

the elusive

# SNONCH PIERCING

by joeltron dot com

#APP2025 - Las Vegas





# Hi, I'm joeltron.

- **Opal Heart Piercing** (Perth, AU)
- **Stone Heart Body Art** (Sydney, AU)
- **APP** Member (13+ years)
- **AUPP** Founder
- Piercing 20ish years
- NeilMed Pro Team
- Neurodivergent
- He/They/Them
- Sober & boring af



*G'day matey!*

# What's cooking?

## Definition

Bit of a silly name, innit?

## Anatomy

Determining viability

## History

Origin and popularity

## How to do

Perpendicular for the win!

## Skill Test

Snonch or not dot com

## Credit

Thnx n such




# 01

## What's a "Snonch"?

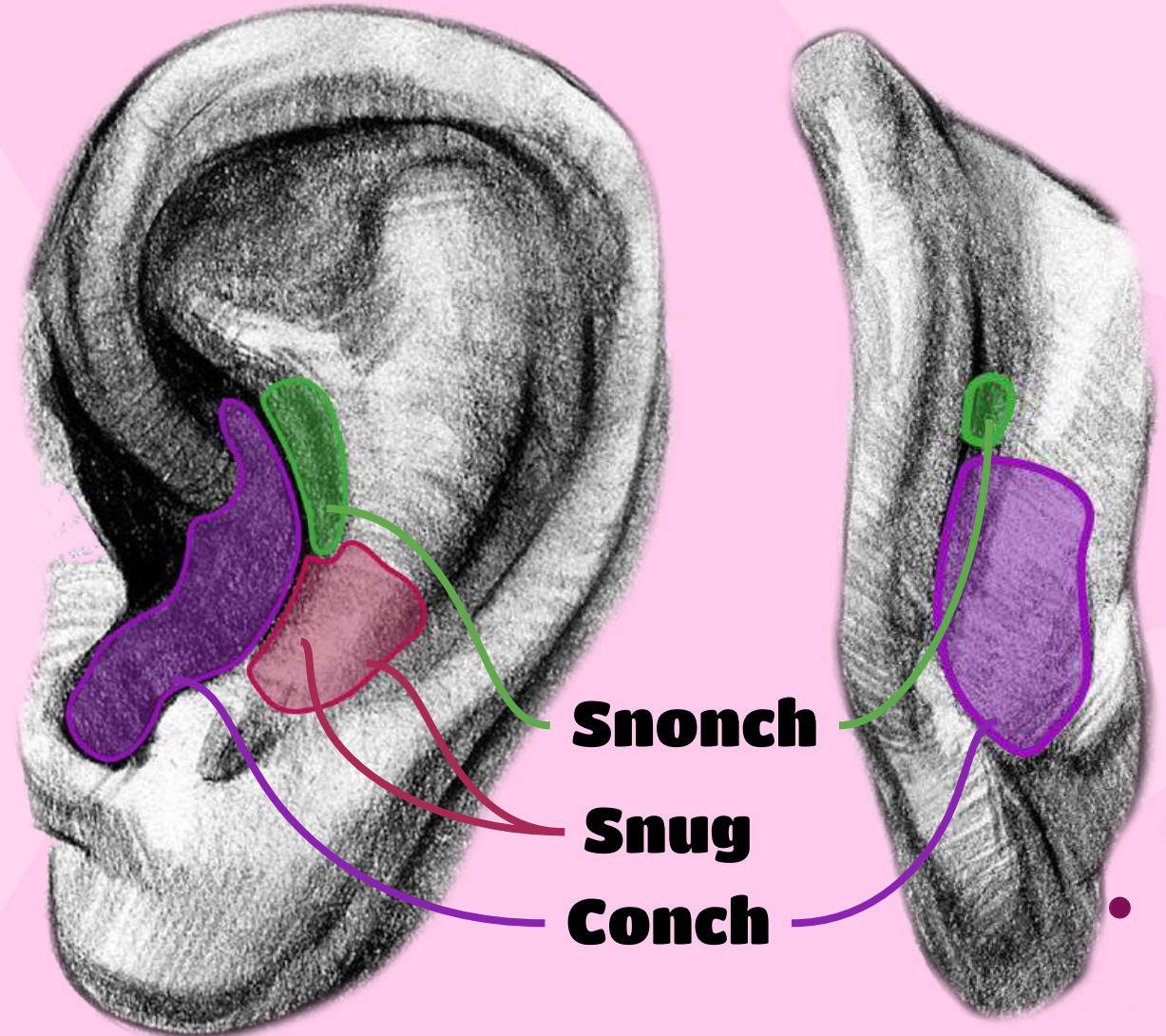
Bit of a silly name, innit?



# What's a "Snonch"?

 The term '**Snonch**' is a portmanteau (mash-up) of the names '**Conch**' and '**Snug**', as it lies next to the two areas.

It has a **flat** front, with a **concave** back and isn't prominent on all ears.







Helix

Forward  
Helix

Daith

Tragus

Antitragus

Snonch

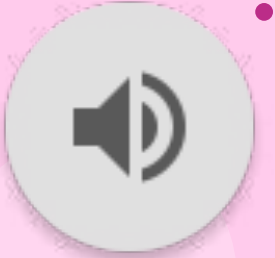
Conch

Piercing  
Aftercare

**NeilMed**<sup>®</sup>



**Or... in other words...**



**Conch**

**Snug**







@joeltrondotcom



**Snonch**







02

# **Snonch Anatomy**

Determining viability



# Viability: Anatomy

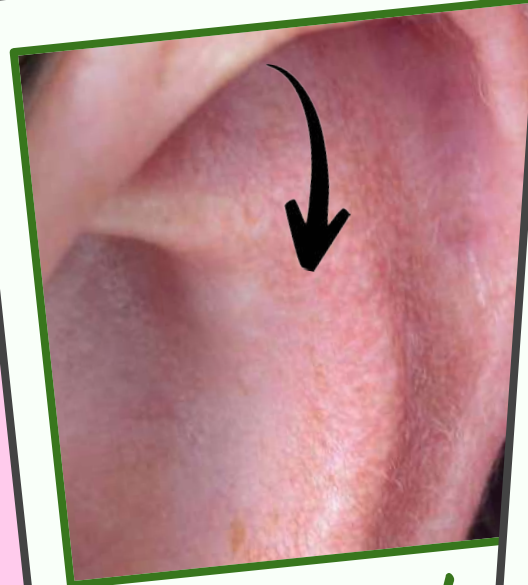
Every ear has a “snonch”, however not all ears should have a snoch piercing.



*High snug*



*Wide Rook :(*



*Flat snonch*



*Small rook area*

**Not ideal vs**

**Pretty snonchy!**



# Viability: Jewellery

Low profile & flatter jewellery is more suitable for healing and generally more comfortable



*@beckyadorned*

# Viability: Jewellery

Dangles, curved pieces and heavier jewellery can be worn when healed.

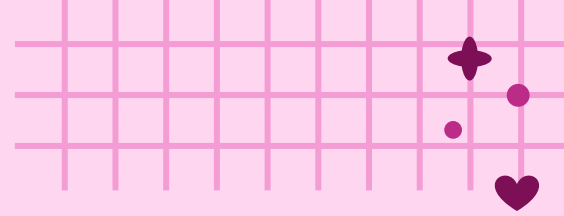
Some may even call it a "snonchdelier".



*@lr.piercer*



# Viability: Jewellery



Editor's note: no snonches were harmed in the making of this slide



Rings generally would be a bad idea, even when fully healed, due to the angle and position.

plz don't try



# Viability: Room at the back ♡

As the area tends to point downward, you need to ensure there is enough space behind too



*Plenty of space*



*tighttttt*



# Viability: Lifestyle

Helmets, over-ear headphones, masks & safety glasses often sit or compress this area and should be avoided during healing periods.



# Piercing Pros :)

- Great placement to show off larger, low-profile jewellery
- Same discomfort & healing as a conch or helix
- Visible placement
- Fun name to say!

Shhhhh. I'll fight you.



@joeltrondotcom

*flappy & fabulous!*



*ducky butt*



# Piercing Cons :(

- Anatomy dependant
- Cartilage takes a long time to heal (6-10 months)
- Shouldn't be slept on
- Downsizing is important
- Studs only, no rings. soz.



