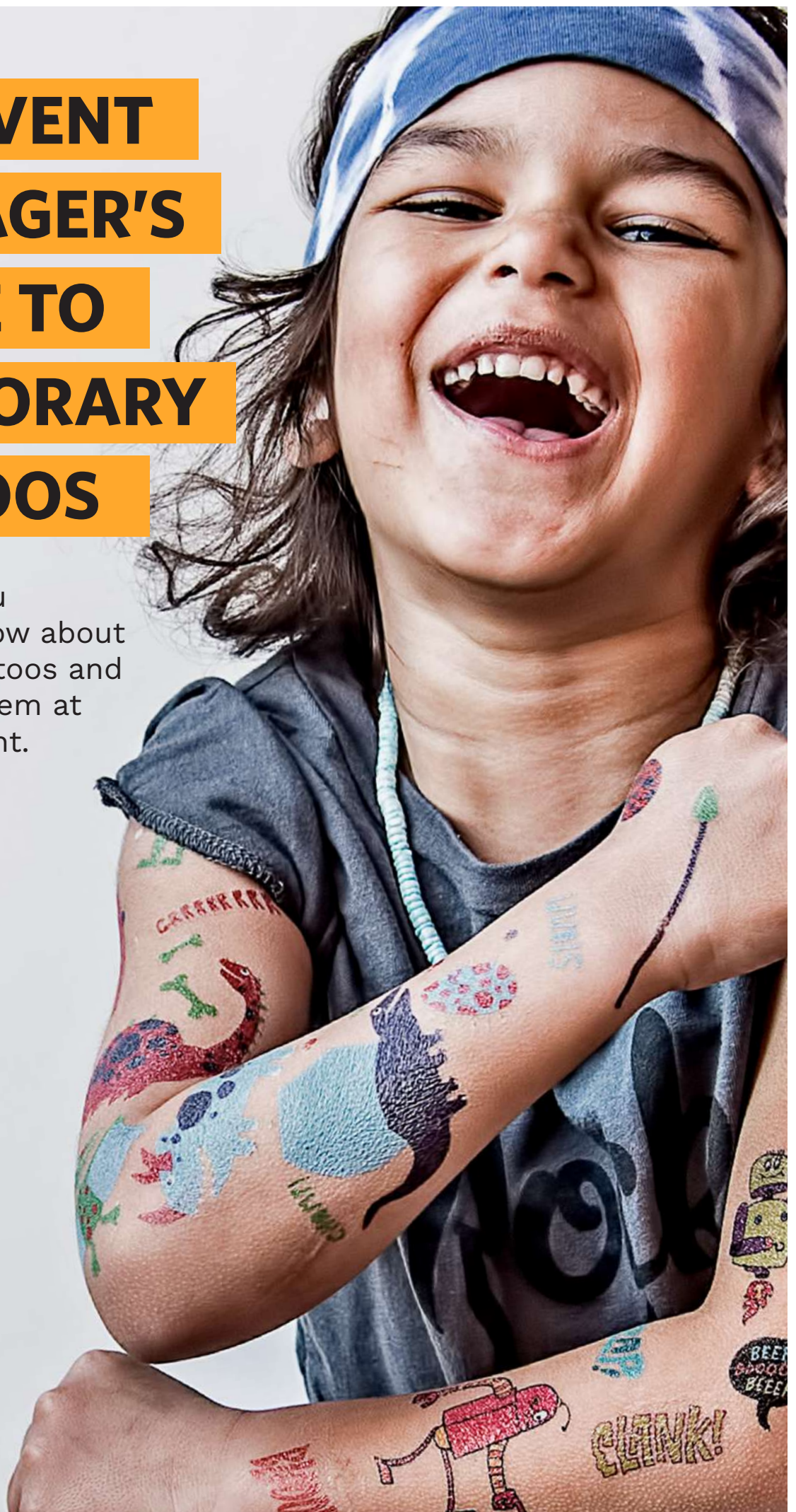


# THE EVENT MANAGER'S GUIDE TO TEMPORARY TATTOOS

Everything you wanted to know about temporary tattoos and how to use them at your next event.



