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Discovery Aesthetics

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## **TATTOO-CHANGING IS THE BUZZ WORD OF THE SUMMER, 6 OUT OF 10 PEOPLE REGRET GETTING INKED**

***From ex partners' initials and names to poorly designed tattoos, from the enormous tribal to the tattoos done with old friends we get along with no more. 54% of inked women and 46% of tattooed men admit their remorse and their need to remove or change their tattoos before the summertime.***

They may turn a blind eye on some kilos extra, they may tolerate some stretch marks and sometimes they may not pay attention to unwanted hairs, nevertheless they will not stand the old tattoos they regret. **Before summer holidays, 57% of inked people have second thoughts about their tattoos**, a huge number of people who more and more often resorts to laser sessions. Their goal consists in removing or modifying those tattoos they are ashamed of, following the latest international fad of "tattoo-changing" (coming from the US), which gets even stronger during the summertime. According to the data collected by the **Italian National Institute of Health**, 30% of the 7 million inked Italians seeks to have their tattoos removed or changed. Among the **6 out of 10 people feeling remorse about their tattoos**, **41%** wants to replace them, **34%** would prefer to change them, whereas the **25%** aims at getting rid of them utterly. Among the reasons behind tattoo removal, people are generally driven by **aesthetic purposes (38%)**, by **shame (35%)** or the intention to **delete a memory they want to get over (28%)**. In the special **top 10** dealing with the most regretted tattoos, we find **ex partners' initials (61%)**,

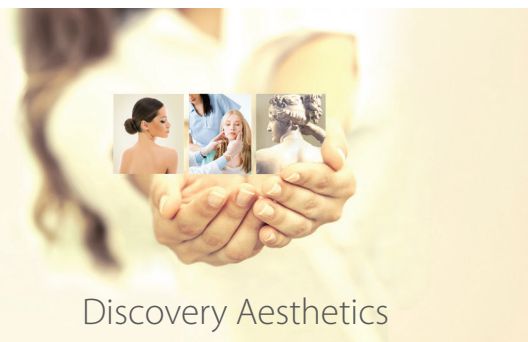
**poorly designed tattoos (45%)** and **those done with someone we used to be friend with but we do not get along with anymore (41%)**. **Women (54%)** are more likely to regret tattoos with respect to **men (46%)**, and the majority of people who wants to remove them are **managers and professionals aged between 30 and 40 (65%)**.

These are the results disclosed by a study carried out by **Quanta System Observatory** with WOA (Web Opinion Analysis) methodology involving about 2000 Italians aged between 18 and 60. The study dealt with an online monitoring across the main social networks, blogs, forums and community websites, in order to **find out what are the latest trends in the tattoo field and which are the most deleted or modified ones before the dress rehearsal**.

**"The 80% of my clinical activity deals with patients who regret their tattoos - underlines Dr. Valerio Pedrelli, expert in tattoo removal at Ink Removal Milano medical clinic - Getting inked is a trend and, as every fashion or fad, people generally get bored of it as time goes by. This feeling concerns both men**

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and women, the difference is that usually **women regret the tattoo subject, whereas men regret its dimension**. In order to remove a tattoo, I rely on the Discovery Pico by Quanta System, a picosecond laser. Such made in Italy technology avails itself of a real photo-acoustic effect enabling the pigment fragmentation into "dust" instead of granules, as with previous generation lasers. Thus, this possibility makes such device a real breakthrough laser solution. This new technology **allows a faster removal of fragmented pigment by the macrophages**, which bring ink fragments into lymphatic system. On average, **3 sessions are needed to lighten the tattoo and 7/8 sessions for its complete removal**".

Millions of inked people all over the world have decided to resort to a Cosmetic Medicine specialist who deals with laser technology in order to replace or change the tattoos they regret. **Then, which are the top 10 tattoos people regret the most before summer holidays? At the top of the list**, we find the tattoos regarding **ex partners' initials and names (61%)**, an issue concerning more than ten thousand people. Second in the list, the **poorly designed tattoos, or those the tattooist did not design as you wished (45%)**, such as the blurred or faded ones and those not pleasing customer expectations anymore. The bronze medal goes to the **tattoos that have been done with some old friend or family member that now we cannot stand anymore (41%)**.