*@missmodify*

# Soooo close

Although many nearby placements may be viable piercings, it's only a "real" Snonch if it resides on the downward slope of the conch, between the rook and the snug.



Editor's note: "Champagne" made outside of the region of France tastes the same.



03

# **Snonch History**

The origin story &  
Rise to fame





# Other names

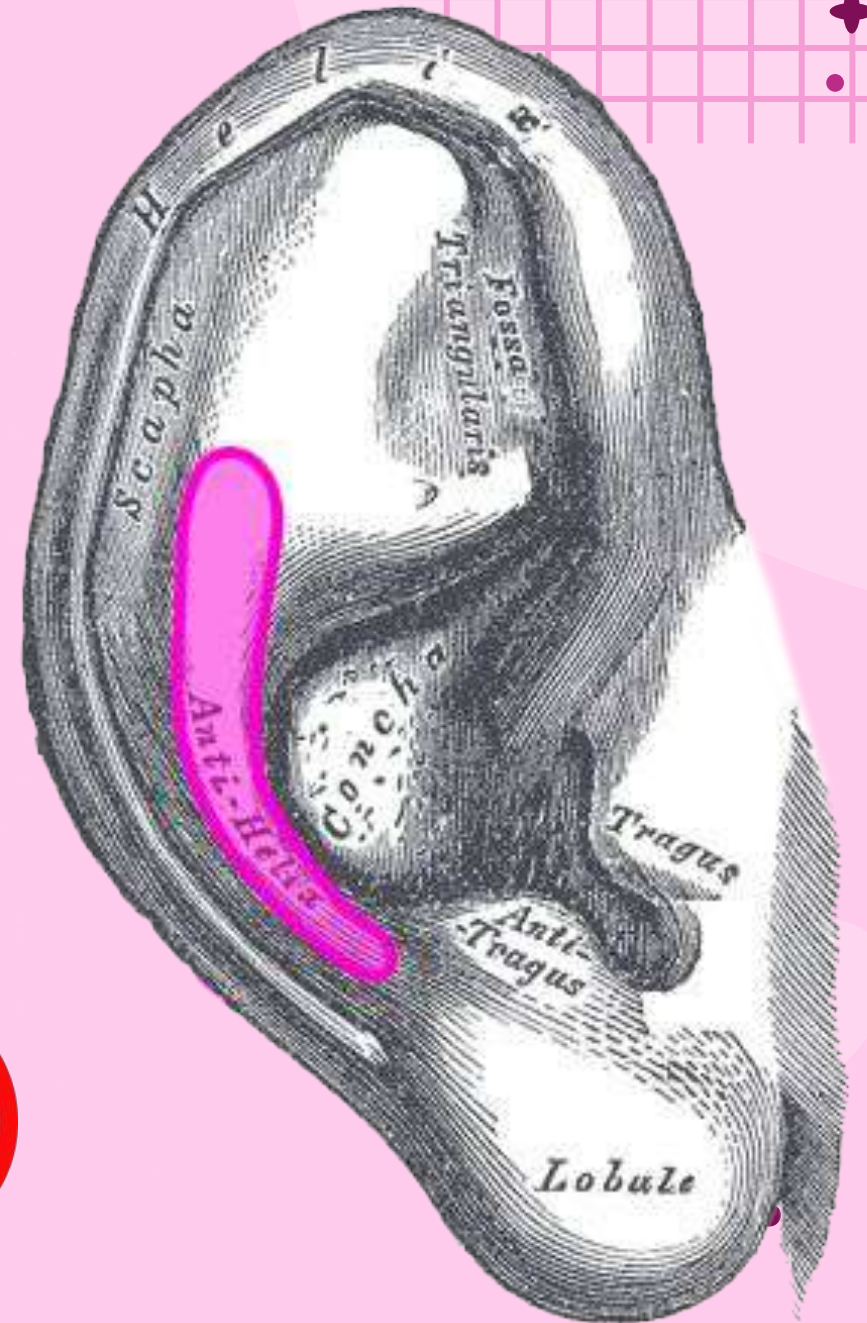
(kinda)

## Anti-helix

The antihelix (anthelix) is a curved and prominent ridge of cartilage, parallel with and in front of the helix.



Editor's note: It's close... but it's no cigar!



# Other names

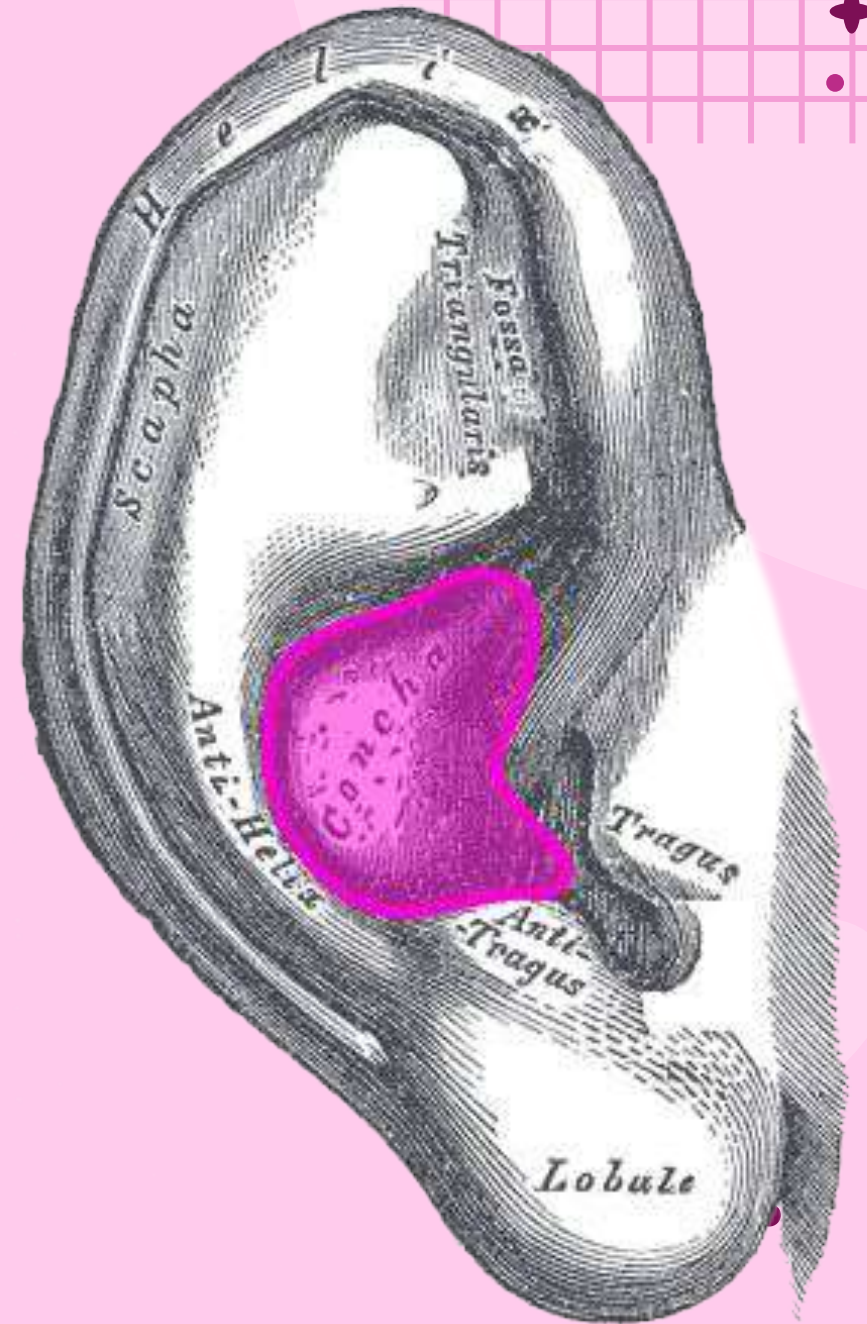
(kinda)

