

TATTOO-CHANGING IS BOOMING ONE PERSON OUT OF 2 WANTS TO CHANGE A TATTOO THAT THEY NOW REGRET

The ex's name or a phrase that once represented something but that is now hated. These are some of the tattoos that Italians choose to modify: 51% of the tattooed-repented choose to change their inked bodies following the tattoo-changing trend, transforming the body in blackboard to be redrawn. An Italian technology the most powerful in the world which allows to eliminate the signs of the past.

A tattoo is forever? The answer, is more and more often, no. Over 1 million 200 Italians regretted their choice and turned to aesthetics medicine to have the tattoos that they no longer want to see on their skin removed. A consistent number, considering the data released by the Italian National Institute of Health, over 7 million people are tattooed in Italy. The figures are even more significant if considering those who just want to modify or replace their tattoos, about 3,5 million people. One tattooed over 2 (51%), wants to change their tattoo with a new one, while 26% wants to modify just a small part of it in order to change its meaning, for aesthetics purposes (13%) or in order to eliminate permanently a bad memory hard to leave behind (10%).

The 'tattoo-changing' is a rising trend coming from the US, introduced by celebrities such as **Angelina Jolie** and **Johnny Depp**, but it infected also Italian celebrities, like **Elisabetta Canalis** and **Federica Pellegrini**. What are the most modified tattoos? The **ex's name (58%)**, the **famous quotes (45%)** and **tribals (41%)**.

These are the results of a study carried out by **Quanta System Observatory** of about **1,600 Italians from 18 to 60 years** through an online monitoring methodology called WOA (Web Opinion Analysis) on the main social networks, blogs, forums and dedicated communities and over 120 international media, to find out what are **the latest trends in the tattoo field and the behavior of those who no longer appreciate the ink on their skin.**

"The number of patients wanting to remove tattoos is increasing – says Matteo Tretti Clementoni, specialist in Plastic and Reconstructive Surgery at the European Dermatologic Institute of Milan – The trend of getting a tattoo during late teenage years is increasing, often influenced by the media, but also regretting a tattoo is something that is spreading. Moreover it is important to consider all those who have multiple tattoos and are happy with them, but want to have the chance to delete some of them in order get new ones, maybe with a different design.

Some patients consider their tattoos **a mistake from their younger days, others consider them a source of embarrassment at the work place or even a limit during**

job hunting. The major requests for tattoo removal come from those who got them during teenage years and while growing old change their minds about it.

Today the best way to remove a tattoo is the new laser **Discovery Pico of Quanta System**, able to **generate the greatest amount of power in very short time. It is the highly performing laser on the market which ensures truly remarkable therapeutic solutions**".

Thousands of tattooed people rely on the capable hands of cosmetic surgeons to replace or modify the tattoos of which they have repented. But what are those most frequently modified by the Italians? At first the names or initials of ex partners (58%) to erase all the memories. The second place goes to famous quotes or quotes from the movies (45%), while at the third place there are large tribals that cover arms and legs (41%). **Completing the top 10 of replaced tattoos** we find those made with the **former best friends (37%)**, tattoos **poorly designed (35%)**, the **team crest (31%)**, tattoos that are in **exposed body parts (25%)**, those considered **embarrassing such as a lollipop or a pin-up (19%)**, those with **political or ideological references (15%)** or **too childish as the cartoon characters (12%)**.

What is the identikit of those who regret their tattoos and turn to cosmetic surgeons to modify or replace them? 54% of the women against 48% of men said they want to remove or change a tattoo. Most of the "repentant" are **between age 30 and 40 (68%)**, while the percentage drops to **45% between age 18 and 29 years** and to **41% among those over 40**. This portion of the population **lives mostly in the North**, where we find **4 tattoo-repentent out of 10 (42%)**, followed by the **Centre (30%)** and **South (28%)**. Among them there are **managers (23%)**, **professionals (21%)**, **civil servants (18%)**, **teachers (15%)**, **employees (11%)** and **workers (9%)**, **revealing a repentance that embraces all categories**.

According to data from the Italian National Institute of Health, 76% of those who want to remove or replace a tattoo turned to a specialized center of tattoos, 9% to a beauty salon, and 13% in unauthorized centers. According to the surgeon **Matteo Tretti Clementoni**, however, **to avoid side effects and complications, the best method is laser treatment**: "Today, compared to the past, we are able to offer an **effective methodology, rapid and with fewer side effects**. With the development of **laser technology in picoseconds** it was maintained the same degree of reliability, but effectiveness was increased : the new laser **Discovery Pico** of Quanta System is able to generate an **amount of power never achieved before**, which allows a **quicker treatments and a more evident color reduction**. "

But that's not all, because the figures of the tattoo-repentant is set to rise. A recent survey by the University of Tor Vergata in Rome revealed that **20% of young people**, almost twice the percentage of the entire population (12.8%), **has already a tattoo and that 32% of them plans to make one in the coming years. That tattoo-changing is an unstoppable trend**, a success helped by the **Italian and international stars who have repented of their tattoos and had them deleted or modified**. Angelina Jolie is an emblematic case, who deleted the dragon with the name of her former husband Billy Bob Thornton on her left shoulder with the laser and then **covered with the geographical coordinates** of the birthplaces of her six children and her current

husband, Brad Pitt. **Johnny Depp**, got a tattoo that said "Winona Forever" in honor of her former partner Winona Ryder, he **deleted the last two letters, leaving the words "Wino Forever"**, meaning "drunk forever." Same thing happened to the swimming champion Federica Pellegrini, who replaced the tattoo "Balù" dedicated to former boyfriend Luca Marin with a swallow, and **Elisabetta Canalis**, which **filled with roses the tattoo** that was made in her youth dedicated to **Eminem**.

In the repentance that leads to erase a tattoo there are obvious psychological processes involved: **"The skin is simultaneously an organ of separation-border by being outside of us and privileged communication space with others** - says psychologist Roberta Alessia Ganzetti Elice Onlus Milan association - **Getting a tattoo can be a response to the need to belong to a group, but can also be a way to affirm a different personality**. There are multiple reasons why getting a tattoo but is also interesting to consider why some people choose to erase them; if we think of our personality as a structure evolving it is not difficult to think about change as fundamental to the basis of new creative adjustments. Regardless of trends, delete or replace a tattoo can be a further form of freedom for many people. A sign on the building skin could then be more consistent with the original intent of communication. Erase a tattoo is now possible, as the possibility to process the experiences of our lives, integrating them into our personality. Delete a sign on the skin is first of all an inner decision, which is now also achievable thanks to the innovative technology of Italian picosecond laser".

THE TOP 10 OF THE TATTOOS THAT ITALIANS REGRET THE MOST:

1. The **name or initial of ex partners (58%)**
2. **Famous quotes** or quotes **from the movies (45%)**
3. **Large tribals** covering arms and legs **(41%)**
4. The tattoos made with former friends or former best friends **(37%)**
5. Tattoos **poorly designed (35%)**
6. **Team crest** or emblems of the favorite team **(31%)**
7. Those too obvious or in **exposed body parts (25%)**
8. **Embarrassing** tattoos as a lollipop or a pin-up **(19%)**
9. Those that refer to **political parties or ideologies (15%)**
10. Tattoos deemed as **too childish** cartoon characters **(12%)**

***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 interaction -matter. 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. In 2008 the company developed its first surgical lasers, which have today significant market share internationally. Trusted partner of healthcare facilities, doctors, institutions and organizations engaged in scientific projects, the activities of Quanta System are also aimed at European and international research programs, in collaboration with prestigious universities and research centers around the world.*

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