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# ABOUT THE EVENT MANAGER'S GUIDE TO TEMPORARY TATTOOS

Over the years at Gumtoo, we have worked with event companies, event managers of football clubs, corporate event managers planning Family Day for employees, and event managers handling marathons and fund-raisers.

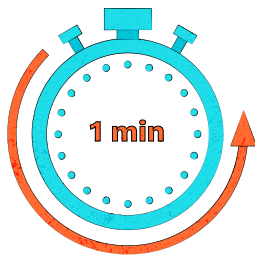
In our interactions, we came across many questions about how safe are temporary tattoos, how to apply them, what is the difference between UV tattoos and Glow-in-the-Dark Tattoos and many more.

This guide is our attempt to put all our practical learning about using temporary tattoos at events in one place. You can choose to read the sections most relevant to your events. After reading the document, if you still have questions, do write in to us at [sales@gumtoo.com](mailto:sales@gumtoo.com).

# WHY USE TEMPORARY

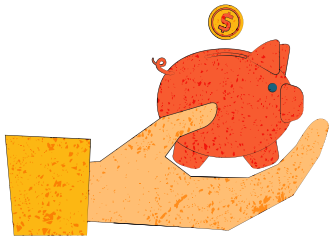
# TATTOOS FOR YOUR EVENT?

As an event manager, you have to come up with creative ideas to engage guests. Here are 6 top reasons you should go for temporary tattoos vis-à-vis other engagement products.



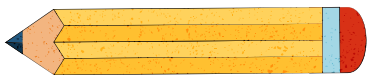
## Easy and non-messy to apply

You need minimum training to apply tattoos. Also, it does not take more than **1 min per person** to apply a temporary tattoo.



## Economical

With cost per tattoo being as low as **0.10 cents**.



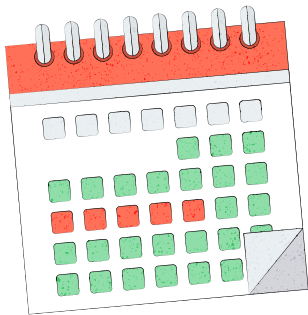
## Highly customizable

With designs ranging from corporate logos to superhero images, depending on the event.



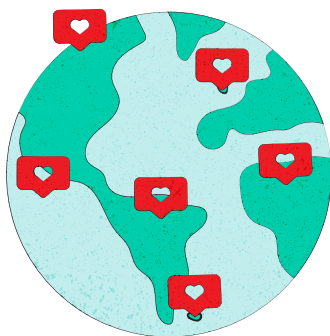
### Highly instagrammable

Providing **high engagement and photo opportunities** for sharing images on social media with custom hashtags for events.



### Greater brand recall

As they are waterproof (don't come off during swimming, or bath or sweat) and **stay on skin for 3-5 days**, unlike other engagement products. Wouldn't you want your brand to be seen by customers, even after your event is over?



### Loved by kids and adults alike

They are a novel marketing and promotional tool that **appeals to all age-groups** at corporate events, product launches, employee events, conferences, charity runs, fundraisers, family-days, dinner and dance-events, beach parties and more.

# WHICH TEMPORARY TATTOO SHOULD YOU CHOOSE FOR YOUR EVENT?

We offer temporary tattoos in 4 different formats. The choice of which kind of temporary tattoo you should go for depends on your target audience, your budget and the kind of event.

