

MediSystem[®]

PROFESSIONAL EAR PIERCING PROGRAM



CONTENTS

1	Ear Piercing Products for physicians & retailers
2	Basic Ear Piercing Kit
3	Aftercare Solution
4	Ear Piercing Selection
5	Ear Piercing Program Accessories
6	Gentle Pierce for Kids
7	Luv Your Ears
8	Take Home Personal Ear Piercing Kit
9	Lobe Wonder

EAR PIERCING PRODUCTS FOR PHYSICIANS & RETAILERS

Why have physicians & retailers pierced ears for so many years? Because ear piercing is a simple procedure that is very profitable with margins over 75%. More importantly, it has proven to be a tremendously successful business builder.

Ear piercing results in increased store traffic, brings in new customers and boosts the sales of all merchandise including permanent earrings, accessories and cosmetics. It is an exciting new way to bring customers of all ages and ethnic backgrounds to your store or medical office, especially teenagers and children.

Ear piercing products are not starter earrings anymore. They have evolved into a permanent piece of quality jewelry that people wear for many years to come. The ear piercing instrument and sterile prepackaged ear piercing studs are designed to perform a medical type procedure. This procedure should be kept as simple as possible.

Ear piercing products manufactured by MediSystem® Inc. have been successfully used by physicians & retailers worldwide since 1974. All products are made in the U.S.A. and are FDA approved as well.

MEDISTUDS®

MediStuds® are not only jewelry, they are sterile, disposable ear piercing studs designed specifically to pierce ears. The studs and the clasps are manufactured with the highest grade surgical stainless steel and plated with pure 24K gold, which is recommended because of its purity. Always insist on using the highest quality material when piercing an ear.

The 16G diameter of MediStuds® posts is twice that of permanent earrings. This is essential because it creates a larger hole in the ear lobe to allow easy insertion of permanent earrings after the 6 week healing period. The hole will then close down naturally to the size of the permanent earrings within four weeks.

Retail earrings purchased in a store should never be used to pierce ears because their posts are too small and they may also contain impure metals.

Each box of MediStuds® contains:

- 1 dozen pair of MediStuds
- 12 alcohol prep pads
- A pad of Hold Harmless Agreements with Aftercare Instructions

Each pair of MediStuds® is blister packed, then sterilized and imprinted with its own lot sterilization number. MediStuds® are also available in boxes of 6 pairs.

**PIERCED
EAR
ANTISEPTIC**
(#MS1013)
(#MS1014)

“Safe” ear piercing care antiseptic should be sold or provided by the retailer and used by the consumer as called for in the Ear Piercing Directions and the Aftercare Instructions. It is used to cleanse the newly pierced ears and help reduce the risk of secondary infections during the training period.

After the healing period, it should be used on jewelry posts and ears as indicated to help prevent infection and irritation that can be caused by impure metal in low quality permanent earrings.

Contains an FDA approved, broad spectrum antiseptic. Odorless, colorless, it won't sting or stain and can be used by people of all ages. Packed 24-4 oz. bottles per case.

The MediSystem® instrument has set the standard for the ear piercing industry. It pierces the sterile, prepackaged MediStuds® piercing earrings through the ear lobe and attaches the clasp in a fraction of a second. Any responsible adult can do it by following MediSystem®'s illustrated instructions. The advantage to our system is that you never have to touch the ear.

Its durable construction features stainless steel working parts with an injection molded handle. A lifetime guarantee is included. Return to us any defective instrument and we will replace it at no charge. No questions asked.

**THE
INSTRUMENT**
(#MS1000N)

BASIC EAR PIERCING KIT (#MS 1001-1R)

Ear piercing with MediSystem® is a safe, simple procedure that is designed to be trouble free. It is sold worldwide and has been used to pierce the ears of over 100 million people worldwide. Since 1974, its manufacturer, MediSystem® Incorporated, has been the pioneer and leader in the development and marketing of ear piercing products. The reason for our success is that we have kept the procedure as simple as possible.

The MS 1001-1R kit contains items to help you start a successful ear piercing program. It is a simple, safe procedure that can be performed by any responsible adult. Each item in the kit is set forth below.