## Contra Conch



**Contra** : "against,"  
"opposite," or "opposing"

**Conch** : The inner cup part of your ear, which gets its name from the ear's resemblance to a conch shell





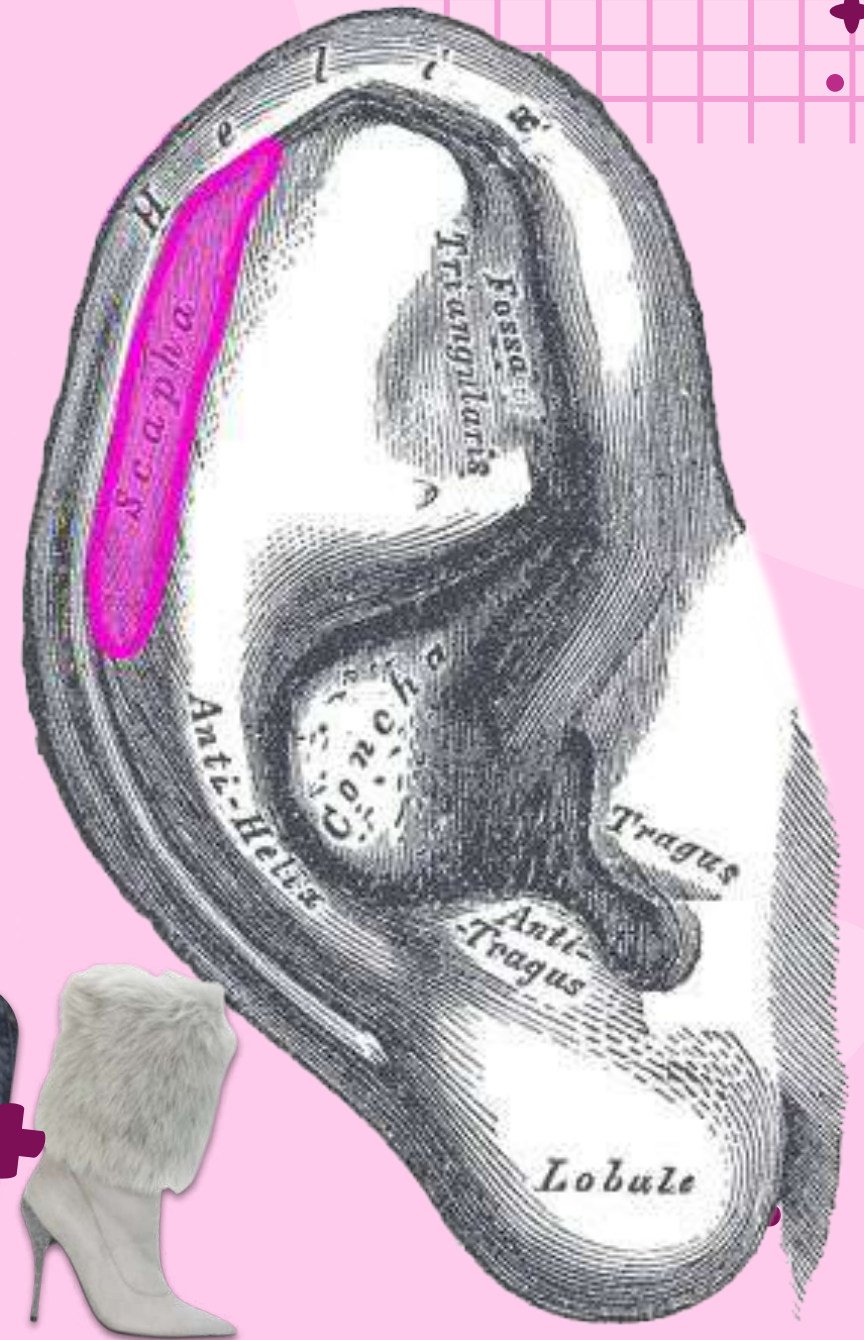
# Other names

(kinda)

## Low Scapha

The Scapha is an elongated depression of the ear that separates the helix and antihelix.

A better term would be  
“Under Scapha”



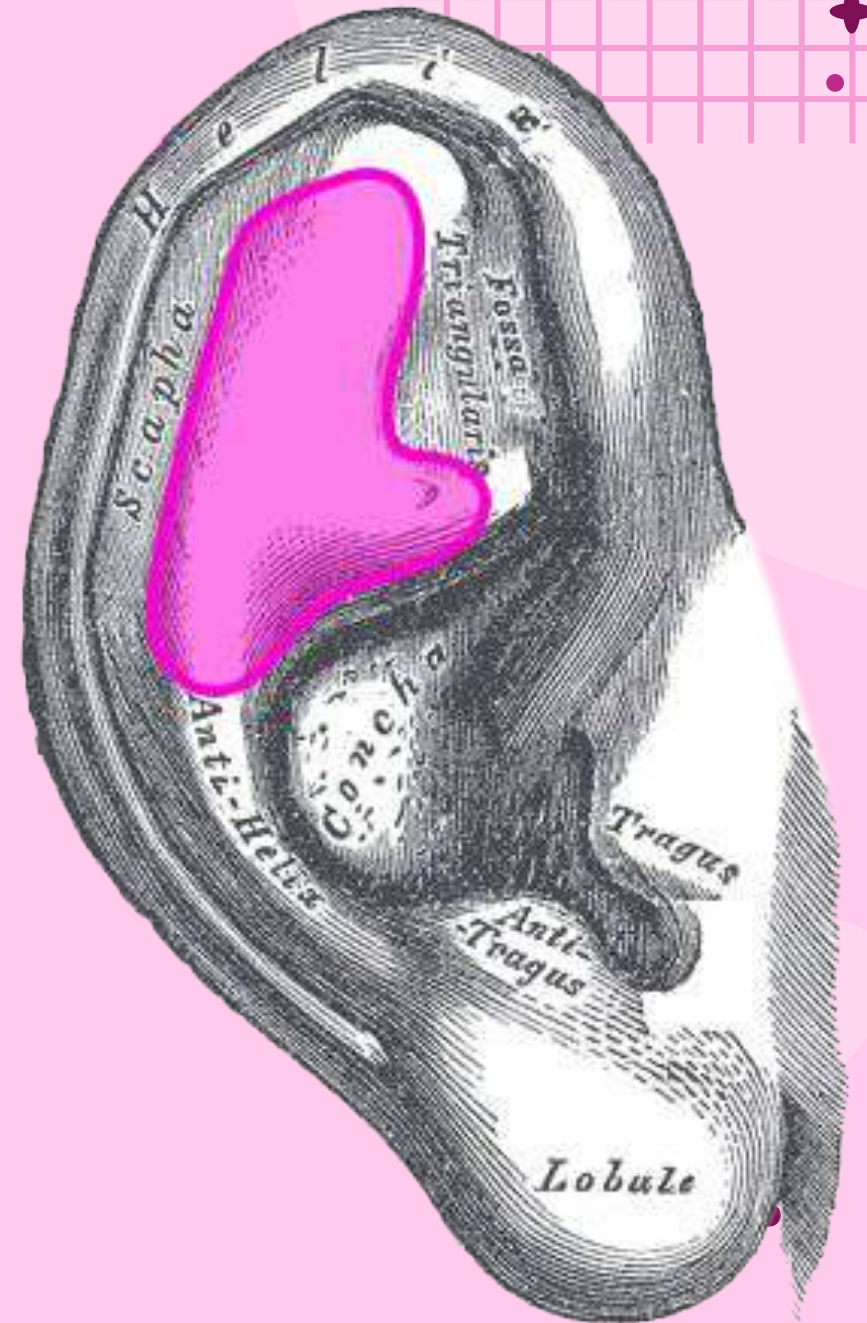


# Other names

(kinda)