The **"tattoos of regret"** range widely, concerning lots of different subjects. In fact, in the **top 10 regarding the more hated tattoos before the dress rehearsal**,

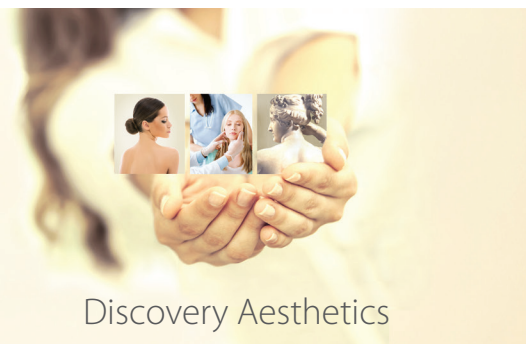
we find the **tribal tattoos (33%)**, the **enormous tattoos** that end up being too showy (**31%**), those characterized by **too vivid colors or strongly defined lines (28%)**, **team crests (25%)**, embarrassing tattoos, such as **ironic sentences or weird shapes (22%)**, **those expressing a political or religious reference (17%)** and those with **Chinese or Japanese ideograms whose meanings are often unknown to the inked people itself (15%)**.

What is the identikit of those who regret their tattoos before summer holidays? **54% of inked women and 46% of tattooed men** admit their need to remove or change their tattoos in view of the beach dress rehearsal. The majority of people regretting a tattoo is aged between **30 and 40 (65%)**, whereas the percentage gets lower between the age of **18 and 29 (55%)**, further decreasing with the **over 40s (51%)**. Among these people, there are **managers (25%)**, **professionals (22%)**, **public employees (17%)**, **teachers (13%)**, **employees (12%)** and **workmen (10%)**. These data reveal how such regret affects all the professions and categories.

Such findings are confirmed also by the field experts: "Statistically speaking, the decision of changing or removing a tattoo kicks in **around the age of 35** and affects everyone, from militaries to students - continues Dr. Pedrelli - **Around 70% of my clients chooses to cover up their tattoos, whereas the 30% of them wants that to be removed completely**. In my personal experience, I can say that the most regretted tattoos are **tribal, writings or dedications, names of beloved people or ex partners**, flower compositions,

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corrections of **faded tattoos**, very vivid ones, portraits, crosses, Chinese and Japanese ideograms and horror style tattoos”.

But why more and more people take the decision of removing or changing a tattoo? According to experts, this phenomenon is based on **psychological reasons**: “Along with the different reasons for getting inked, it is also interesting **to understand why people decide to undergo tattoo removal, an event occurring more often before summer holidays** - says **Roberta Ganzetti**, psychologist and psychotherapist, V.P. of Elice Onlus Milan association - The **skin represents at the same time an organ of border-separation from the outside and it is a privileged communication means with others**. Getting inked can be a way **to satisfy the need to feel part of a group, but also to differentiate yourself from others making your personal identity stand out**. There are some moments during the lifetime resulting so important that people decide to celebrate them by make them visible, inking their skin as they were covering themselves with the emotion behind such event. **If we think about our personality as a continuously evolving structure**, one could easily understand that this change represents a step necessary to induce new creative adaptations. Regardless of trends, **removing or changing a tattoo could represent another form of freedom for lots of people**. A **permanent mark on the skin could not be congruent** anymore with the original communicative

intention. **Nowadays, removing a tattoo is possible, just as working on life experiences making them part of your own personality**. Removing a mark from the skin is first of all an interior decision that today can be possible thanks to the innovative Italian picosecond laser technology.”

## **BOTTOM LINE, THE TOP 10 OF THE TATTOOS ITALIANS REGRET THE MOST BEFORE SUMMER HOLIDAYS:**

- 1) Ex partners' names or initials on the skin **(61%)**.
- 2) Tattoos designed poorly or incorrectly by the tattooist **(45%)**.
- 3) Tattoos done with friends or family members we do not get along with anymore **(41%)**.
- 4) Tribal style tattoos **(33%)**.
- 5) Huge tattoos that are too evident on the body **(31%)**.
- 6) Tattoos characterized by too vivid colors or pronounced lines **(28%)**.
- 7) Those referring or conveying political or religious beliefs **(25%)**.
- 8) Embarrassing tattoos with goliardic writings or ambiguous shapes **(22%)**.
- 9) Tattoos with favorite football team's crest or players **(17%)**.
- 10) Chinese or Japanese ideograms whose exact meaning is unknown to people **(15%)**.

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*Quanta System is an Italian company founded in 1985 based in Solbiate Olona (Va), from 2004 belonging to the international group El.En and a world leader in the production of lasers for three scientific fields: aesthetic medicine, surgery and art. Three divisions united by one principle: to improve the quality of life of patients and taking care of people. Founded as a spin-off of one of the largest research centers in the field of lasers and optics worldwide, Quanta System has taken the first steps in high energy physics, plasma physics, spectroscopy and light-matter interaction. The first laser for the restoration of works of art were developed in 1994, and since 1997 began the activities in the field of medical lasers for dermatology and aesthetic medicine. Trusted partner of healthcare institutions, physicians, institutions and agencies engaged in national and international scientific projects, the Quanta System activity is also aimed at European and international research programs, in collaboration with prestigious universities around the world.*

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