ITEM	DESCRIPTION	QUANTITY	LIST PRICE	COST
MS 1000N	MediSystem® Blue Instrument	1	\$ 69.95	\$ 69.95
MSPGEL	Ear Care Gel (.20 FL. OZ.)	2	\$ 3.90	N/C
N/A	Adapters: Mini (Pink), Regular (White), Large (Beige)	1 each	\$ 9.95	N/C
N/A	Practice Studs	3 pairs	N/C	N/C
MS 1060	Practice Ear	1	N/C	N/C
MS 1005	Skin Scribe (Non-Toxic Marking Pen)	2	\$ 3.90	N/C
MS 1004	Release Forms (12 sheets / pad)	1 pad	\$ 3.95	N/C
MS 1020	Ear Piercing Gloves (100 pcs / box)	1 box	\$ 9.95	N/C
MS 1010 B	Alcohol Prep Pads (100 pcs / box)	1 box	\$ 4.95	N/C
#P	Double Sided Ear Piercing Sign	1	\$ 9.95	N/C
#CTD	Counter Top Ear Piercing Sign	1	\$ 9.95	N/C
MS 1013	SAFE Piercing Care Solution (4 FL. OZ.)	1	\$ 1.79	N/C
D	Counter Top Ear Piercing Selection Display	1	\$ 49.99	N/C
MS 2010 P	MediStuds (Regular Gold Balls / box)	6 pairs	\$ 10.45	\$ 10.45
MS 2010 PM	MediStuds (Mini Gold Balls / box)	6 pairs	\$ 9.93	\$ 8.93
			Total	\$198.61



Regular Cost	\$ 198.61
You Save	\$109.28
Special Offer	\$ 89.33

Additional MediStuds® are available in quantities of 6 or 12 pair and are pre-packaged with alcohol prep pads and hold-harmless agreement forms.

PIERCING CARE SOLUTIONS

MediSystem® PIERCED EAR ANTISEPTIC adds new sales and profits to your store! Should be sold with every ear piercing, independently or as a complete package price.

AIMED AT 75,000,000 WOMEN AND TEENAGE GIRLS WITH PIERCED EARS, ESPECIALLY THE 25,000,000 WHO HAVE SENSITIVE EARS.

Regular use on pierced ears and earrings kills germs and bacteria, helps prevent infection and irritation. Contains an FDA approved, broad spectrum germicide. Odorless and colorless. Doesn't sting or stain. Can be used on children of all ages.



A.



B.



C.

- A. MS 1013
\$1.79 / bottle
\$42.96 / case of 24
- B. MS 1014
7ml Travel Size
Mini Care Solution
\$0.99
- C. MSPGEL
.20 FL. OZ.
Ear Care Gel
\$1.95

RETAIL PRICING vs GENERAL ANTISEPTIC BRANDS				
Brand / Product	Size	Type	Average Retail Price	Cost Per oz.
MediSystem Pierced Ear Antiseptic	4 oz.	Pop-Top	\$4.00	\$1.00
Bactine Antiseptic	4 oz.	Spout	\$5.98	\$1.50
	2 oz.	Spout	\$3.50	\$1.75
	3.5 oz.	Pump Spray	\$6.93	\$1.98
MediQuik Antiseptic	3 oz.	Spray	\$4.39	\$1.46
	3 oz.	Aerosol	\$5.49	\$1.83
Solarcaine	4 oz.	Spout	\$5.49	\$1.37
	3 oz.	Aersol	\$6.55	\$2.18
Campho Phenique	0.75 oz.	Liquid	\$4.29	\$5.72
	1.5 oz.	Liquid	\$7.89	\$5.26

BEZEL BIRTHSTONES

Regular		Mini	
2040P	3040P	2040PM	3040PM
2041P	3041P	2041PM	3041PM
2042P	3042P	2042PM	3042PM
2043P	3043P	2043PM	3043PM
2044P	3044P	2044PM	3044PM
2045P	3045P	2045PM	3045PM
2046P	3046P	2046PM	3046PM
2047P	3047P	2047PM	3047PM
2048P	3048P	2048PM	3048PM
2049P	3049P	2049PM	3049PM
2050P	3050P	2050PM	3050PM
2051P	3051P	2051PM	3051PM
2038P	3038P	2038PM	3038PM

Garnet
January

Amethyst
February

Aquamarine
March

Crystal
April

Emerald
May

Alexandrite
June

Ruby
July

Peridot
August

Sapphire
September

Rose
October

Topaz
November

Blue Zircon
December

Aurora
Borealis

TIFFANY BIRTHSTONES

Regular		Mini	
2040TP	3040TP	2040TPM	3040TPM
2041TP	3041TP	2041TPM	3041TPM
2042TP	3042TP	2042TPM	3042TPM
2043TP	3043TP	2043TPM	3043TPM
2044TP	3044TP	2044TPM	3044TPM
2045TP	3045TP	2045TPM	3045TPM
2046TP	3046TP	2046TPM	3046TPM
2047TP	3047TP	2047TPM	3047TPM
2048TP	3048TP	2048TPM	3048TPM
2049TP	3049TP	2049TPM	3049TPM
2050TP	3050TP	2050TPM	3050TPM
2051TP	3051TP	2051TPM	3051TPM
2038TP	3038TP	2038TPM	3038TPM