## 1. Multi-coloured tattoos

Multi-coloured tattoos: As the name suggests, these tattoos are colourful and vibrant. These are our most popular and economical tattoos. Based on our experience, multi-coloured tattoos are perfect for:



Carnival



Fund raising



Marathon



Trade show



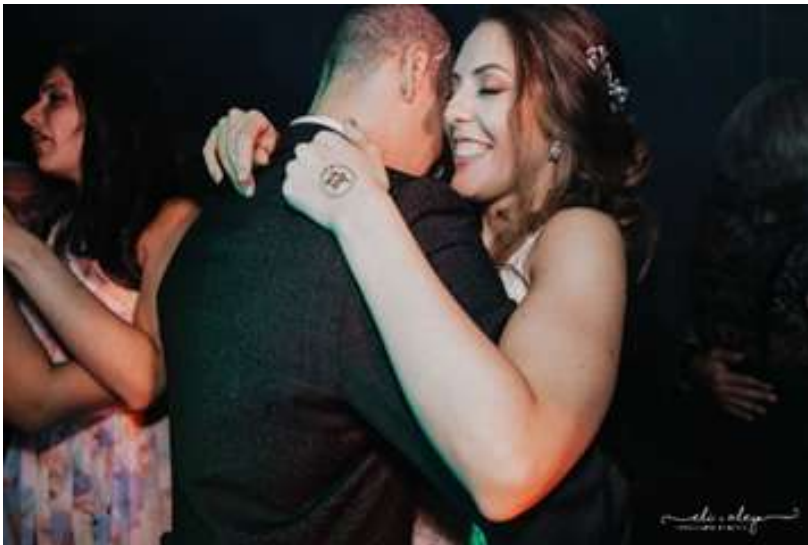
Product promotion



Wedding



L: Tradeshow- Greenfields Milk at Kids World Fair / R: SG Charity Run: Pink Ribbon Walk



L: A blushing bride at her Wedding / R: An online retail company, Whistle & Flute uses tattoos for Product Promotions



Product Promotions with temporary tattoos: (L) Garmin and (R) Dunkin Donuts.

## 2. Metallic Temporary Tattoos

These tattoos come in different metallic colours such as gold, silver and other exotic shades and resemble jewellery. These tattoos have become very popular nowadays, especially at women's events.

Due to the intricate designs and metallic inks, these tattoos are priced at a premium over the multi-coloured tattoos. Metallic Temporary Tattoos work great at:



Carnival



Clubbing



Music



Wedding





*Fashionistas making a mark with Metallic Temporary Tattoos.*

### 3. Glitter Temporary Tattoos

These tattoos work exactly like the multi-coloured tattoos, but have a layer of cosmetic glitter over the tattoo design. Shining and glimmering, these are a big hit with kids. These are priced at a premium over multi-coloured tattoos.

Glitter Tattoos work well at events and promotions targeted towards children such as:



Carnival



Brand activation



Trade show



*These Glitter Tattoos are a huge hit at kids' events.*

## 4. Glow-in-Dark (GID) Temporary Tattoos

These tattoos have a unique effect which makes them emit a greenish glow in the dark. With our most premium priced tattoos, you can create a spectacular effect at your evening party with hundreds of these glowing tattoos on your guests. GID tattoos are very popular, especially at:



Night events



Music



Clubbing

Ultra-Violet (UV) Temporary Tattoos are a variation of GID tattoos. These appear almost invisible during daytime, but emit a neon glow under a UV light. These are highly popular in rave parties and clubs.

The main difference between GID and UV tattoos is that GID tattoos do not need an UV light to make them shine. UV tattoos will glow when held under UV lights.



*Glow-in Dark Tattoos creating a spectacular visual at night events.*

# SETTING UP A TEMPORARY TATTOO BOOTH.

## WHAT IS REQUIRED?

A temporary tattoo booth is a place at your event where your guests can come to get temporary tattoos applied on themselves.

