

Jacquard Products Demo Handbook

Body Art Demos:

Materials needed:

- Several pre-drawn or printed out tattoo designs
- Body Art Transfer Paper
- Mehndi Henna Kit, Jagua Temporary Tattoo Kit or Glitter Body Art Kit
- Ballpoint pens
- Paper towels
- Stencils

Body art demos can be performed by anyone who is able to trace. These are low overhead demos because **Jacquard Body Art Kits** come with enough material to make dozens of tattoos. That means one kit will usually cover an entire audience, if they are game for it. Each kit has a different appeal and more than one can be used in the same demo.

First, if you plan on doing **Jagua** or **Henna**, it is a good idea to use the product the day before on yourself, so you can show off the next-day results during your demo. Both Jagua and Henna take time to develop their color, and if your audience leaves with only very faint tattoos they won't really get the idea.

The best way to do this demo is to come up with a few easy line drawings that you can put on audience members in a short amount of time. Five or less, for people to choose from, is a good number of designs and isn't too many to practice beforehand. Cartoon characters, simple geometric designs, animals, are just a couple examples of popular yet simple designs.

You can photocopy these designs and then copy them to skin using Jacquard's Body Art Transfer Paper (included in the Jagua Kit). Once the design is transferred to the skin, you need only trace it with the Jagua or Henna. So, tracing skill is truly all that is required. You can even prepare several tattoos beforehand with the Body Art Transfer Paper.

The **Glitter Body Art Kit** is the experience you can take from beginning to end with those present. Both Jagua and Henna require development time. Jagua usually reaches its darkest color in 24 hours, whereas Henna can continue to darken over 2-3 days. For this reason, it is a good idea to plan and have some nice examples on your own skin to show the type of color people can expect.

Using both Jagua and Henna on the same design is a great way to feature both products at the same time. "Hengua" is also an option. Body artists make Hengua by combining Henna and Jagua to get darker browns than Henna by itself will give you. You can make many shades in between, so it can be used creatively to add contrast to what would normally be a monotonal Henna tattoo. Mixing Henna and Jagua gives more of a chocolate brown to neutral black instead of the orange-brown standard henna color.

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Body Art Demos (cont'd):

There is no better endorsement of these products than seeing a staff member proudly sporting a Jagua, Henna or Glitter tattoo. Encouraging staff to tattoo one another is also a great way to foster teambuilding.

Trivia:

- Both Jagua and Henna are 100% natural and plant-based products. Henna is made from the dried leaves of a shrub that is widely cultivated in India and Pakistan, and Jagua is made from the dehydrated juice of a fruit that thrives throughout Central and South America.
- Mehndi refers to a distinct tradition and culture of henna body adornment with origins dating back thousands of years. Mehndi is most common on the hands, wrists, feet and ankles, which is also where henna stains most deeply. It is typically employed in times of celebration (especially for weddings) to manifest good luck.
- Jagua has been used for thousands of years for body adornment throughout the Amazon, where it has served more than just a decorative function: staining the skin with Jagua is said to be an incredibly effective sunscreen and mosquito repellent! When the fruit is fresh, you can simply rub the flesh on the skin to create a stain.
- Jagua and Henna are incredibly powerful when it comes to staining skin, but it is very difficult to get either to stain anything else.