CUBIC ZIRCONIA

2090P	Regular	3090P
2090PM	Mini	3090PM

TRADITIONAL BALLS

2010P	Regular	3010P
2010PM	Mini	3010PM

TITANIUM

2010PT	Regular	2043PT
2046PT	Regular	2048PT

SHAPES

2071P	Regular	3071P
2072P	Heart	3072P
2077P	Star with Stone	3077P
2078P	Heart with Stone	3078P
2071PM	Mini	3071PM
2072PM	Heart	3072PM

PEARLS

Regular	Mini	
2053P	2053PM	
3053P	3053PM	
2054P	2054PM	
3054P	3054PM	
2053TP	Regular	3053TP

* Regular=4mm Mini=3mm

PURE 24KT GOLD PLATED • SURGICAL STAINLESS STEEL • PURE TITANIUM

1.877.327.7883

MADE IN U.S.A.

MEDISYSTEM.COM

- All ear piercing studs are available in 6 pairs or 1 dozen.
- List prices reflect 1 dozen of a particular style or as a assortment.

**FDA APPROVED
100% STERILIZED**

EAR PIERCING PROGRAM ACCESSORIES



MS 100N
Ear Piercing Instrument
\$69.95



MediStuds Box
12 pairs pre-sterilized ear piercing studs
12 release forms
12 alcohol preps



MS 1013
SAFE Piercing Care Solution 4 FL. OZ.
\$1.79 / bottle
\$42.96 / case of 24



MS 1014
Travel Size Ear Care Solution 7ml
\$0.99 / bottle



MSPGEL
Ear Care Gel .20 FL. OZ. (6ml)
\$1.95



MS 1005
Skin Scribe
Non-Toxic Marking Pen
\$1.95



MS 1010B
Alcohol Prep Pads
100 pcs / Box
\$4.95



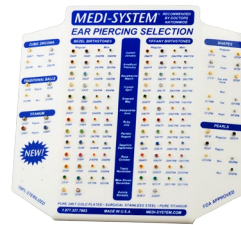
MS 1020
Disposable Latex Free Glove
Size of Small, Medium & Large
100 pcs / Box
\$9.95



P
Double Sided Sign
For windows, door, walls, & ceilings
\$9.95



CTD
Counter Top Ear Piercing Sign
\$9.95



D
Counter Top Ear Piercing Selection
Board
\$49.99



SD
Store Front Stand-Up
Easel Display
\$99.00



MS 1060
Practice Training Ear
\$ N/C
with purchase



MS 1040
Brave Kid Certificate
\$ N/C
with purchase



MS 1004
Release Forms
12 forms / 1 pad
\$3.95

gentlepierce

by MediSystem®











A unique ear piercing system designed **for Kids** and used by **Medical Professionals**.

The first **NEW** innovation in Ear Piercing since the development of hand pressured ear piercing and it's **MADE IN THE U.S.A.!!!** Gentle Pierce for kids ear piercing kits combine **ALL** of the **BEST** elements of the existing hand pressured ear piercing systems available today. All key components of safety and ease of piercing are combined in one simple to use system. Nothing that promotes healthy ear piercings is missing in the Gentle Pierce product.

- **100% Disposable** hand pressured Medical Instruments - FDA Registered.
- **Pre-Loaded with 1 Pair of Sterilized Medical Titanium Piercing Earrings** to avoid metal allergies and skin sensitivity.
- **Rounded Earring Ornamentation for Extra Safety** from catching or snagging on clothing or hair.
- **Rounded Protective Earring Backs** to shield the sharp fine jewelry size earring posts and provide maximum air circulation for faster healing.
- **Includes a Mini Ear Care Soothing Solution** for frequent daily cleaning of pierced ears and earrings.
- **Kids Fun Pack** which includes a Remember the Date Card and Pocket Mirror.
- **Medical Release Form**
- **After Care Instructions**
- **Surgical Marking Pen**



-  **7533-0300-PPS-K**
Titanium
3mm Ball
-  **7513-0300-PPS-K**
Titanium
4mm Ball
-  **7533-0204-PPS-K**
Titanium
2mm Crystal Bezel
-  **7513-0204-PPS-K**
Titanium
3mm Crystal Bezel
-  **7533-0210-PPS-K**
Titanium
2mm Rose Bezel
-  **7513-0203-PPS-K**
Titanium
3mm Aqua Bezel