Tattoo booths can be fancy or basic, as per the event. Typically, the minimum requirements needed for a tattoo booth are:



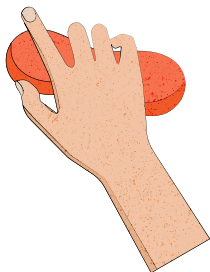
**A Table**  
To lay the tattoos



**Chairs**  
For seating the event guests for tattoo application



**Water dish / Sprayer**  
To dab water on the tattoo back during application



**Wipes /Cotton**  
To pat the skin dry, once the tattoo has been applied



**Dustbin**  
For discarding wipes and tattoo backs

# For a fancier booth, imagination and resources are the limit. A fancy decorative tattoo booth can have

1. Customized banner announcing the tattoo booth
2. Decorative elements such as streamers, ribbons, balloons, tinsel paper
3. Poster/Banner of the brand
4. Tattoo mascot: Live people dressed as a mascot handing and applying the tattoos
5. Tattoo Ambassadors at event encouraging guests to get tattoos
6. Chief Tattoo Officer

## Who is a Chief Tattoo Officer?

For corporate events such as Family Fun Day or employee marathons, it is a great idea to get a CXO level manager to sport a Chief Tattoo Officer Apron and hand out or apply tattoos to employees/other guests.



# Chief Tattoo Officer (CTO) QUALIFICATIONS

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1. Loads of enthusiasm

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2. Some know-how of temporary tattoos to answer event guest question on temporary tattoos (safety, removal etc)

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3. Patience and empathy when applying tattoos to children

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4. Environment consciousness to encourage appropriate disposal of wipes and tattoo backs

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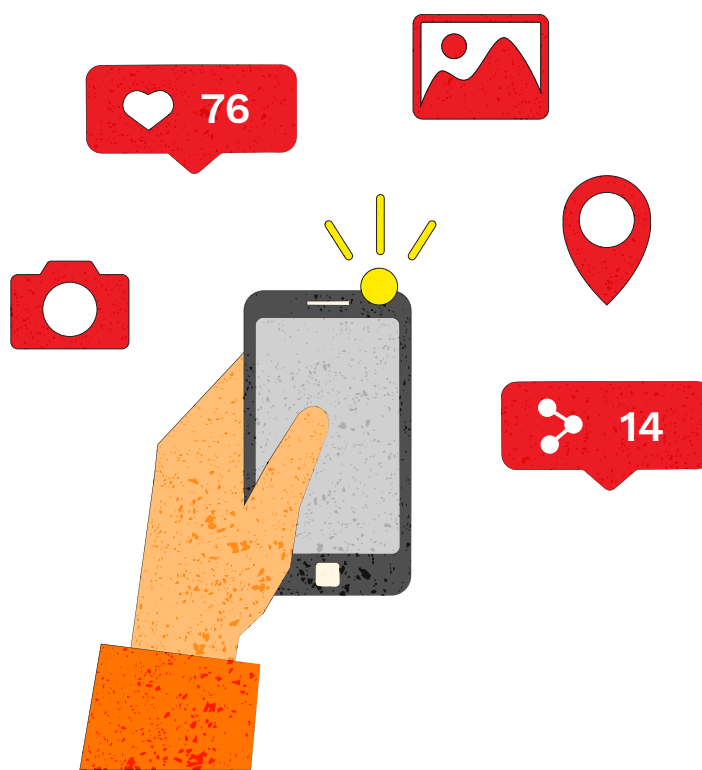
5. A 1000-watt smile

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## Why set up a temporary tattoo booth?

A central place for handing out and applying tattoos creates more engagement, fosters conversations and photo-ops. Guests at the event will click selfies and group photos against the backdrop of an eye-pleasing tattoo booth and post them on social media. This gives your event and brand a lot of social media attention and love.







Wedding Temporary Tattoo Booths: For guest engagement, photo-ops, social media shares and lots of fun.

Image Sources:

1. Cat Pennenga photography
2. The Melidios.com
3. Joyeuse Photography

# ARE TEMPORARY TATTOOS SAFE?

At Gumtoo, we use FDA compliant inks that are skin safe. Our temporary tattoos are non-toxic, hypoallergenic and go through stringent third-party lab tests. Gumtoo temporary tattoos have passed EN71 (European Standard EN71 specifies safety requirements for toys). However, we recommend not to apply temporary tattoos on very sensitive skin.



