

# CONSUMER GUIDE

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HOW TO CHOOSE THE RIGHT TATTOO ARTIST



# FEW WORDS AS A START

Dear reader,

It is not easy to choose the right tattoo artist, because everywhere we are being bombarded by misleading statements and false or incomplete information. Starting with great prices and pressure on the selection of the tattoo, through unqualified "professionals" to unprofessional implementation of a tattoo.

How to find a qualified, competent and professional tattooer? You should begin with reading this guide, in which you will find the following suggestions:

- how to avoid 4 deceptions in tattooing,
- 8 false notions about tattoos,
- 4 dangers you will face, if you choose a bad tattoo artist,
- 3 mistakes to avoid while choosing a tattoo,

- 4 steps to a the tattoo of which you will be proud for the rest of your life.

I wrote this guide to help you better understand the whole process of tattooing. Thanks to that you will now be able to make an intelligent and conscious decision. If you have any questions related to the process of tattooing or about choosing the right theme, let me know by email. I have dedicated my business to the education of my customers and I will gladly help you.

  
Dávid Hanc  
Enhancer Tattoo

LET'S GO!



# 8 FALSE NOTIONS ABOUT TATOOS

## 1. Only sailors, prisoners and criminals have tattoos

A large amount of the world's population has a tattoo, nowadays. Tattoos spread from aboriginal tribes to sailors and then to "landsmen". Since then it has infiltrated into every social structure and you can find one also under the "tailor-made" shirt of a bank manager. Tattoos are becoming a world trend, a symbol of segregation from the untattooed "average" and a demonstration of an individuality regardless of whether worn on a visible or a hidden place. In the 19th century, the majority of European Aristocrats had a tattoo. Even Winston Churchill had allegedly a tattoo, at least for the reason that also his mother was definitely tattooed.

## 2. With a tattoo, you will never be able to find a job

Certainly, with a visible tattoo e.g. on the neck or arms, you would be limited in the selection of jobs, but it certainly is not true that you will not be hired for even a garbage man or a cleaner. There are also lots of highly tattooed lawyers, academicians, scientists or surgeons.

## 3. When you will be 80, your tattoos will look terrible and you will regret it

When you will be 80, you will not be worried even about your look, let alone a tattoo. Based on studies from the years 2003 and 2008, it was found that 84% of the people did not regret their tattoo. Those, who regretted their decision, had either made it when they were too young, did not choose the right tattoo artist, or they did not sufficiently consider the theme. The combination of an unprofessional tattoo artist and a bad thought-out theme is almost a guarantee of regretting the tattoo. But a right tattoo artist and a right theme are the guarantee of decades of happiness and of being proud of your tattoo artist.

## 4. Hena = tetovanie

No, it is not the same thing. Henna is only a plant extract, which is being applied on skin and which only lasts for around 2-4 weeks. However, it appears almost like a real tattoo and it can be a good way to see, how it would look like. Be careful about the allergies to henna, though! It can cause an allergic reaction from



a subtle irritation to an anaphylactic shock. You might not see the reaction in the first seconds, but it can be days until you start noticing that something is not right. Henna causes a number of problems, manifested as small blisters, itching or even bleeding wounds, which can lead to scarring of the skin. Thus a small holiday fun can lead to a lifelong scar.

## 5. A temporary tattoo lasts only for some years

There is no tattoo that would disappear without any sign. Tattooing represents the injection of ink under the skin by a needle, which makes a little hole into it. Only when the body fully processes the ink, it becomes visible, what kind of scar remains on the place after a tattoo.

## 6. Everyone, who has a talent for art can tattoo

If you can draw, it can help you design, place and shade a tattoo, but also a technical ability is needed to do so. Your friend can may draw beautiful pictures, but the lack of skill is the reason, why a tattoo from him or her would look like a blurred Mona

Lisa, at the best. It takes some years to develop a sense for the skin, which does not come with only a few customers. The great tattoo artists would tell you that even after years of daily tattooing, they still learn new things.

## 7. It hurts like hell

We all have different thresholds of pain. The needle stabs into the skin as deep as a scratch. It hurts at the beginning until the moment when that place numbs and then you do not feel practically any pain. Only a more sensible reaction to a needle appears, when the needle slides within the tattoo.

## 8. A tattoo will stay the same forever

Only a few things in life are as permanent as tattoos. However, the truth is that tattoos fade away and "spill". It is a natural process. They will fade to some shade of color, because of the solar radiation, the type of skin, the amount of pigment in skin, etc. The stability of a tattoo cannot be guaranteed by anyone, but it's quality can be.



# 4 DECEITS AND HOW TO AVOID THEM

## 1. This is just a temporary tattoo

In my years of work, I have not seen any single tattoo that would 100% disappear. Major part of “temporary” tattoos is being tattooed with an ordinary ink. The reason here is that customers will not return in a few years complaining that their tattoo has not disappeared yet. And even if the tattoo slowly disappears and fades away, it will not disappear entirely, because the scarring of the skin remains.

