

# SOUTHERN GIRL'S GUIDE TO Tattoo Removal

FEATURING

Answers To All  
Your Questions



arkansaslaser  
andskincare

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# Southern Girls Rock.

*Today's woman of the South knows her mind. She's successful personally and professionally.*

*We know what we want...and guess what? We want it all!*

As y'all know, Southern girls are very different from our Northern, Eastern and Western sisters. We think different. We carry ourselves different. We like different things.

The reasons we get tattoos and our choices of tattoo designs are also different. Southern girls tend to play by their own rules. And yes, there's a bit of a rebellious streak in all of us. But we're also confident enough to carry it off with grace and style.

Likewise, we have our own unique reasons for getting them removed.

These days, about 59 percent of women have body ink. Studies show that within five years of getting a tattoo, as many as 86 percent of people regret the decision. As a matter of fact, 73 percent of all tattoo removals are for women.

So what are some of the most common reasons that Southern girl

gets her tats removed?

One of the most common is that as we enter different seasons of our lives, our tastes change and our priorities shift. Suddenly those angel wings on our lower backsides just don't seem quite as sexy as they used to. Sometime a new relationship or becoming a new mom puts our old tattoos in a whole new light.

Starting a new job - especially with a company that frowns on ink - is also a common catalyst for ink removal.

And you wouldn't be a true Southern girl if you didn't care about looking gorgeous in your wedding dress (white, of course!). Brides to be are some of the most common tattoo removal clients.

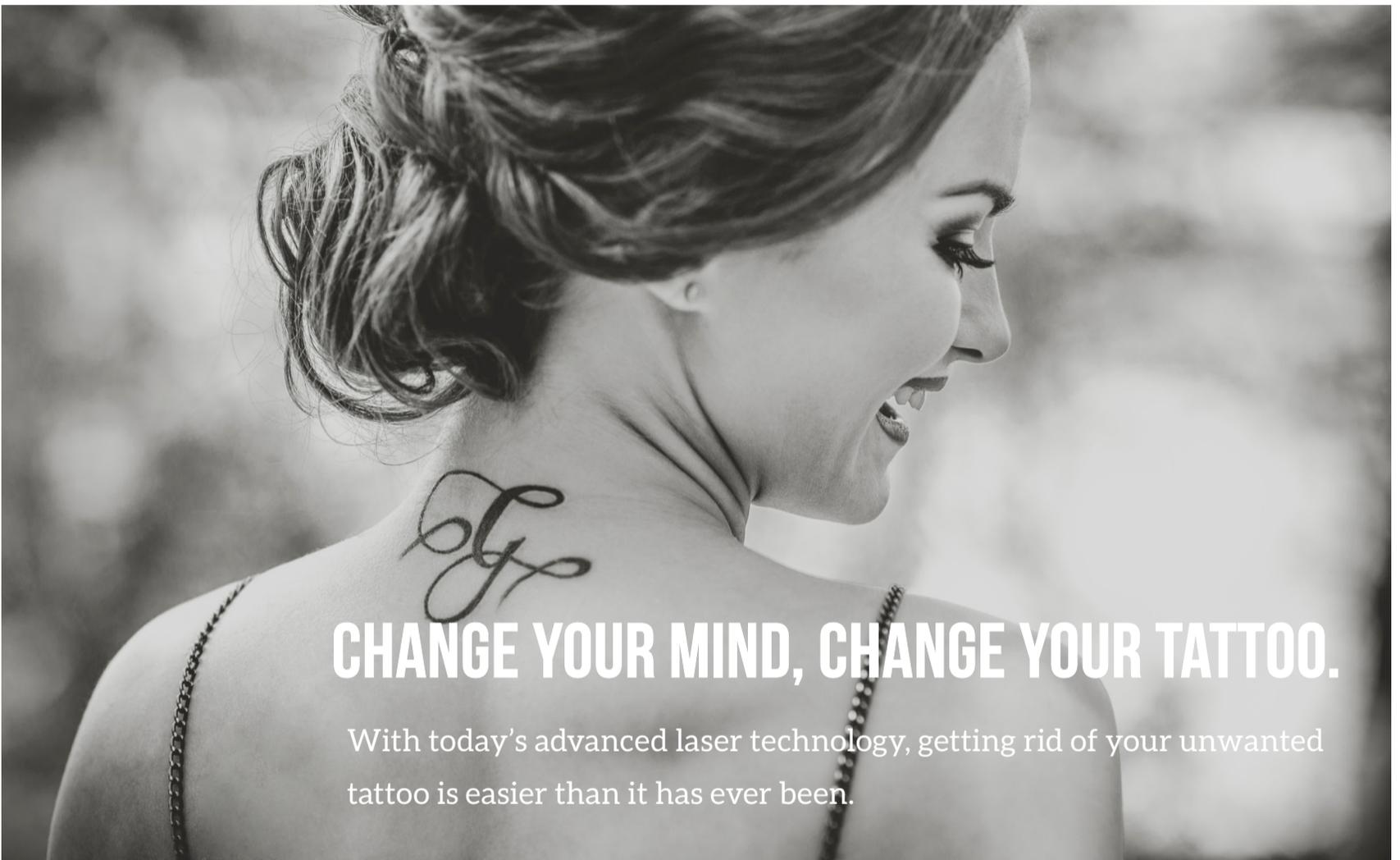
Or it could be that you just weren't ever happy with your tattoo to begin with. We don't judge your choices, and you shouldn't either.