## Outer Conch

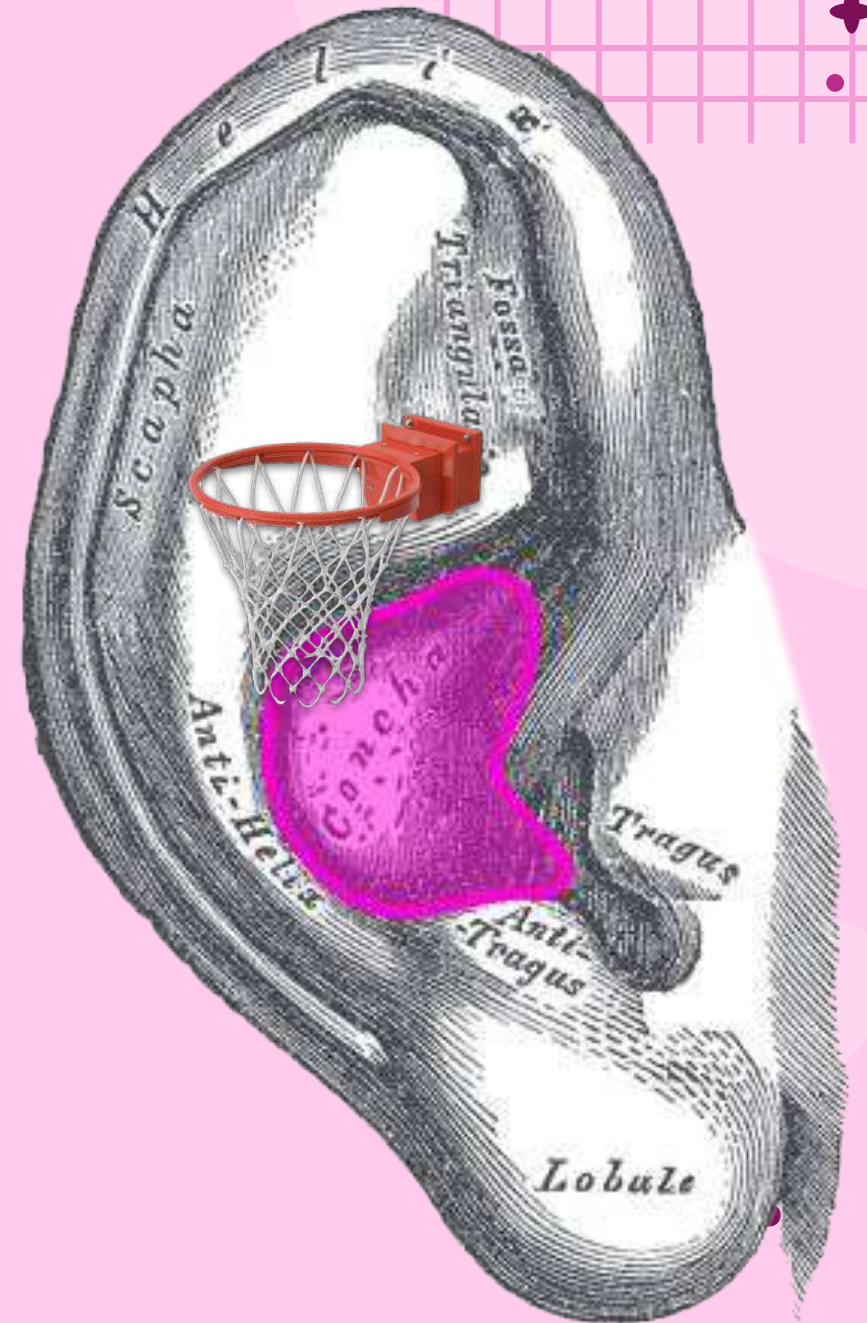
Although in many places, the “Outer Conch” is synonymous with a “Flat” piercing - it can also refer to a placement on the ‘outer bowl’ of the ear.



# Other names <sup>(kinda)</sup>

## Conch Rim

Perhaps one of the more accurate alternative names, as the piercing is located in the top “rim” of the conch and anti-helix structures.



# Origin of the name



The client had a unique anatomical structure and was open to accenting it.

During the procedure, possible names were joked about and one thing lead to another!

**Approx March 2015**

**Proposed names were:**

**Snonch** (Snug/Conch)

**Flaug** (Flat/Snug)

**Conug** (Conch/Snug).





joeltrondotcom • Following



**joeltrondotcom** Dunnno what to call this one... Part conch, part flat, part snug.. I present to you, a 16g [@neometaljewelry](#) SNONCH! Rocking out a sweet 14kt yellow gold and genuine Swarovski trinity end.

Come get fancy and bring us all your unique and interesting anatomy!

[#opalheartpiercing](#) [#safepiercing](#)  
[#snonchlife](#) [#flaugpiercing](#)  
[#conugpiercing](#)



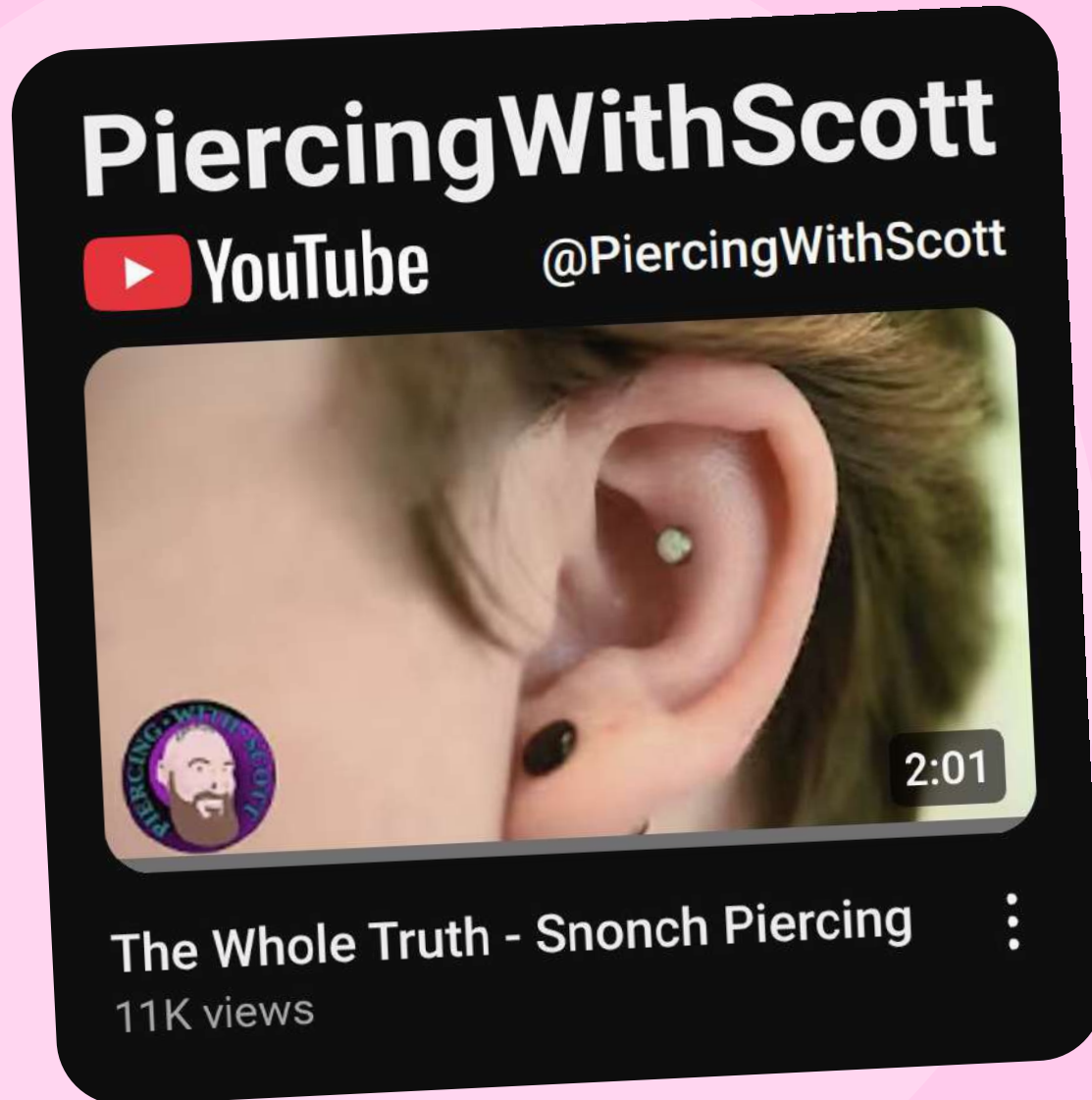
30 March 2015



Add a comment...

Post

# Rise to fame





**Explore / #Snonch**



**Instagram**



# Controversy

Members of the community have expressed their dislike for the “sound” of the word, or that it should have a different name - some have even stated it’s not a “real” piercing.



*@shortypiercer*

# Controversy

Some members of the industry still dislike the term and advocate for alternative names.

Luckily, #neversnonch didn't gain traction.

Editor's note:  
Haters are going to hate



# It cannot be unseen

Once you appreciate the unique anatomy... It's difficult to NOT suggest it as an option for your clientele!