-  **7537-0300-PPS-K**
Golden Titanium
3mm Ball
-  **7517-0300-PPS-K**
Golden Titanium
4mm Ball
-  **7537-0204-PPS-K**
Golden Titanium
2mm Crystal Bezel
-  **7517-0204-PPS-K**
Golden Titanium
3mm Crystal Bezel
-  **7537-0210-PPS-K**
Golden Titanium
2mm Rose Bezel
-  **7517-0210-PPS-K**
Golden Titanium
3mm Rose Bezel
-  **7535-0300-PPS-K**
Blue Titanium
3mm Ball

-  **7515-0300-PPS-K**
Blue Titanium
4mm Ball
-  **7535-0204-PPS-K**
Blue Titanium
2mm Crystal Bezel
-  **7515-0204-PPS-K**
Blue Titanium
3mm Crystal Bezel
-  **7539-0300-PPS-K**
Purple Titanium
3mm Ball
-  **7519-0300-PPS-K**
Purple Titanium
4mm Ball
-  **7539-0204-PPS-K**
Purple Titanium
2mm Crystal Bezel
-  **7519-0204-PPS-K**
Purple Titanium
3mm Crystal Bezel



A unique ear piercing system designed **for Kids** and used by **Medical Professionals**.

The first **NEW** innovation in Ear Piercing since the development of hand pressured ear piercing and it's **MADE IN THE U.S.A.!!!** Gentle Pierce for kids ear piercing kits combine **ALL** of the **BEST** elements of the existing hand pressured ear piercing systems available today. All key components of safety and ease of piercing are combined in one simple to use system. Nothing that promotes healthy ear piercings is missing in the Gentle Pierce product.

- **First STERILIZED Medical Earrings** Replacement Program.
- **100% Sterilized** blister packaging.
- **Medical Titanium Earrings** to avoid metal allergies and skin sensitivity.
- **Rounded Earring Ormentation for Extra Safety** from catching or snagging on clothing or hair.
- **Rounded Protective Earring Backs** designed for maximum comfort while sleeping and enhanced air circulation to maintain healthy pierced ears.
- **Includes a Travel Size Ear Care Soothing Solution** for frequent daily cleaning of pierced ears and earrings.



Best Choice for Metal Allergies!

YES! You can wear pierced earrings again!

- PPM300WT-C**
Titanium
3mm Ball
- PPR300WT-C**
Titanium
4mm Ball
- PPM204WT-C**
Titanium
2mm Crystal Bezel
- PPR204WT-C**
Titanium
3mm Crystal Bezel
- PPM210WT-C**
Titanium
2mm Rose Bezel
- PPR203WT-C**
Titanium
3mm Aqua Bezel

- PPM300TG-C**
Golden Titanium
3mm Ball
- PPR300TG-C**
Golden Titanium
4mm Ball
- PPM204TG-C**
Golden Titanium
2mm Crystal Bezel
- PPR204TG-C**
Golden Titanium
3mm Crystal Bezel
- PPM210TG-C**
Golden Titanium
2mm Rose Bezel
- PPR210TG-C**
Golden Titanium
3mm Rose Bezel
- PPM300TB-C**
Blue Titanium
3mm Ball

- PPR300TB-C**
Blue Titanium
4mm Ball
- PPM204TB-C**
Blue Titanium
2mm Crystal Bezel
- PPR204TB-C**
Blue Titanium
3mm Crystal Bezel
- PPM300TP-C**
Purple Titanium
3mm Ball
- PPR300TP-C**
Purple Titanium
4mm Ball
- PPM204TP-C**
Purple Titanium
2mm Crystal Bezel
- PPR204TP-C**
Purple Titanium
3mm Crystal Bezel

TAKE HOME PERSONAL EAR PIERCING KIT

Each Piercing Kit includes the following contents:

- Sterile easy to use piercers (1 pair) One time use only
- 7ml Ear Care Solution
- Instructions for Ear Piercing & Aftercare
- 1 Surgical Marking Pen
- 2 Alcohol Prep Pads
- Disposable Gloves
- Pocket Mirror



**TAKE HOME
Personal Ear Piercing Kit**
\$9.95 / Box

Easy to Use • Allergy-Free • Sterilized • Disposable • Safe



Made in U.S.A.

