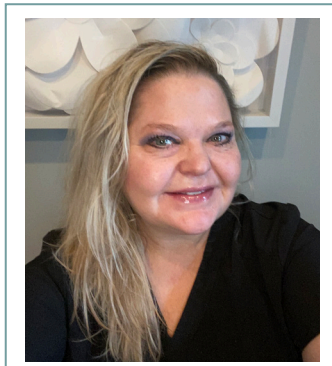


MELISSA PERRY, LP

Sink or Swim Aesthetics
Over 20 years experience



How did you end up becoming a tattoo removal specialist?

Originally, I had planned to be in the surgical medical field. However, I got my first job in skin care over 20 years ago at a

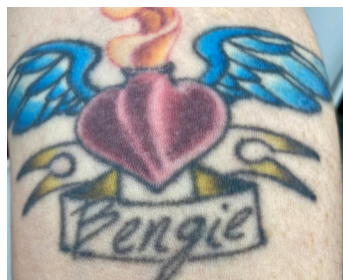
dermatology clinic in Atlanta. They were just opening their new Laser Clinic, and they trained me how to use all the machines. I've been doing dermatology skin care and laser treatments ever since. I'm certified on every kind of laser machine and have been doing it so long, even before you had to have a license to do it. For many years, the number of people trained to use the laser equipment was few, so I worked for a number of dermatology and plastic surgeons in Atlanta over the years.

What made you decide to pivot?

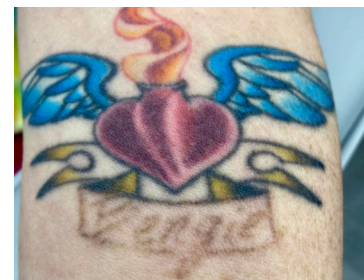
I just love aesthetics and making people happy. With laser treatments, you can see instant change on a client's skin from removing a tattoo or doing a chemical peel. Tattoo removal is a very niche area of practice. I think for me it feels very gratifying to see the tattoo go away. If I had become a surgeon, there would be no interaction because your client is asleep. I realized; I like interacting with people. Usually my clients end up becoming friends. The social aspect is important to me.

In your area of specialty, is there continuing education?

There's a lot of courses online that I've done and I obviously renew my license every couple of years. I'll go to in-person classes, seminars, or conferences when they come up for products that we carry or different ways to do procedures. Science is always evolving and advancing so, I like to stay on top of the newest, latest, and the greatest.



Before



After 1 session – 8 weeks healed

When did you join Sink or Swim?

I lasered Deano and Erin's tattoos at Dr. Gardner's office for years before they started Sink or Swim Aesthetics. For many years, Deano would refer clients to me no matter where I was working. Our client referral and friendship had been going on for many years; when they decided to expand, Deano and Erin offered me the opportunity to join them full time creating Sink or Swim Aesthetics. October will be one year.

Would you say you see an equal number of men to women?

Women come in for a variety of treatments. The men mainly come in for tattoo removal but are becoming more open to other treatments. One area we would like to focus on at Sink or Swim Aesthetics is Men's Facial Treatments.

What makes Sink or Swim Aesthetics stand out from other treatment centers?

I think people feel a little more relaxed. When a new client comes in, I always like to do consultation. We can talk about what they've had done or just kind of get to know them a little bit. That way they feel comfortable with me suggesting a treatment plan for them. It's important to build trust, because if somebody doesn't trust you, they're not gonna let you work on them. Having done tattoo removal and laser treatments for over 20 years, I have a lot of experience and a very loyal clientele. I love the environment. We are all animal lovers and enjoy the beach; it's a like-minded culture.

I also enjoy doing some of the pop-up events and community outreach. I recently went to a Harley-Davidson event to promote our services. My dog Archie is my buddy and pretty much goes with me everywhere. He's a German Shepherd mix. I've been to Crunch Fitness and you'll see me at the front desk helping our clients. We all work to promote the company because we believe in it. Meeting Deano & Erin, working on them and now with them for so many years has provided me with an incredible opportunity and I'm very grateful for that.

“ Having done tattoo removal and laser treatments for over 20 years, I have a lot of experience and a very loyal clientele. ”