



# SMARTAT

~because tattoos are forever

## COMPANY BIO

It all began with a meme. Company co-founder and strategist, Sara Catelano was flipping through the never-ending pages of reddit.com when she came across a rather unique and ultimately pathetic meme. It depicted a fail tattoo, with "your next" tattooed onto the knuckles of a young man. Below the photo the meme read, "grammar nazi, we all know one."

If only this poor unknowing person caught his grammatical error before he actually got his tattoo. If only he could have test run his tattoo and learned the reaction amongst others...let alone the entire internet, Catelano thought. This was the birth of smartat.

Why shouldn't people be able to test drive their tattoos? People take cars out for a spin before they drive it off the lot; they test cremes and perfumes before purchase; and people date before they get married. Why couldn't there be a way to try a tattoo out? After all, tattoos are big commitments--often lasting longer than marriages!

Here at smartat, we create virtual images of proposed tattoos and if that isn't enough we can create customized temporary tattoos of the same dimension and color. Send a picture to our website, and our graphic designers will create a realistic picture of you and your new ink!

Customer service and speed of pictures are always efficient and reliable. We pride ourselves on the great business we provide. So give it a try--send in a picture and we'll get that tat on you in a jiffy!

Best,  
**SMARTAT**