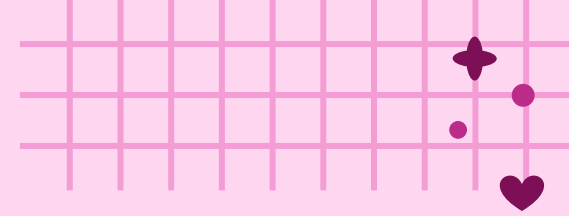


# Client Interaction

Client's thrive off your vibe.

If we get excited about their unique anatomy, they are more open to getting something cool to accentuate it.

It's can be one of the most rewarding parts of piercing!





04

**How to pierce**

Perpendicular for the win!



# Jewellery

I prefer 5/16"  
long, 14g or 12g  
flat-backs.

16g is fine, however  
you run the risk of the  
front 'tilting' down.



*12g 5/16" flatback*



# Jewellery

Ball-backs are often suitable for ears with narrow space behind, but suggested once downsized as it can allow them to tilt forward while healing.

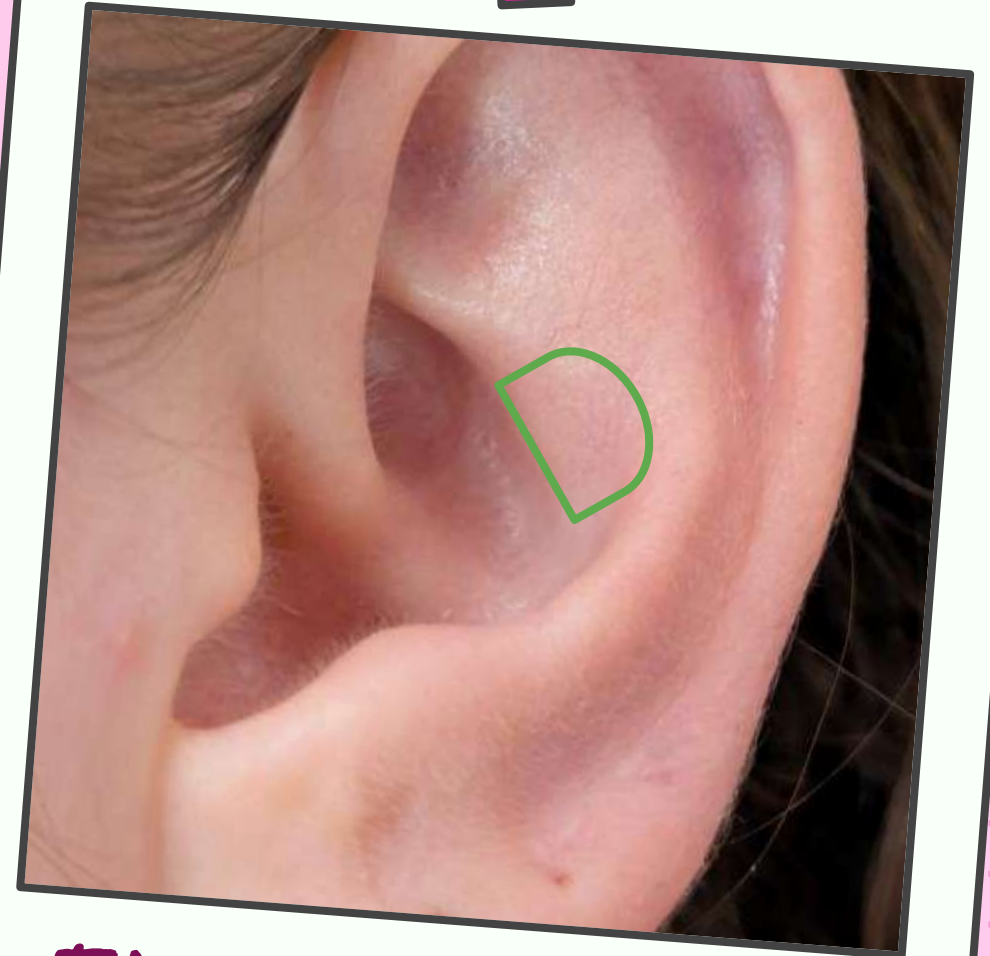


*@anatometal\_inc*

# Placement

Locate the “flattest” part of the anatomy.

It will generally have the most room in the concave area behind.



*Flats where it's at*

# Space

Ensure jewellery can sit within the space comfortably and doesn't "overhang"

I'm testing the fit with my end upside down.



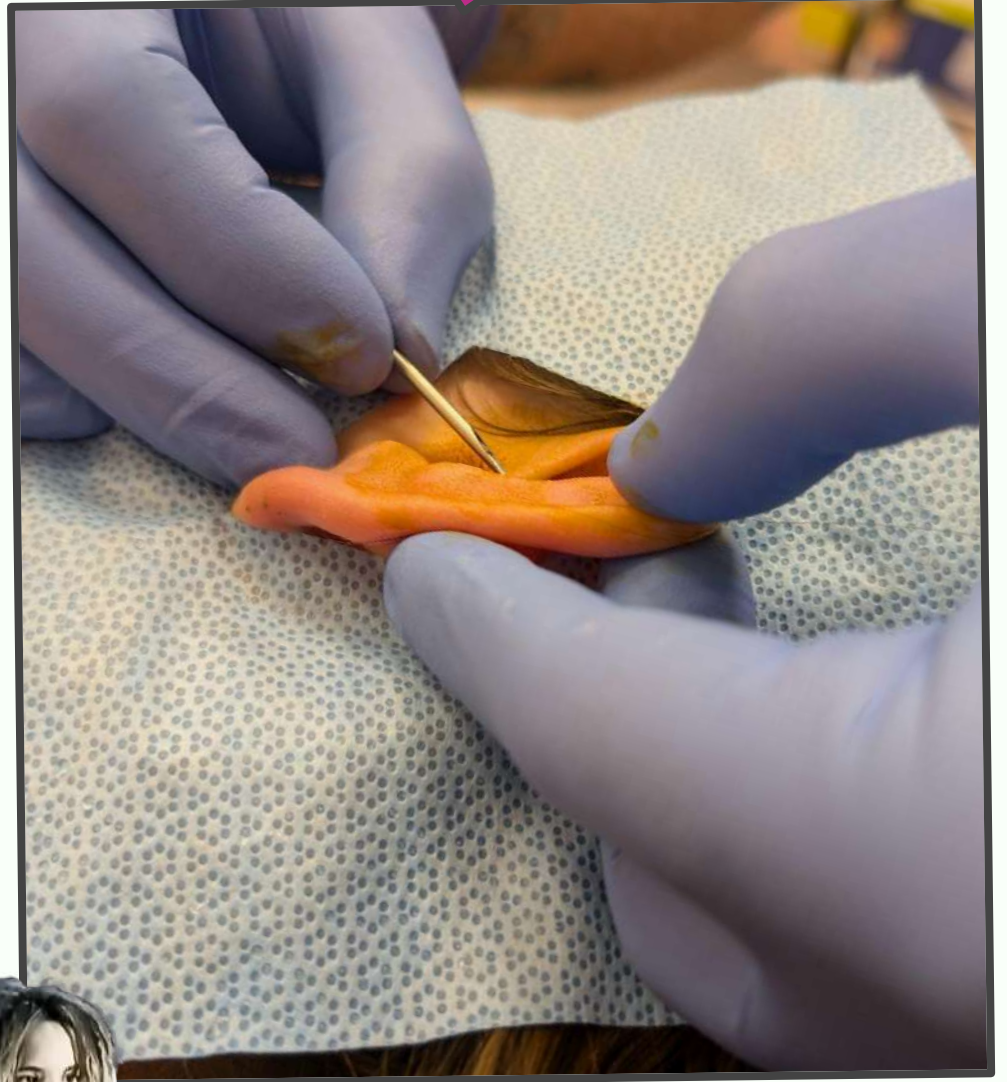
*If it fits, I sits.*



# Freehand

Freehand is suggested, as you can apply light back-pressure.

A receiving tube can work, but may also distort the back tissue.