## 2. It will look good even if it is small

Every tattoo has to have the right size, because skin is not paper and what looks good in a small size on paper, does not necessarily look good also on skin. And even if your 2cm scorpion with beautiful claws and tail has wonderful details after being tattooed, your skin works with the ink in the tattoo and after few weeks or months your scorpion will turn to be only a simple blot.

## 3. Inaccurate estimation of price

If you are not announced the exact price for your tattoo before you lay down on a couchette, it will definitely rise as your tattoo will “grow”. It is possible that you will pay more for ink, shading, etc. The price for your tattoo cannot be variable, because an experienced tattoo artist knows how to estimate the amount of work that is needed to be done on your tattoo. This is why he can tell you the exact price, on which you should agree in advance.

## 4. Paying for reparation

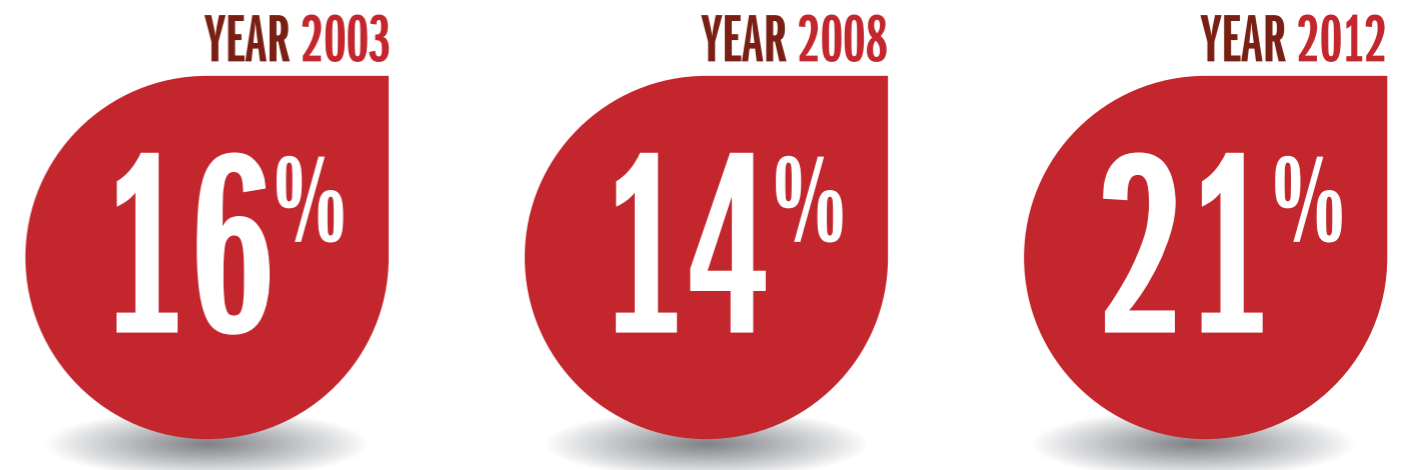
In case of falling out of the ink with the scar, or low quality work, a tattoo artist should hold up for his work and repair or correct it. Every tattoo artist is responsible for his tattoo. Making customer pay twice for a low-quality tattoo is just a simple exploiting.



## TATTOOS IN TIME

First tattoo was found on a frozen hunter from 5300 years ago, known as Ötzi. Also mummies from ancient Egypt have been adorned with tattoos. One of five adults has a tattoo. Up to 21%

people have at least one tattoo. 30% of asked people have said that they feel more sexy thanks to their tattoo. 25% feel like rebels. 21% say that it makes them feel stronger and more attractive.





# 4 DANGERS YOU WILL FACE, IF YOU CHOOSE A BAD TATTOO ARTIST

## 1. Risk of hepatitis and infection of a tattoo

In the case of unprofessional application of a tattoo, in unhygienic conditions, without usage of disinfectants or gloves (I have seen someone tattooing in a pub for a drink!), there is a threat of infection of a tattoo. Tattoo is an intervention into the skin, which is then left “needled” and unprotected from infections or hepatitis.

## 2. My tattoo cost me only 10€!

There is a saying among tattoo artists: “Good tattoos are not cheap, cheap tattoos are not good.” If anyone brags about their cheap tattoo, it usually looks cheap, too. A fine tattoo comes only from a fine tattoo artist – a professional. And the professional also asks something for his work. Find a tattoo artist, whose work you like. If you can’t afford his work, just wait and save some money. Tattoo lasts a lifetime. And if you wait for a good tattoo artist, you will get what you pay for.

