

## Dell Furano on how Marvel “Kiss Comic” Used Real Blood in Ink

Dell Furano, of Epic Rights, is one of the legends of the licensing industry, particularly concerning the representation of music groups. He is a member of LIMA’s Licensing Hall of Fame. He relates the following story involving KISS.

In 1977 Marvel Comics published Super Special **KISS** full-color comic book presenting the band as superheroes.

Blood from each band member was drawn by a registered nurse, witnessed by a notary public, and poured into the vats of red ink used for printing the comic at Marvel’s Borden Ink plant in Depew, New York.

**Gene Simmons** said,

*As the Kiss comic book project moved along, someone came up with the idea of putting real blood in the ink. It wasn’t me. We got into a DC3, one of those big prop planes, and flew up to Buffalo to Marvel’s printing plant, where they pour the ink and make comic books. A notary public actually witnessed the blood being drawn.”*

Below is the letter from the notary. It reads, “This is to certify that **KISS** members, **Gene Simmons, Ace Frehley, Paul Stanley,** and **Peter Criss,** have each donated blood which is being collectively mixed with the red ink to be used for the first issue of the Marvel/KISS comic. The blood was extracted on February 21st, 1977 at Nassau Coliseum and has been under guarded refrigeration until this day when it was delivered to the Borden Ink plant in Depew, New York.”





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