Fortunately, tattoos no longer have to be a permanent part of your canvas, because getting rid of them is faster and a lot easier than it used to be, thanks to advanced laser technology.

Whether you want to get rid of your tattoo altogether, get rid of just part of it, or clear your landscape for a brand new tattoo, it's easier than you think. If you just want to remove one color, that can be done as well. Lasers make it all possible.

At Arkansas Laser and Skin Care, we celebrate your right to choose. That's why we've designed this eBook to help you understand how tattoo removal works so you can make an informed decision on what's right for you.

After all, it's your skin, it's your body. You have a right to get it tattooed - and you have a right to get that tattoo removed.



As you get older and your life changes, you grow in life experiences and your tastes just naturally change. Combine that fact with the dramatic increase in body art of the last decade, and it should come as no surprise that tattoo removal is on the rise. According to a recent study published in the Archives of Dermatology, while most women are pleased with their tattoos when they get them, by year five their feelings have changed dramatically - especially when the tattoo is prominent. So fear not - if you're considering tattoo removal, you're in good company.

A woman with blonde hair and a tattoo, wearing a white lace top, looking directly at the camera. She is holding a small object, possibly a tattoo removal device, near her hair. The background is a bright, out-of-focus interior space with a patterned ceiling.

# RETHINKIN' YOUR INKIN'?

## JUST GET RID OF IT.

There's never been a better time to get rid of unwanted ink. Technology has advanced to a point that makes it faster, easier, and less painful than ever before.

# How It Works.

*These days, tattoos are removed by lasers. Lasers work by emitting short pulses of intense light that pass through the top layers of the skin to where the ink has been absorbed, breaking the ink apart.*

*Basically, there are two types of lasers used for tattoo removal:*

*nanosecond and picosecond. The basic difference between the two is the speed at which they break up the ink. Nano technology delivers light pulses at one billionth of a second. That sounds fast until you consider that picosecond technology delivers ultra-short light pulses at one trillionth of a second. Each technology has its place, depending on your skin type and your tattoo factors.*

**I**n the past, tattoos were removed in a number of painful ways, like

revolutionary tattoo removal system that uses both nanosecond and picosecond



dermabrasion, surgical removal, and removal by acid (yes, acid!).

Thankfully, tattoo removal has evolved significantly and now happens through the use of lasers. Although there are several excellent laser technologies on the market, at Arkansas Laser and Skin Care, we use the Enlighten™ laser system. Enlighten is a

technology to send light pulses to your skin.

Over the course of several treatments, the laser light breaks up the ink into tiny particles to be absorbed by your body. After absorption, your body eliminates these dust-like ink particles through its normal elimination processes. .

# Tattoo Removal Technology

*Don't be fooled. All technology is not created equal.*

**T**he Enlighten® laser uses the most advanced laser tattoo removal technology to remove tattoos faster and more efficiently. In fact, with Enlighten, you could require up to 40 percent fewer treatments than other tattoo removal methods.