## 3. Allergic reaction to the tattoo ink

Tattoo inks used by a tattoo artist can involve heavy metals, to which many people are allergic and they even do not know about it. There is a suggestion to contact your dermatologist and to consult the suitability of a tattoo. Colors as red, brown, green, yellow or white are made of heavy metals. The safest ink is the black one, which is made of carbon. The human body consists of carbon and that is why we cannot be allergic to it.

## 4. Posterior regretting of the theme

Wrong selection of a theme caused by a mindless decision, or maybe by an impulsive action in “holiday craziness” will get back to you like a boomerang. The right theme cannot be hurried and there is a reason to think about it few times, for sure. As I said before, tattoo lasts a lifetime and it cannot be always covered up.

# 3 MISTAKES TO AVOID WHILE CHOOSING A TATTOO



## 1. A smaller tattoo is better than bigger one

A well-known American tattoo artist said: “Tattoo has to be readable for the length of a bar”. The right tattoo has to have the proper size and also the correct placement, so it would not visually deform the body. For example, a little scorpion can appear even from close distance to others like dirt or a smudge. Tattoos are observed from distance.

## 2. A tattoo studio is the guarantee of good quality

No, that is not true. There is no quality check before you can open a tattoo studio. A studio can be owned even by a low-quality tattoo artist and that is why it is important to check his previous work, examine the hygiene in his studio and ask about the used inks. The more you know about the tattoo artist, the more you know about what is awaiting you.

## 3. My friend told me that he knows a guy, who can do a good tattoo

The fact that somebody recommends someone does not necessarily mean that that tattoo artist is a good one or that he has long experience and follows all the hygienic regulations required for a safe tattooing. It is a MUST to verify the person who is going to tattoo you, because it is YOU, who will suffer for the rest of your life, not your friend.



# WHY DO YOU WANT A QUALITY TATTOO

## Benefits, that my customers enjoy

- A quality tailor-made tattoo – I will help you materialize your fantasies into an artwork, which represents your inner mind and has a meaning for you.
- Putting the tattoo on your body on a PC before the start of the real tattoo process – this way my clients can see, how the tattoo would look on them even without the necessity of drawing it on their body. It is a test drive of the tattoo without real tattooing.
- The sense for details – I take my time to draw every detail of your tattoo, no matter if it is only a name of a beloved child on the forearm, or an fallen angel with wings all over the back.
- In the case of falling off of a part of the tattoo, or if the tattoo is not 100% finished, the reparation is for free.

## 100% SATISFACTION GUARANTEE

Tattoos cannot be taken unserious, beginning with the selection of tattoo artist, through the choice of theme, its placement and size. That is why I pay 110% attention to each of my clients, because, for me, that person is not just a client number one, two, three... but Mirka, Peter, Laco, Veronika... Each tattoo has to be personal and tailor-made and that is why I talk to every customer without obligation, without an effort to hurry up the process of selling, but with an effort to “drag out“ the soul of my

client and to put it in the right theme, which then will represent him or her. The more we talk about tattoos, the better I can design the theme, which will light up the customer’s eyes and make his or her heart beat faster. This can be achieved only without the pressure on the customer and without the forced speeding up of the process of selection, which leads only to dissatisfaction or even to cancelation of the decision to be tattooed.



# 4 STEPS TO A TATTOO YOU WILL BE PROUD FOREVER

**1. STEP**  
Make a commitment  
to act

It cannot be done like if it was going to manage somehow on its own. It is necessary to find lots of information about tattoo, its application, care, types of tattoo, etc. Being informed is the first step to choose the right tattoo artist and a good tattoo.

**2. STEP**  
Make a list of ideas  
for the tattoo and  
tattoo artists

The choice of a right theme is critical and dreamless nights, or free moments spent with a coffee can be filled by thinking about a template or a caption. The more elaborated your ideas are, the better will your tattoo artist be able to advice you about their application. The choice of a tattoo artist is also extremely important. Do you want to have a tattoo from a respected tattoo artist, or do you want to get cheaper price and risk that your tattoo will not quite look like you have dreamt about?

**3. STEP**  
Don't be shy  
and ask!

If there is anything you do not know or you have not found on the internet, or you have not obtained a satisfactory answer, then ask. Your tattoo artist should be able to answer all your questions about the tattoo. It is not necessary to act like a hero who knows everything and has experienced everything. Especially, when it is your first tattoo and you practically do not even know, what to expect.

**4. STEP**  
If you have found the  
right tattoo artist,  
act!

When you know everything you need to know about the tattoo and you found the right tattoo artist, who has answered all your questions and he or she is an honest and qualified professional, there is nothing in your way to your dream tattoo, so let us do that! I wish you that your tattoo will cheer you up every day and every time when you look at it.

# FEW WORDS IN THE END

Thank you for your time you have spent by reading this guide-book. If you will follow these suggestions, you will be able to make a qualified and intelligent decision. If you want to get a quick and cheap tattoo, people will definitely recommend their friends.

