

SAFE | GENTLE | STERILE | HYPO-ALLERGENIC

inverness

Safe & Gentle Ear Piercing





Inverness Corporation based in the USA, has been the leading innovator and supplier of piercing earrings and its components since the company's inception 40 years ago. These 40 years of our strong belief in Technology, Quality, Safety and Superior Performance have enabled us to provide the **safest and most technologically advanced ear piercing system** in the market today.

Today, Inverness is a global company. Though headquartered in Attleboro, Massachusetts, we have employees and offices in over 27 countries worldwide.

This booklet containing vital information about Inverness is intended not only to better explain our product but also to reaffirm the dedication of Inverness to promote the message of “Safe Ear Piercing”.

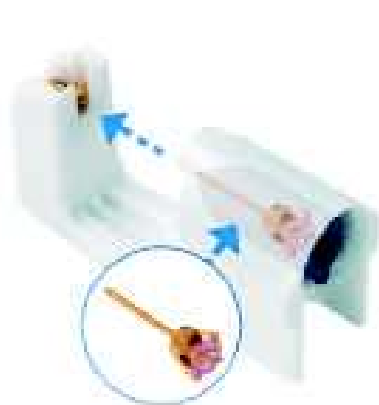


Peace of Mind Piercing

Inverness is committed to make sure that the ear piercing experience is the best it can be, by providing the safest and most technologically advanced ear piercing system.

Integrity & Innovation

Our patented system, safely & quickly, pierces ears in 3 EASY STEPS using a gentle, hand-pressured instrument and sterile, pre-sealed hypoallergenic piercing earrings.



Only Inverness has:

1: Fully Enclosed Earring Capsules

Our unique, fully-enclosed earring capsules guarantee the safest ear piercing possible by preventing the piercing earring and Safety Clutch™ from being exposed to possible contaminants prior to piercing. The customers will not have to see an exposed post before or during the piercing process.

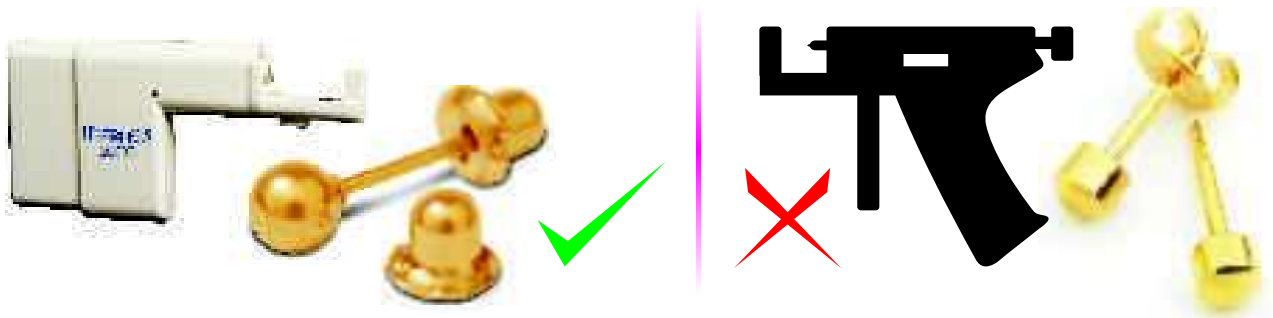
2: Patented Safety Clutch™

The patented Inverness Safety Clutch™ is designed to shield the sharp piercing tip and prevent the earring back from being squeezed too tight. This promotes safer healing by allowing proper air flow while the piercing heals.



**These two features set INVERNESS apart from
all other Ear Piercing manufacturers.**

Safe & Gentle



The Inverness System was designed for peace of mind piercing. Many of our competitors use loud spring-loaded piercing guns and blunt piercing earrings that hurt and cause tissue damage. Inverness Piercing Earrings are designed for the gentlest piercing experience possible. Our earrings feature ultra-thin piercing posts with a finely honed surgical point that glides easily through the earlobe with hand pressure for a smooth, gentle and virtually pain free piercing.

