of any Premier Concentrated Original color. There is no limit to the number of bottles you can exchange.

Q: My business is soft right now. Why would I spend the time and money on education?
A: Use the economy to your advantage. Discounted airfares to Dallas/Fort Worth can be found in abundance right now, lodging rates are at an all-time low and we are waiving the General Admission fee. This could be your most affordable training opportunity ever! Check out these websites for low airfares:
- www.expedia.com
- www.priceline.com
- www.hotwire.com
- www.travelocity.com
Hands-On Specialty Advanced Training
Certificates will be available for:

- Specialty Cosmetics
  Concourse
- Specialty Paramedical
  Concourse
- Masters Certification
- Instructors Certification
- Bloodborne Pathogens Certification
- Prosperity Programming

FREE GENERAL ADMISSION

QUALITY TRAINING DEVOTED TO PERMANENT COSMETIC PROFESSIONALS

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SPECIALTY ADVANCED TRAINING

APRIL 1-3, 2009

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