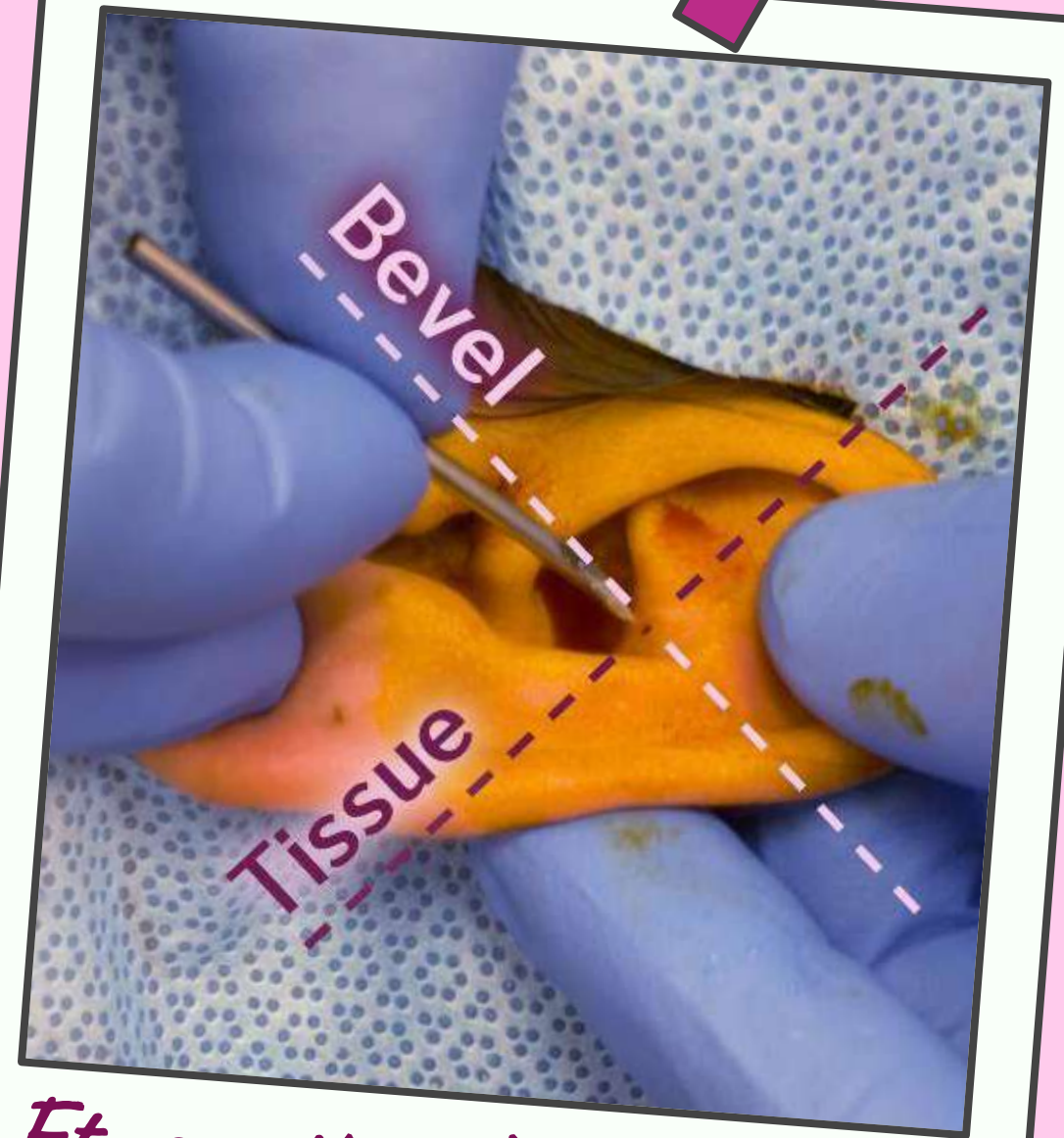
*F-F-F-F-Freehander*



# Angle

Always pierce 90°  
(perpendicular) to  
the tissue front.

Ensuring you utilize  
bevel theory to  
pierce straight.

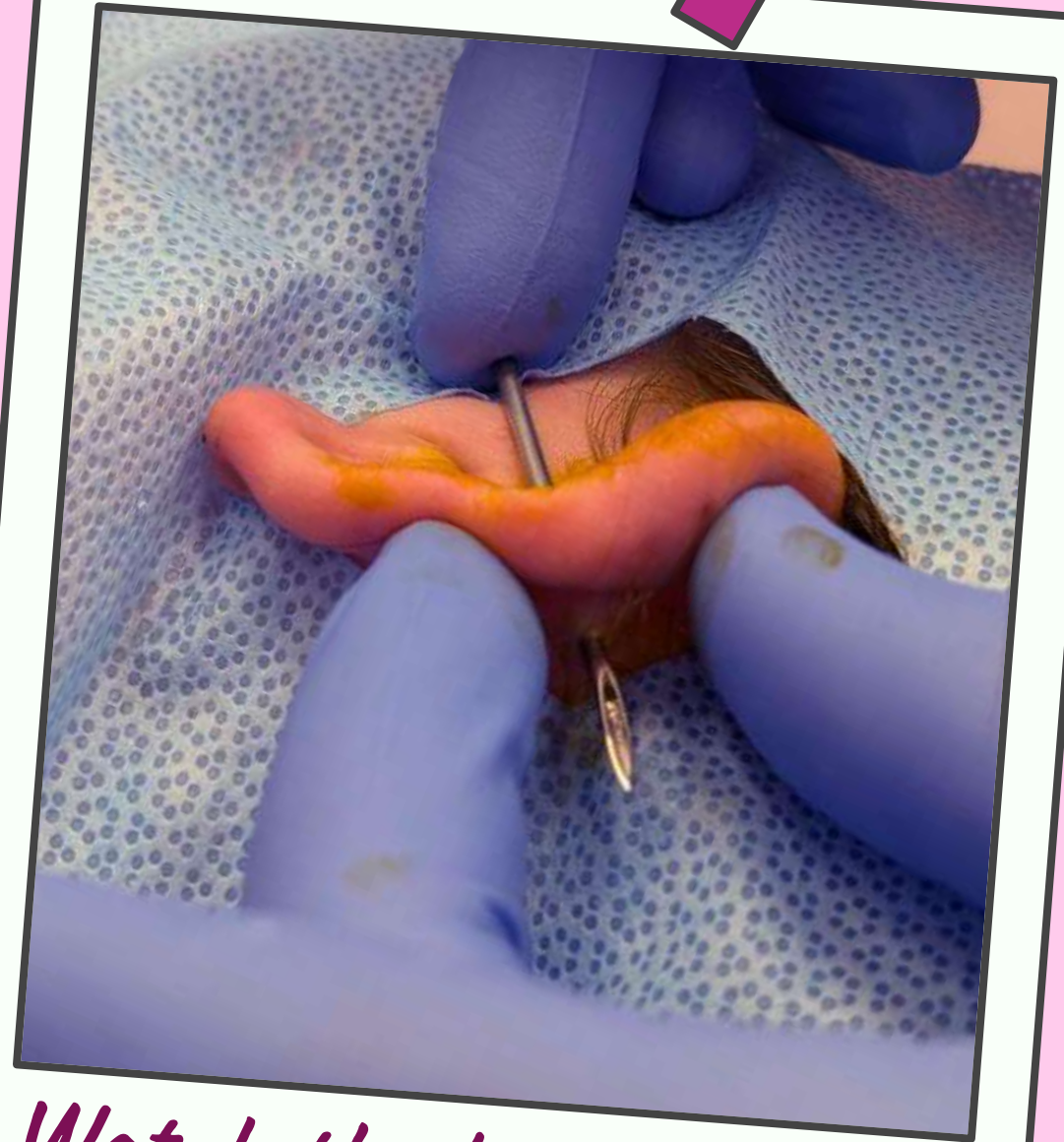


*Ft. emotional support dot*



# Exiting

Brace your fingers either side while sliding the needle through, but keep clear of your sharp.