The patented Inverness instrument was engineered to use easy-loading sterile cartridges that won't fall out, even if the instrument is held upside down and the unique push button eject system allows the piercer to dispose off the used cartridge safely without touching it.

We Care

At Inverness, our care doesn't stop once the ears are pierced. Our Ear Care Antiseptic is specially formulated to help soothe & heal the newly pierced ears without the drying or chapping that can come from using plain old rubbing alcohol or hydrogen peroxide.

It means so much.

And nothing should get in the way of the moment.

Our Piercing Earrings

When it comes to choosing the jewellery that your customer will be wearing for 6 to 8 weeks it takes for the piercing to heal, it's important they make the best choice. With Inverness, that's easy.



Style

Bold designs, brilliant cubic zirconia, delicate flowers, butterflies and hearts. Simple gold balls, classic 4-prong and stunning bezel settings. All in a range of metal choices to match your customers look and budget.

Substance

As beautiful as our earrings are, its how they are made that will give your customer true peace of mind. We use only the best materials available. All of our piercing earrings are made with ultra-thin piercing posts & a finely-honed surgical tip for the gentlest piercing possible.

Safety & Sterility

Inverness piercing earrings are packaged in sterile, tamper-resistant cartridges. Each individual earring & Safety Back™ is fully-enclosed in our sterile earring capsules to guard against exposure to potential contaminants prior to piercing. It is then sterilised in compliance with FDA, ANSI and U.S.P. standards. After sterilisation each batch is tested by an outside laboratory in the US to confirm sterility.

Our Metals

All of our products have very low nickel content - less than 0.025%. ALL Inverness piercing earrings meet the most stringent global standards for nickel release requirements (European Union Nickel Release Directive 2004/96/EC, No. 1907/2006, REACH Annex XVII)

Quality Assurance

Certified US FDA Registered Manufacturer # 2243569

EC Certificate Production Quality Assurance No.

42005/101/1/2008/CE

Compliant to European Union Nickel Release Directive
2004/96/EC

Total Lead content in accordance with United States Legislation
HR4040

Karat Gold Fineness is hallmarked on all gold earring posts.

Sterilisation in compliance with FDA, ANSI and U.S.P. standards.



INVERNESS System Components



The Instrument (SAFETY)

The hand pressured patented Inverness piercing instrument is US FDA registered Class 1 medical device. It is designed for use with disposable plastic capsules that contain both the earrings and the clutches. A completely sterile ear piercing is ensured every time by eliminating the possibility of ever transmitting an infection because only the earring and capsules, not the instrument, touch the customer's ear. Also once the cartridge is loaded the earrings and the clutches won't fall off even if the piercing instrument is inverted.

The Cassette (STERILITY)

The cassette consists of two sealed and sterile compartments which store cartridges containing both the sterile earrings and patented safety clutch. Each cassette is sealed, sterilised and labelled with design description, design number and the manufacturing batch number. Within the cassettes are two hygienic cleansing swabs used to cleanse the ears prior to the piercing.

The Patented Clutches (COMFORT)

The patented safety ear clutch shields the fine point of the post. It protects the earring from falling off and avoids the earring post from hurting the ear back. It also ensures that there is sufficient space between the earring head the safety clutch and the skin. This helps in faster recovery.

The Surgical Marking Pen (ACCURACY)

For proper placement this iodine based surgical marking pen is used to mark the spot on the ear prior to the piercing.

The Piercing Earrings (STYLE)

Inverness jewellery quality piercing earrings are available in 14/18 KT yellow and white gold, 24KT gold plated and surgical steel. The selection includes the latest fashion trends as well as classic styles. All earrings have thin posts and ultra fine points for the gentlest piercing.