**Non-toxic**



**Waterproof**

Lasts for 3-4days. Go take shower or swim



**Lab certified**

Contact us at [sales@gumtoo.com](mailto:sales@gumtoo.com) to get a copy of testing reports.

# HOW TO APPLY AND REMOVE TEMPORARY TATTOOS?

Applying temporary tattoos is very easy. It does not take more than 1-2 minutes per person to apply a temporary tattoo. Check the simple step-by-step application procedure:

1



Get tattoo, water, cloth/ cotton ready.

2



Remove clear protective top sheet from the tattoo

3



Place tattoo onto your skin with the sticky side with design facing downwards

4



Dab water on the tattoo. Make sure that the tattoo back is thoroughly wet.

5



Hold the cloth/ cotton for 30 seconds. Slowly peel off the sheet now.

6



TADA!! Time to show off your temporary tattoo

## How to remove temporary tattoos?

The best way to remove temporary tattoo is to apply baby oil and gently rub it off with a piece of cloth or cotton.

## How long can temporary tattoos stay on the skin?

Temporary tattoos can stay on skin from 3 to 5 days depending on the areas applied to. e.g. tattoos applied on forearms stay longer due to less abrasion in comparison to tattoos applied on hand or on the face.



*Stays for shorter duration (1-2 days)*



*Stays longer (4-5 days)*

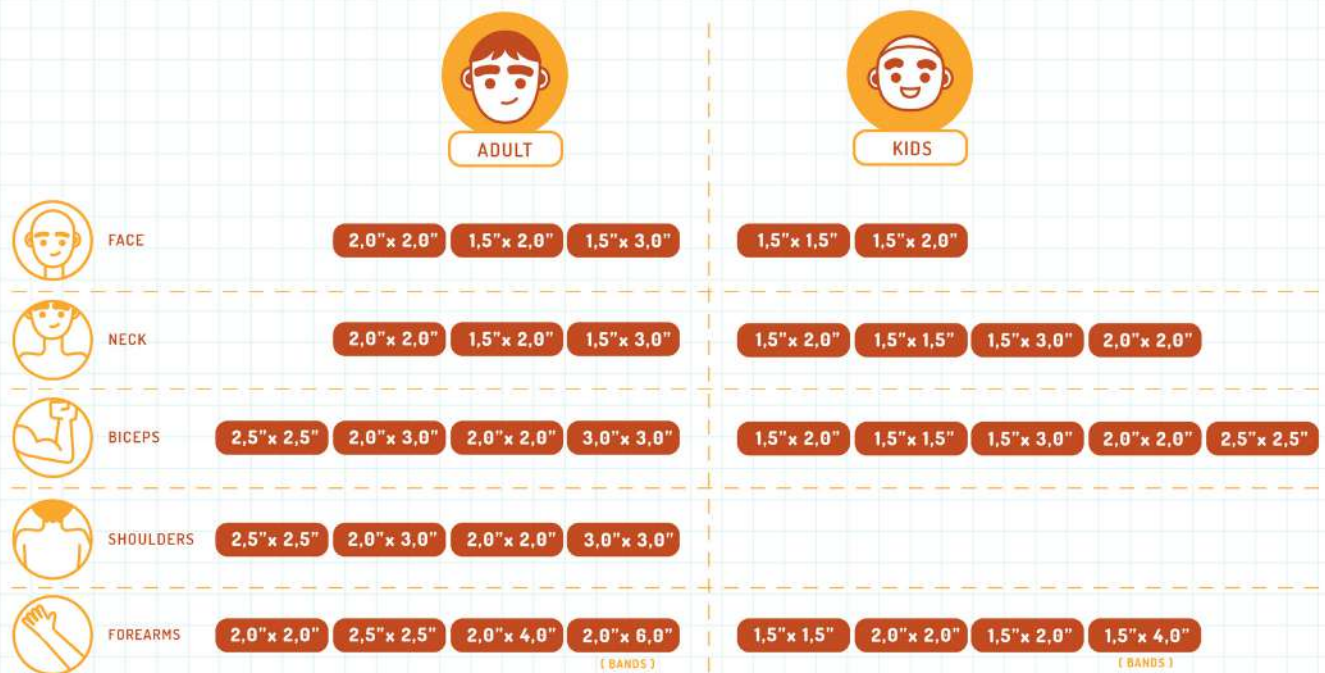
## Are temporary tattoos water proof?