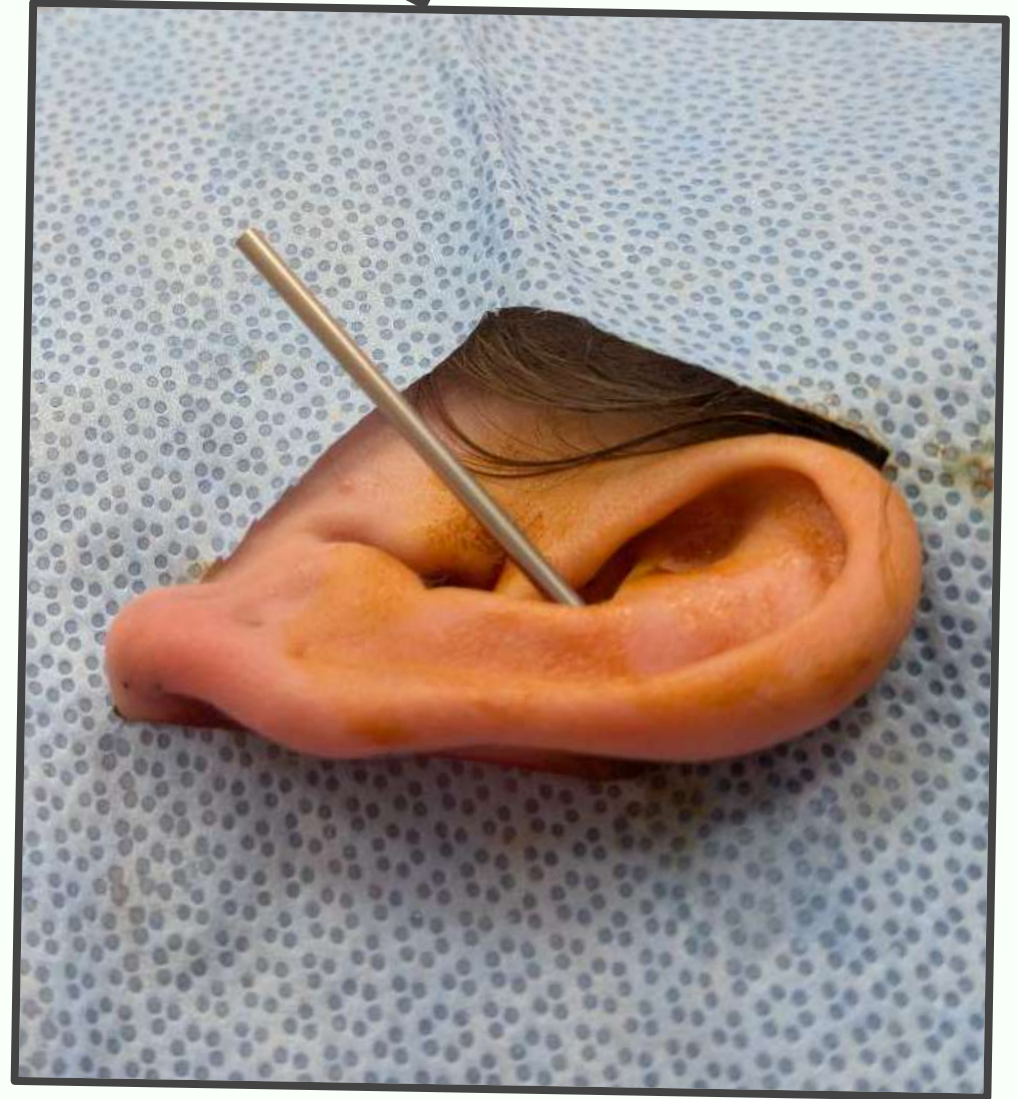
*Watch the business end!*



# Angle

This results in it looking like it's "facing down".

That is fine as you are straight with the tissue, not ear.



*Don't panic!*

# Jewellery

Insert your jewellery.

I prefer threaded,  
but fixed-back and  
threadless will need  
an insertion taper.



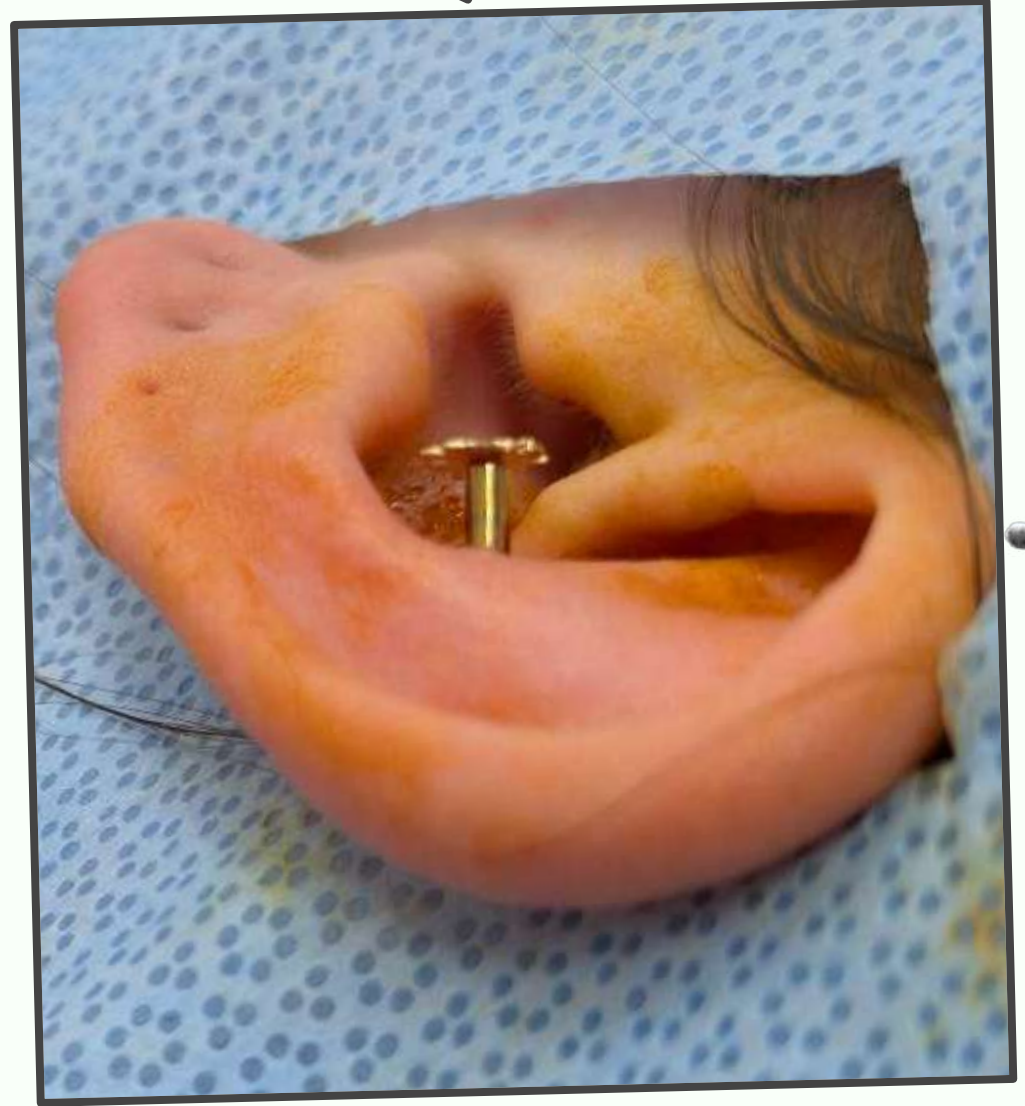
*Baby got back-shots*



# Downsize

The tissue is thin!

Usually a shorter back is suggested around 6-10 weeks, depending on your climate & clientele.



*Long boy is long*





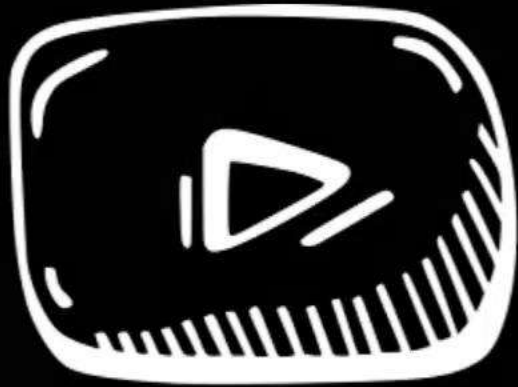
# Admire

Ensure jewellery is sitting flush against the tissue and be sure to show your client the back side, so they understand snagging concerns.



*It's Buzzzznes as usual*

joeltron  
dot com



click to play video



# 05

## Skill Test

snonch or not dot com

Editor's note: did joel actually register that domain  
and make a website just for the roflcopters?

