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No Chinks in Your Ink: Tattoo Potion Thrives by Protecting Body Art

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Jeremy Nisen--HispanicBusiness.com

Unless you're a tattoo enthusiast, you might not know that your "ink" requires special care, particularly when it's new. One young entrepreneur has proven that where there's a need, there's a market.

Lincoln Salazar is the resourceful individual who put two and two together. He formed Irvine, Calif.-based **Tattoo Potion**, a company that specializes in skin-care products specifically formulated to keep tattoos looking sharp for decades. The idea came to him shortly after getting his first tattoo, art that honored a dear, departed family member.

"When my 16-year-old cousin, who I was very close to, like a sister, passed away, I got a tattoo in honor of her," Salazar, now 24, told HispanicBusiness.com. He chose to honor her memory with a tattoo because it represented "something to stay and last forever."

To help ensure that it would last that long, his tattoo artist recommended using what Salazar calls "an off-brand product that was not made specifically for tattoos."

"That's when it clicked," he said, recognizing the opportunity for tattoo shops to carry the products needed to protect their clients' several-hundred dollar investments.

Salazar's hunch solidified when he began to research the market. He found that the tattoo industry is growing by 80% every year, and has a low barrier to entry. And the tattoo business seems to be insulated from the economic downturn, at least so far as Salazar can tell.

"The tattoo industry still thrives and continues to open five new studios a day, with sales of more than \$5 billion a year," he told HispanicBusiness.com. "I have witnessed no downfall."

'Mainstreaming' Of Ink Is Good For Business

Part of that steadiness could have to do with the ever-increasing "mainstreaming" of tattoos, both in the media and the workplace. Salazar points out evidence of the latter by quoting the high percentage of people that have tattoos in a [recent Harris Interactive poll](#). The poll indicated that nearly a third of respondents aged 25-29 and one-fourth of those aged 30-39 responded that they had one or more tattoos.

The media has embraced tattoo culture with shows like [L.A. Ink](#), [Miami Ink](#), [Inked](#), and others. They help to keep the practice of tattooing and the artists themselves in the public eye. Salazar believes that the increased cultural presence is "an amazing, phenomenal thing."

"These artists are finally getting recognized for their talents and art," he said. "When you have a talent, the world should see and embrace it!"



Tattoo Potion's Lincoln Salazar with two of the Tattoo Dolls.

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