One of the reasons is that Enlighten offers both picosecond and nanosecond technology in order to match pulse speed to tattoo. Generally speaking, we recommend the picosecond for dark ink tones and dense designs. If you have a light or shaded tattoo, using nanosecond is usually sufficient. No other device currently exists that enables tattoo removal practitioners and patients to choose pulse speed based on individual factors.

Skin types from extremely light to extremely dark can all benefit from the

Enlighten laser.

Older laser tattoo removal technology just isn't as effective as the Enlighten laser. All lasers will remove tattoos, however older technology may require up to three times the number of treatments to do so. However, working on the cutting edge of technology, the Enlighten laser, produces faster clearance, fewer treatments, better results, less pain, and quicker recovery time.





# How Long Will it Take?

**T**here are a number of different factors that determine how many treatments it will take to remove your tattoo and achieve complete "clearance." These factors include:

- Your age
- Your tattoo's age
- Location of your tattoo
- Quality of the ink
- Colors of the ink
- If your tattoo was placed over an existing tattoo
- If you have scars from the tattoo process
- If you smoke

- Your health
- Your skin color
- Technology

Generally speaking, the closer the tattoo is to your heart, the faster (fewer treatments) it will clear. This is because blood flow is greater in that area.

Colors add time because some colors are harder to break up than others.

The reason your health is important is because it determines how effectively your lymphatic system will perform in

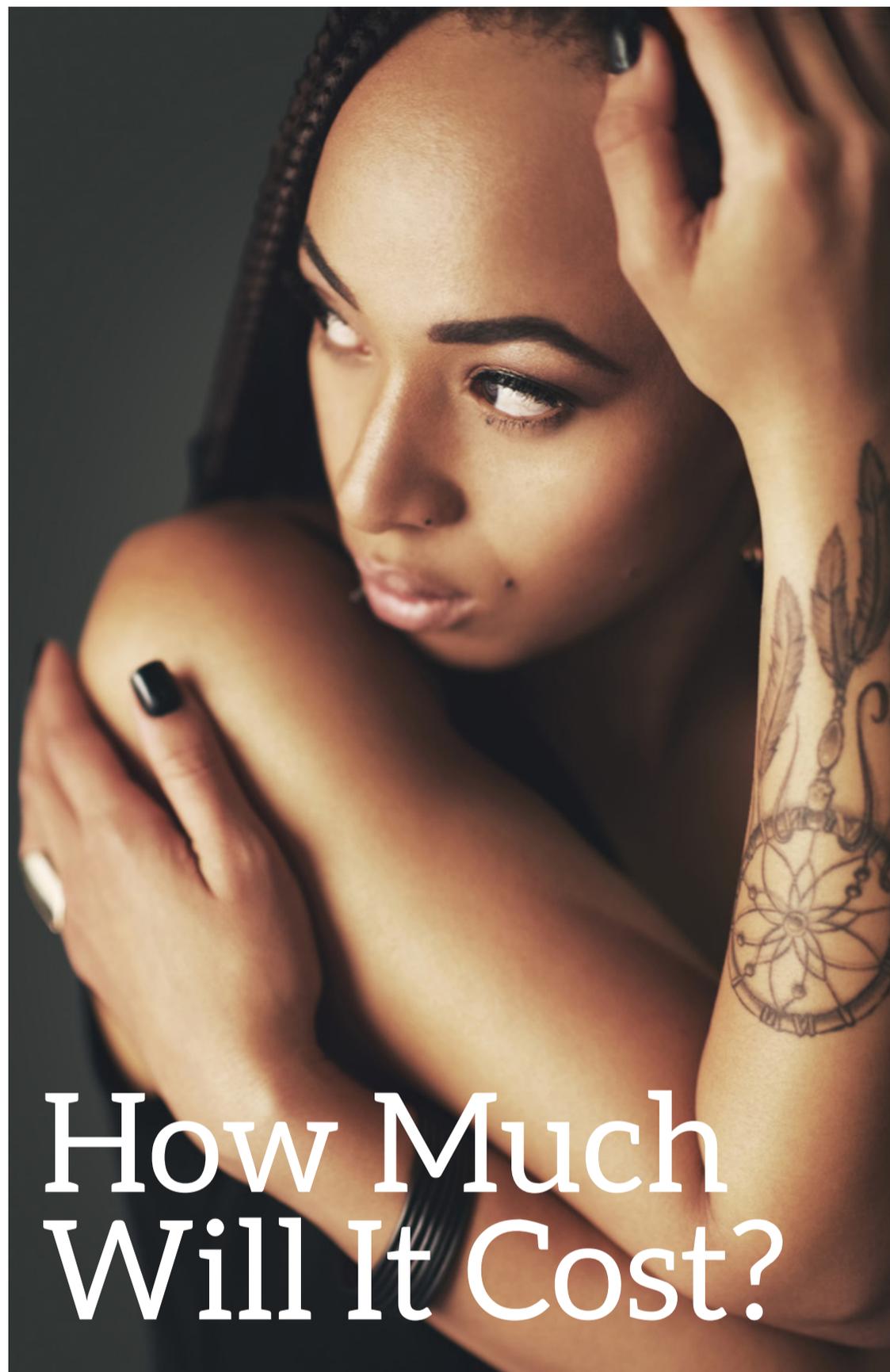
carrying away the fragmented ink. Believe it or not, smoking slows down the rate of ink removal by as much as 70 percent!

