

Safe Outer Ear Cartilage Piercing

The Inverness Ear Piercing System is ideal for safely piercing the outer ear cartilage area:

- Safe & gentle piercing in one smooth motion that connects the earring to the safety back
- Sterile, jeweler-quality piercing earrings in a range of premium hypoallergenic metal choices
- Ultra-thin post and sharp piercing tip to glide more easily through the ear
- Exclusive Inverness Safety Back™ for safe, comfortable healing

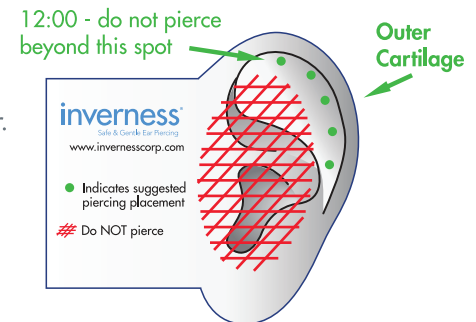
Piercing Steps:

1. Put gloves on both hands
2. Open cassette
3. Open cleansing towelette and clean front and back of area to be pierced
4. Load instrument(s)
5. Provide Aftercare instructions
6. Dot the ear and get customer approval of the placement before piercing

Technique and Tips for Piercing Outer Ear Cartilage

Always look at the cartilage area on both ears of the customer. The cartilage area should only be pierced just to the inside of the curl where it is flat and open enough to fit the instrument for proper aim and for the earring to be visible once the piercing is complete.

- The person performing the piercing should make the decision about where the cartilage can be pierced and IF the customer has cartilage space that can be pierced.
- Never pierce the actual curl of the cartilage or where the curl curves heavily into the ear.
- For ideal placement, think of the ear as a clock. Never pierce higher or closer to the head than "12:00" on the ear.
- Always hold the instrument level to the ear and as parallel to the side of the face as possible. The earring should go straight through and exit along the back ridge of the curl with the earring ornament facing forward. Do NOT angle the instrument toward the head.
- Place the instrument to the ear before involving your fingers. Position the instrument first, then place your thumb on the curl and push it back just a bit. Place a middle finger against the back of the instrument in the same way as when piercing the ear lobe. Do NOT try to hold the curl with 2 fingers. You will be unable to position the instrument with 2 fingers in the way.



Pierce outer ear cartilage with the same method used for earlobe piercing:

- **Aim**
- **Pierce** quickly/firmly
- **Hold** the handle in for a count of 3
- **Release** the handle and come away from the ear slowly

Aftercare Instructions For Outer Ear Cartilage Piercing

- Providing your customers with instructions for proper Aftercare is a very important step in completing a successful ear piercing.
- Improper aftercare is the main cause of problems experienced with an outer cartilage ear piercing.
- Always provide every customer with both verbal and written Aftercare instructions.

Aftercare Instructions

1. Leave the piercing earring(s) in the Cartilage for **12 weeks**. DO NOT remove earrings during this period.

If pain, redness and/or swelling lasts more than 24 hours, IMMEDIATELY REMOVE THE EARRING AND SEEK MEDICAL ATTENTION

2. Each day and with clean hands:

- a. **Cleanse 3 times daily**. Using a cotton swab soaked with a generous amount of Inverness Ear Care Solution, thoroughly clean the front and back of the pierced area and around the piercing earring
- b. **Turn 3 times daily**. Turn earrings while cleansing

3. After the **12 week healing period is complete**, the piercing earring(s) can be removed and changed to other styles.

4. During the **6 months following the initial 12 week healing period**, earrings must be worn at all times to prevent the piercing(s) from closing. When the earring is removed, immediately replace with another. Continued cleansing during this period is strongly recommended.

REMEMBER:

12
WEEKS HEALING

3
CLEAN 3X A DAY

3
TURN 3X A DAY

Special Notes:

- Due to the prolonged healing period, the extra care required, and the possibility of tenderness; cartilage piercing is NEVER recommended for children.
- Always inform the customer that extra care should be taken to avoid bumping the cartilage area during daily activities. Other than the 3X a day cleansing, the less contact with the piercing, the better the healing process.
- Most customers choose to have just one ear pierced in the cartilage area. To avoid unnecessary irritation, recommend the cartilage be pierced on the opposite side preferred for sleeping.
- When cleansing and turning, customers should make sure hair has not become twisted around the earring post.
- Customers should understand that a certain amount of tenderness with a cartilage piercing is normal. The length of time for tenderness will vary with each individual. **However, pain, redness and/or swelling lasting more than 24 hours should not be ignored.** If this occurs, instruct your customers to remove the earring and seek medical attention immediately.