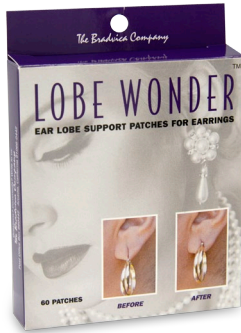
STYLES

-  3mm Ball Gold Plated
-  5mm Daisy Crystal Gold Plated
-  2mm Cubic Zirconia Gold Plated
-  3mm Cubic Zirconia Gold Plated
-  4mm Cubic Zirconia Gold Plated
-  5mm Cubic Zirconia Gold Plated
-  8x8mm Cubic Zirconia Gold Plated
-  3mm Ball Stainless Steel
-  5mm Daisy Crystal Stainless Steel
-  2mm Cubic Zirconia Stainless Steel
-  3mm Cubic Zirconia Stainless Steel
-  4mm Cubic Zirconia Stainless Steel
-  5mm Cubic Zirconia Stainless Steel
-  8x8mm Cubic Zirconia Stainless Steel



**Take Home Personal Ear
Piercing Kit Display**

LOBE WONDER® EAR LOBE SUPPORT PATCHES FOR EARRINGS



Revolutionary Lobe Wonder® is helping thousands of women with the problem of torn and damaged ear lobes. Lobe Wonder® provides relief to women who suffer from the unsightly enlargement of earring holes, a problem caused by heavy earrings. Just as important, Lobe Wonder® helps protect healthy ear lobes against tearing from the weight of earrings.

Lobe Wonder® is an undetectable, hypo allergenic clear patch that is applied to the back of the ear lobe. When pierced by an earring, the patch bears a major part of the earring weight, relieving the ear lobe of the pressure.

EFFECTIVE ON TORN LOBES

Light and flexible Lobe Wonder allows women with torn piercings to wear earrings at the top of the holes, by supporting the weight from behind the lobe. Since earrings no longer rest on the bottom of the holes, further tearing is inhibited

EFFECTIVE ON HEALTHY LOBES

Lobe Wonder® helps protect healthy ear lobes from tearing and allows women to wear earrings in comfort for longer periods of time with no time-off earring breaks in the middle of the day. Lobe Wonder® also assists in alleviating skin sensitivity to earring backs, and assists in keeping earrings flat and snug against the front of the ear lobe.

EASY TO USE

There is nothing on the market as effective and simple to use as Lobe Wonder®. Unlike other products that require the earring hole to be aligned with a hole in a patch or disk, the Lobe Wonder® patch is pierced by the earring post. The design allows for a snug and secure fit around the post, while taking only seconds to apply. Although Lobe Wonder® patches are flexible and light, they are strong enough to support heavy earrings. The patches may be worn with all types of earring-studs, hoops, dangles, etc.

SAFE

Lobe Wonder® is a safe and effective alternative to expensive plastic surgery. The adhesive used on Lobe Wonder® is hypo allergenic and FDA approved for skin contact. Removing Lobe Wonder® at night and cleaning the ear lobe prevents adhesive residue on skin.

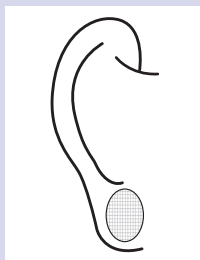
PATENTED DESIGN

Lobe Wonder® is original, and its design is patented in Paten No. 5,537,841. The patches and packaging are made in the U.S.A.



DIRECTIONS

There are two ways to apply Lobe Wonder®. Use the method easiest for you. Before applying a Lobe Wonder® patch, make sure the ear lobe is clean and dry.

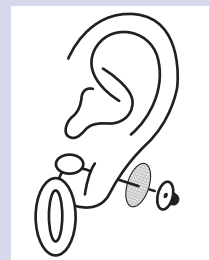


Method A: Apply patch over exit hole first, earring second.

METHOD A: Apply a Lobe Wonder® patch to the back of the ear lobe by centering the patch over the exit hole. Press firmly to secure. Insert the earring post through the hole and, with thumb covering the patch, gently pierce Lobe Wonder®. If earring hole is a slit, insert post at the top of the slit, where the hole was originally pierced. Affix earring backing.

METHOD B: If you cannot insert your earring with the patch on, then apply Lobe Wonder® to the back of the ear lobe as the earring post comes through the hole. Affix earring backing.

Remove Lobe Wonder® patches at night and discard. Clean ear lobes with soap and water. Apply fresh patches in the morning.



Method A: Insert earring first, apply patch second.



www.MEDISYSTEM.com

info@medisystem.com • MADE IN U.S.A.
1210 W. 253RD ST. HARBOR CITY, CA 90710
TOLL FREE: 1-877-327-7883 • FAX: 310-530-0149