Temporary tattoos are water proof and don't come off during swimming, or bath or sweat.

# WHAT'S THE BEST SIZE FOR TEMPORARY TATTOOS?

Here's a guide to the most appropriate size for your temporary tattoo requirements. When it comes to the size of a temporary tattoo, there are 2 decision points:

1. Who is going to apply the tattoo: Adults or Kids
  2. Which part of the body do you want the tattoo to be applied/Where do you think your guests are most likely to apply the tattoo?
- See the decision tree map below to pick the most appropriate temporary tattoo size for your guests/clients.



\*Sizes are provided in inches

**Most popular sizes for adults (in inches):**

- 2"X2"
- 1.5"X3"
- 2.5"X2"
- 1.5"X2"

**Most popular sizes for kids (in inches):**

- 2"X2"
- 1.5"X1.5"
- 1.5"X2

Kids have smaller surface area for tattoos. So typically, the tattoos sizes will be small in comparison to adults. Having said the size is very much dependent on your design.

## **Temporary Tattoos are mostly applied to visible parts of the body:**



**Face**



**Neck (nape or the side of the neck)**



**Shoulders**



**Forearms**



**Biceps**

For large events, order temporary tattoos which will fit most of your guests/clients.

# HOW DO I ORDER

## TEMPORARY TATTOOS?

Please write in to us at [sales@gumtoo.com](mailto:sales@gumtoo.com) to begin the ordering process. Before you place an order, here are a few things to note.

### Minimum Order Quantity

**What is your minimum order quantity?**

500 identical tattoo sheets

**Can I mix and match the designs and qualify for minimum order quantity (500 pcs)?**

No, the minimum order quantity is applicable to identical tattoo sheet. e.g. if you have 2 different tattoo sheet designs then we will manufacture 1000 pcs i.e. 500 pcs of each tattoo sheet.



500 pcs



250 + 250 pcs

+



### Samples

**Can you print the samples of the tattoo before the final print?**

Yes, we can print the samples of your design before the final production. The cost for sampling will range anywhere between SGD100 – SGD300. Sampling cost is refundable if the final order is for 10,000 pcs or above.

**Can I get temporary samples to show to my client?**

Sure, we can send you variety of samples to show to your client.

# Design

## What format should I submit the designs?

We will need the working file of the design in ai or in eps or in psd format. The file should be in CMYK format with at least 300 dpi.

## Can Gumtoo design for us?

Yes, we can create designs as per your requirement.

Our designers have the expertise and the experience in creating designs and using colours that stand out and look great as temporary tattoos. Our design process takes 5-6 working days.

To give you an idea what we charge for design work here are a few examples:



S\$ 65



S\$ 75



S\$ 75



S\$ 150



S\$ 185



S\$ 200



## Can I print at the back of the tattoo?

Yes, you can. When you order custom temporary tattoos from us, your package will contain temporary tattoos and a tattoo back insert. This insert includes instructions on how to apply the tattoos. In addition, these inserts can be used for promotional purposes. You can use them to:

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1. Tell your brand story

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2. Request Social Media Shares & Contests

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3. Give QR Codes

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4. Print Event details

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5. Offer Discounts/ vouchers/ free gifts/ promo codes/  
Scratch-to-win contests

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## Lead Time

### What is your lead time?

Our lead time is 8 days. We can do rush orders too. Do let us know your timelines.



## CONTACT US

If you have any questions, do not hesitate to contact us. Drop in a mail at [sales@gumtoo.com](mailto:sales@gumtoo.com) and we will respond to you as soon as possible.

# SOME OF OUR CLIENTS