However, if you want a tattoo, of which you will be proud forever – from design to application – contact me. I will be glad to answer all your questions and I will also give you an estimated price – without any obligation.

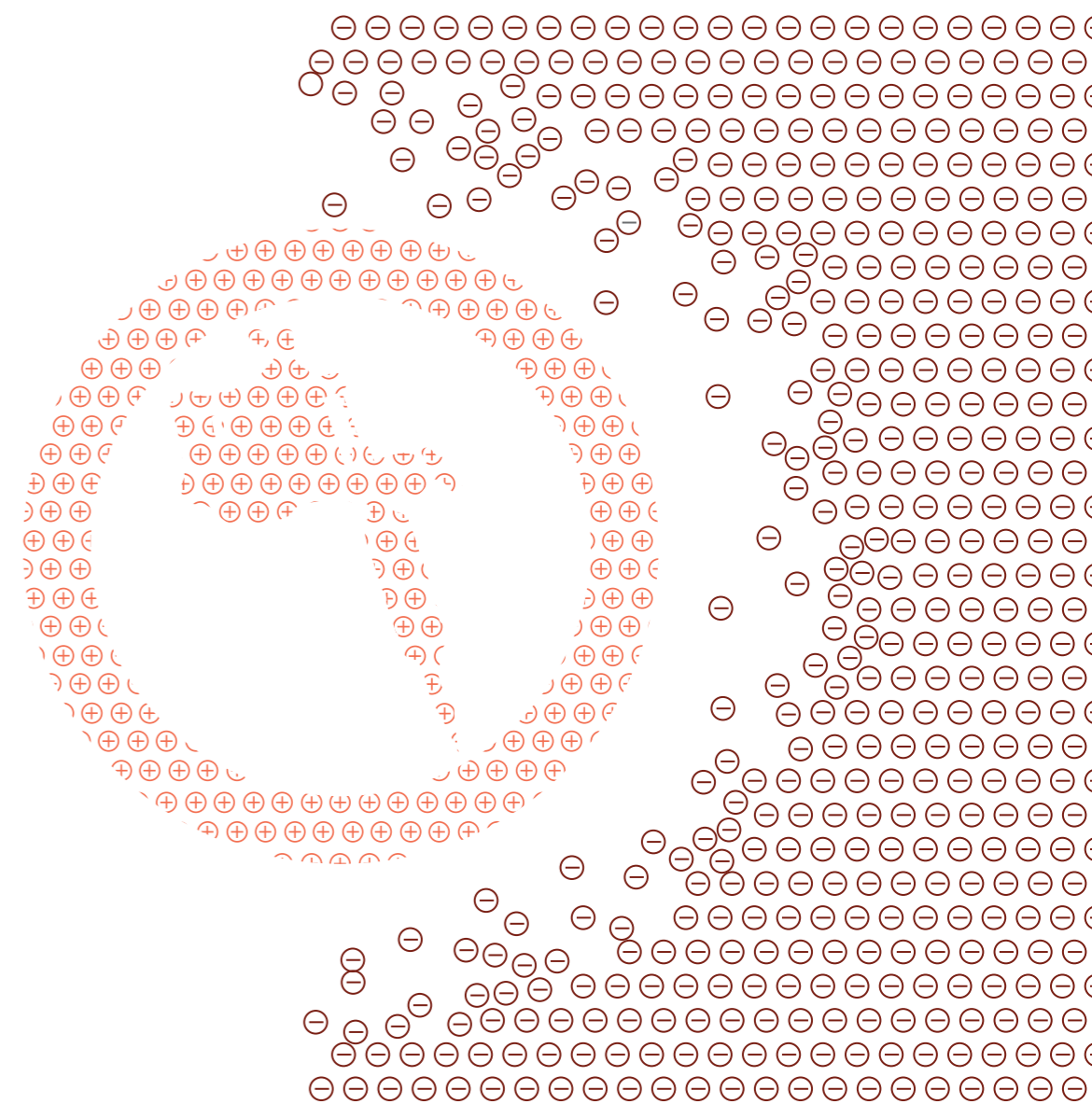
My last point: I know that lots of clients are skeptical about which tattoo artist to choose. When I first decided to get a tattoo, I was skeptical too. That is why I, above all things, do something more.

**I guarantee 100% satisfaction.** If you will not be satisfied with my tattoo, I will fix it for free. And if you still will not be satisfied with my work, you will not pay at all.



Telefón: +421 944 66 51 33  
Hornopotočná 1, Passage "u kráľa Ľudovíta"  
Trnava, Slovakia

**ENHANCERTATTOO.COM**  
Email: kontakt@enhancertattoo.com  
Web: www.enhancertattoo.com





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