ROFL:ROFL:ROFL:ROFL

```
      ^
    _/  _ \  _/  _ \  _/  _ \
   L    L    L    L    L    L
  LOL===  _/  _ \  _/  _ \  _/  _ \
   L      \    \    \    \    \
           I    I    I    I    I
          -----/
```



## How it works:

1. Decide how SNONCHY a #snonch piercing is
2. In the pink box, click to rate the picture
3. See what others thought on the left. Repeat

# SNONCH or NOT

As seen on that one weird APP class that nobody went to  
[ [CLICK HERE TO LEARN WHAT A SNONCH IS](#) ]

Select how snonchy this #snonch is to see the next picture.

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10  
NOT  SNONCH

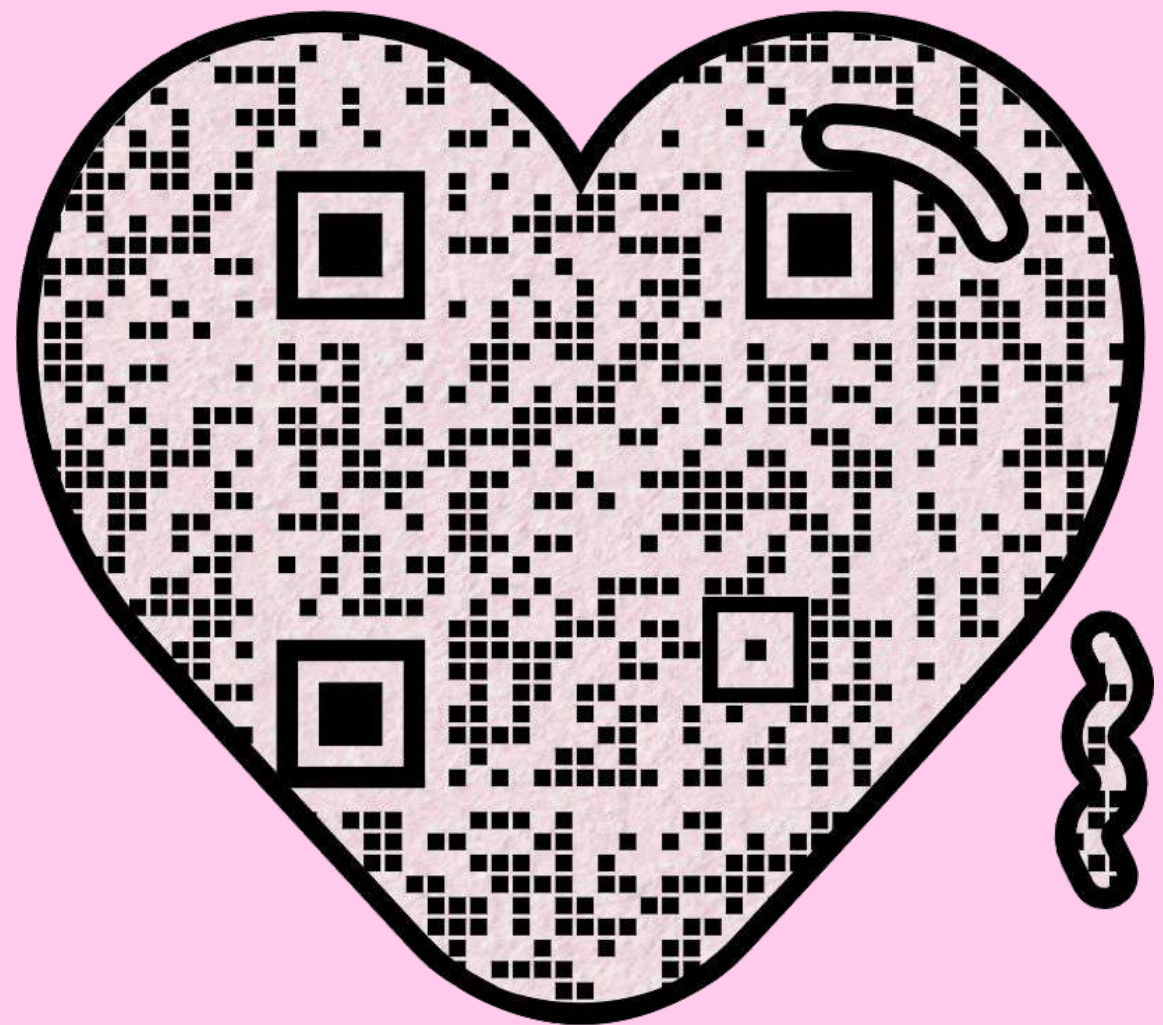
What a fun way to start the week! My lovely client wanted to upgrade some existing jewellery, re-open an old piercing channel, and add something fun and new. So we added an assortment of different shaped cz gems from @neometaljewelry 🥰 with a 4mm Marquise in the re-opened flat, a 2mm Princess in a brand spanking new snonch/high conch placement, a classic 2.5mm Round to upgrade the existing upper lobe, and a wee 3mm Marquise to upgrade the existing tragus piercing! . #freshpiercing #piercingupgrade #snonch #highconch #earcartilage #flatpiercing #traguspiercing #lobepiercing #neometaljewelry #threadlessjewelry #pushfit #implantgradejewelry #cubiczirconia #sparkle #appmember #auppmember #safepiercing\_au #safepiercing #newzealand #aucklandcity #smallbusiness #metalmagicpiercings






[@metal magic piercings](#)

Go to the original post now: <https://www.instagram.com/p/C10dlEGvwqg>

Share page with a friend: <https://www.snonchornot.com/p/C10dlEGvwqg>



# SNONCH or NOT .com



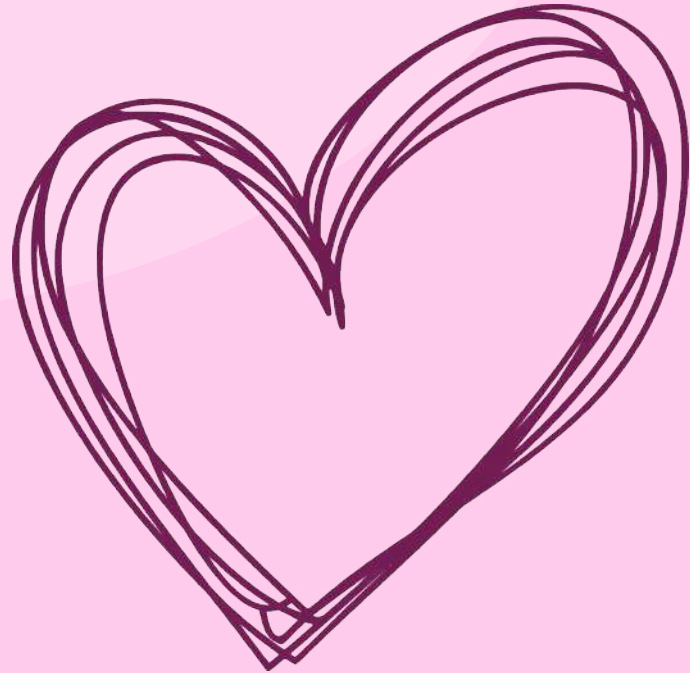
06

**Credit**

Thanks & goodbyes



# Thanks!



Bree  
Hika

Suzanne Hallett

Luis Garcia

Becky Dill

Lynn Loheide

Shorty

Bethrah

Cale

Anisah

Caitlin

Atsushi

APP staff ( everyone!)

- @missmodify (plz don't hit me)
- @queenoftheashes\_jewelry
- @piercersuzanne
- @luisqpiercing #notanantihelix
- @beckyadorned
- @lynnloheide
- @shortypiercer
- @bethrah9
- @miss\_cale #hamburger4lyfe
- @anisah.alchemy
- @kidcait
- @a2\_jesus.jp
- @safepiercing



And lastly **THANK YOU** for being here right now. <3







“

**Love what you do.  
Pierce more snonches.  
Try & love you.**



#SnonchLove



# Citations

Bailey's Head & Neck Surgery

Anatomy of the Human Body

Instagram (Explore: Snonch)

NeilMed Ear Diagram

PPAP

Instaloader

My personal recollections

- Jonas T. Johnson and Clark A. Rosen
- Gray's Anatomy - Henry Gray (1918)
- Instagram.com
- neilmedpac.com
- Song by Pikotaro
- instaloader.github.io
- joeltron dot com