From a skin color perspective, the lighter your skin, the easier it is for the laser to focus on the tattoo ink, as darker skin siphons off some of the laser light.

Technology - or the type of laser being used - matters because it determines the number of treatments it takes to remove a tattoo. It's very important to remember that the better the technology, the fewer the treatments.

Typically, the majority of practices price tattoo removal by the size of the tattoo, either using square inches as the criteria or relative examples (i.e. the size of a business card, a cell phone, etc.). For example, if you have a tattoo that is business card size, most tattoo removal centers would give you their seven-square-inch price, or their “business card” price. But, if your tattoo is a simple outline rather than solid ink, then you may end up paying more than you should.

At Arkansas Laser and Skin Care, we take a different approach. Instead of standard prices per square inch, we price each tattoo removal individually during your initial consultation.



# How Much Will It Cost?

**H**ow much it will cost to fully remove your tattoo is impossible to say without seeing you and your tattoo. Some places may show a price list, but it is a price per square inch. Without seeing the tattoo and density of the ink, the tattoo measurement is arbitrary. Likewise, without knowing

your pertinent history, the location of the tattoo and its colors, the price can be misleading, and may change once they find out your tattoo will require more treatments than originally estimated. However, at Arkansas Laser and Skin Care we determine the cost of tattoo removal during your free consultation.

Factors we use to determine the price include the color of the inks, type of ink, and the depth of a tattoo, etc.

High quality, professional tattoos may require more treatments since there is more ink and it reaches deeper in the skin.

*As you know,  
every person  
tolerates pain  
differently. (And we  
Southern women  
can tolerate pain!)  
However, tattoo  
removal using  
new technology is  
the least painful  
because there are  
fewer treatments  
involved.*



# Does It Hurt?

There's enough pain in the world as it is. Why should getting your tattoo removed hurt, too?

Fact is, we know whether tattoo removal is going to hurt is probably one of the most important factors in your decision on whether to lose the tattoo or learn to live with it.

One of the unfortunate things about tattoos is that both getting them and getting them taken off can be uncomfortable. This is especially true if your tattoo is removed using the older technology.

However, gigantic strides were made in this area when lasers like Enlighten were designed. So you'll find that while there's still discomfort, the sensation is no more painful than lightly snapping a rubber band against your skin. Plus, newer lasers require fewer treatments, so there is less overall pain involved. Most people say that while the tattoo removal process is uncomfortable, it is easily tolerable.



# Ink Be Gone!

*Thanks to better technology, getting rid of unwanted ink is easier, faster, and less painful than ever. If you have a tattoo you want to get rid of, there's never been a better time.*

If you're through with your tattoo, then perhaps it's time you take the first step. And at Arkansas Laser and Skin Care, the initial consultation is always free.





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