The Ear Care Antiseptic Solution (HEALING)

Proper after care is the most important aspect of ear piercing. This solution containing Benzalkonium Chloride does not sting or burn. It does not chap the skin and helps in proper healing and after care.

Why is INVERNESS the best?

Gentle

The INVERNESS System uses a hand pressured instrument not a spring loaded gun. The earring is gently glided through the ear tissue and not shot at. The piercing process is noiseless and ensures that the children are not scared by the noise that is usually generated by other piercing systems.

Safe

Fully encapsulated sterile piercing earrings are packaged in a clear cassette with separate compartments. This guarantees that the sterility will not be lost as long as the gas permeable seal is not opened.

Easy & Quick

The Inverness system provides a quiet and gentle piercing in less than 3 minutes. The easy loading one piece lock-in cartridge snaps on to the piercing instrument. There are no adapters to be changed.

Precise Placement

When palm pressure is applied on the piercing instrument a blister extends from the cartridge. This helps the piercer to pin point the exact location where the piercing needs to be done.

Convenient

The patented safety clutch earring back does not require any adjustment.

Proper Aftercare

A complementary bottle of antiseptic solution provided for every piercing customer ensures proper healing and care post piercing.

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Step by Step Procedure for Ear Piercing

1



Remove the folded Alcohol Swab from the sachet and use it folded. Rub the front and back of the ear with the swab.

2



Mark the ear with the Iodine based surgical marking pen which is safe for ear piercing. Do not use any other type of pen or marker for this procedure. When marking the ear, the dot made should be no larger than a pinhead. For cartilage ear piercing, place the dot on the flat portion of the ear, close to but not inside the curl.

3



Remove the sterile seal from the Inverness cassette and remove the cartridge.

4



Snap the earring capsule into the section of the piercing instrument.

5



The piercing instrument is ready to be used. Do not squeeze the handle or press the eject button.

6



Place the instrument as illustrated so that the ear is in the slot of the capsule.

7



Slowly and gently squeeze the instrument handle until the tip of the inner capsule barely touches the marked dot.

8



Firmly squeeze the instrument handle until it is fully depressed ensuring that the earring goes completely through the ear and attaches in the safety clutch.

9



Lower and remove the instrument from the ear.

10



Remove the empty cartridge from the piercing instrument by turning it upside down and pressing the eject button.

Finally the customer looks at his/her newly pierced ears in the mirror.

If the pierced earring is immediately removed there is a possibility of mild bleeding. If the customer requests to pierce the ear again, let her remove the earring at home and come back after 24 hours.

Professional Nose Piercing

Dr. Pierce

Nose Piercing System

Disposable One Time Use



Key Features:

Disposable nose piercing instrument ensures that the infection does not pass on from one customer to the other. Skin coloured inert silicon clutch easily hides inside the nostril and prevents the nose pin from falling off. Jewellery quality prong and bezel set nose pins are available in 24KT gold plating, surgical steel and 14KT gold selections.

Each Nose Piercing Kit contains:

One quality piercing stud in a sterilised cartridge, one disposable piercing instrument, one hygienic cleansing swab, silicon clutch, one antiseptic solution bottle and instruction sheet.

4 Reasons that make the real difference!

1 **Fully Encapsulated Earrings:**

Paper or plastic packaging gets damaged easily and contaminates the earring. Inverness earrings are packaged in sterile and clear plastic cases. Earring posts and safety clutch are fully sealed.

2 **Hand Pressured Instrument:**

Spring loaded gun uses violent force and may damage the ear. Hand pressured instrument ensures very gentle piercing.

3 **Patented Safety Clutch:**

Butterfly clutch leaves the post exposed. Exposed post may scratch the back of the ear. Potential to push on too tightly limiting air circulation. The safety clutch shields the fine point and provides both safety and comfort.

4 **The Earring:**

Thick posts with a blunt point are painful during the piercing process. Thin and sharp point facilitates virtually painless piercing.

Imported & Marketed in India by Rank International

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