

Tattoos With A Purpose™

Tattoos With A Purpose, LLC About Us

The idea for Lost and Found Temporary Tattoos began back in 1995 when Cindi Aldrich, was rushing from work to pick up her son, Danny, from school. She arrived a few minutes late to find her son on the playground crying. It was clear from afar that teachers were concerned for Danny and they had gathered around trying to console him. Cindi's first thought was that he had been injured. Running up to them, she asked what was wrong. A teacher responded that Danny did not think his mom was coming and was upset. "Why didn't you just call me on my cell phone?" asked Cindi of the teachers. "That's what we were going to do, but Danny couldn't remember your phone number." Cindi was shocked because she knew that Danny had her phone number memorized. It was right then that Cindi discovered that when a child is in a stressful situation, something as simple as a phone number is hard to recall even though memorized.

The actual "Eureka!" moment came in 1997 when Cindi was watching Danny play with some temporary tattoos. It was clear to her that children love temporary tattoos. The idea occurred to her that they could double as a child safety product. "It hit me that if I put Danny's phone number on the tattoo he would never forget his phone number again and that the temporary tattoo would actually help him remember that he had the number" said Cindi. As she began to ponder this thought more she realized she had a good idea for a child safety product that many parents and caregivers could use.

So the idea to form Tattoos With A Purpose began. However, as a single mother, working a full time job, it wasn't until 2004 that Cindi was able to officially launch Tattoos With A Purpose.

Today, Tattoos With A Purpose is reinventing the way the world uses temporary tattoos. Not only does the product line include Lost and Found Temporary tattoos for children, but uses now extend to protect individuals with Alzheimer's, autism, peanut allergies, etc. Additional tattoos that serve a purpose are in the works.