

## Abstract:

'A walk down the high street nowadays and one is confronted with an ample selection of Millennials and Post-Millennials adorned with some form of body-art. This paper attempts to examine how such people are perceived in today's society and how they would be favoured should they be in any service industry profession. This 3-part research took into consideration the views of twelve organisations to gain an insight into their views, existing regulations and recruitment policy. It also surveyed a group of one hundred and eighty-eight people to gauge their reactions on the subject. Lastly, eight tattooed and pierced professionals were interviewed to find out more about their life experiences with visible body-art. The study exposes latent stereotyping and stigma that exists amongst the respondents, albeit to a small extent. It also shows that barring a few ultra-traditional and conservative organisations, many companies were adopting a judicious approach when employing people with visible body-art with a strong focus on hygiene and aesthetics. The survey reveals a predominantly positive view of body-art and shows that stereotypes are slowly changing to acceptance'.