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## **TattooRx\* by LabNaturalsSKIN**

**Pharmacist Created Tattoo Care**

**Hydrating Water Washable Ointment**

**Ingredients: PEG-8, PEG-75, Water, \*\*Spirea Ulmaria Flower Extract, \*\*\*Zinc Acetate Dihydrate, \*\*\*\*Propylene Glycol**

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*"This tattoo is less than 2 weeks old-usual healing time 2-3 weeks!"*



*Tattoo Rx is absolutely the best tattoo care I've ever used. It's super lightweight, and doesn't leave a greasy feeling like a lot of other products. My tattoos healed quickly, stayed moisturized, and the colors looked great throughout the process...It even made my older tattoos shine like new. I also love that it's water-based and has ZERO Petroleum Distillates (Petrolatum) so it doesn't feel heavy or goopy. This is a great clean way to take care of your ink. Love the product, and love the results!"*

*-C.W.*

**Tattoo Specialists have needs in a marketplace with no real alternatives.**

**This article states that 32% of US Population has tattoos.**

<https://www.pewresearch.org/short-reads/2023/08/15/32-of-americans-have-a-tattoo-including-22-who-have-more-than-one/>

**As a Tattoo Specialist you probably know that 1/3 of the US Population has tattoos, that's 100,000,000 persons nationwide by estimation.**

I believe there are a lot of opportunities for Pharmacists to add value and there is clearly a need.

*\*Tattoo Rx was formulated and developed by a compounding Pharmacist, clearly our creative and scientific skills operating side by side!*

*\*\*Spiraea ulmaria extract, commonly known as meadowsweet, is a plant whose various parts have been shown to calm factors in the skin that lead to signs of irritation. Antioxidant compounds such as flavonoids and phenolic acids are believed to be the key players to the anti-inflammatory and skin soothing effects. It also contains salicylates such as salicin which share salicylic acids skin-soothing benefits.*

Journal of Applied Research on Medicinal and Aromatic Plants, December 2017, pages 1-26  
Journal of Ethnopharmacology, December 2016, pages 627-636 and pages 652-666  
Phytotherapy Research, April 2013, pages 588-594

*\*\*\*Zinc Acetate Dihydrate can help with skin protection, wound healing, and treating skin conditions like acne, eczema, and psoriasis. It can also help relieve itching and pain.*

*\*\*\*\*Propylene Glycol is considered safe and widely used in food, cosmetics, and pharmaceuticals, with regulations in place to ensure its safe use across various applications. Mainly used as a hydrating agent to draw moisture to the skin and decrease dryness. It helps other active ingredients penetrate deeper into the skin. It contributes to a smooth, non-sticky texture in skincare products.*

### ***Tattoo guidelines using TattooRx by LabNaturalsSKIN***

We gave a few high-end Tattoo Artists some to try and we found is that they are using it during the tattooing process (especially ones taking hours) and then giving it to their clients for ongoing aftercare as well as keeping the tattoo fresh and vivid. (please see the picture at bottom of this document)

I had one Tattoo Specialist say that when you get a tattoo and it takes a while, you “run from the rag – not the pen.” I asked what that meant and they said that it is not the pen and actual inking that is so painful after a bit – it is the rag that they use to wipe off A/D Ointment or Vaseline (Petrolatum)-petroleum jelly, which is the main ingredient in both Vaseline and A&D ointment, is the same substance. A/D Ointment is 53.4% Petrolatum (a byproduct of petroleum refining and obtained from the heavier, waxy components of crude oil), and 15.5% Lanolin (May cause skin burning, stinging, redness, or irritation).

Why use this type of product when you can use a spreadable water washable Ointment with soothing healing properties!

*A pilot study was performed in the past (2020) on our base alone applied to various causative organisms and saw reduction in the bacteria. The University of Houston will be re-doing that study.*

TattooRx addresses the thickness and ease of “wiping off.” It helps the skin avoid poking irritation and heals as the tattoo is inked.

As a pharmacist of 44 years, I would also like to see Tattoo Specialists suggest mixing Lidocaine with the TattooRx at the time of tattooing and applied. If the specialist's patient gets a prescription for a local anesthetic (in a compounded capsule to mix with TattooRx or already compounded into TattooRx-at Murray Avenue Apothecary, LabNaturals, Inc sister company), the comfort of the client could improve dramatically.

I have a very low pain threshold so I can only imagine what a 1–2-hour tattoo might feel like!

OTC Diphenhydramine 50mg capsules (Benadryl) can help relieve itching and other symptoms of a tattoo allergy or irritation like swelling. You can take diphenhydramine before a tattoo procedure to help reduce swelling and help you relax. You can take diphenhydramine after getting a tattoo to help relieve itching and other symptoms of an allergic reaction or irritation. Caution driving while taking Diphenhydramine.



This tattoo, inked on a woman's forearm in February 2021, has been treated with the proprietary base of TattooRx once daily for 12 consecutive days in late 2024, 3 years

later. The first picture is the 1st day prior to TattooRx usage and the second picture is after 12 days of treatment. The results show a significant enhancement in the tattoo's appearance. We think that continuous tattoo maintenance with TattooRx would appeal to clients and Tattoo Professionals alike.

*Email me today to request pricing and samples of the amazing next level*

*Yours in health,*

*Susan Merenstein Pharmacist/Owner LabNaturals, Inc. and Murray Avenue Apothecary*

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