

3 TOP POST-WAX Skin Woes (AND HOW TO STOP THEM)

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Though many credit “Sex and the City” for hipping them to the joys and pains of bikini waxing, true wax professionals know that hair removal via wax has gone back decades. All signs seem to suggest that even in an era of more “au naturel” options, waxing is not “just a passing trend.” A June 2018 report by Transparency Market Research states the hair removal through waxing is expected to gain a value of nearly \$19 million by the end of 2026 globally. This represents a rate of growth of 9.4% annually.¹ Are you giving yourself the opportunity to properly earn your piece of this multi-million dollar pie?

As many estheticians are striving to find their niche in the industry, waxing is a viable option. With proper continuing education in techniques and the mastery of a variety of wax products, there is no limit to building a successful wax segment in a spa or as a specialized waxing brand altogether.

With the continued growth of waxing services, so too comes the demand for the care of the skin revealed post-wax. We are skin care professionals after all, right? Many of the esthetics professional groups and forums are riddled with questions and discussions on how to resolve the common skin issues and concerns raised by our waxing clients. This all has combined to create a need for many to be innovative in crafting services and sourcing treatments designed to address skin post-wax.

TOP POST-WAX SKIN CONCERNS

Going beyond the buzz-worthy “vajacial,” wax professionals across the country are offering services to care for common post-wax issues, even in intimate areas. Just scroll the social media timelines and you will see modeling masks, zappers and other methods to treat freshly waxed areas. The top three concerns after wax are post-wax breakouts, ingrown hairs and hyperpigmentation.



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For optimal business growth and sustainability, wax professionals should address these concerns via a professional treatment offer supported by effective home care products.

CONCERN: POST-WAX BREAKOUTS

There are some clients who will have a breakout as a histamine response to the hair being pulled from the follicle. This will cause redness, welts, hives and even various whiteheads.

There are some clients who are

already acne-prone who breakout in pustules post-wax. Their skin tends to be a bit oily and sheds rapidly. This creates blockages in the newly evacuated hair follicle—an opportunity for the acne bacteria to proliferate.

Pro treatment. For sensitive, reactive skin that is prone to histamine response, it helps to use calming and soothing products that have anti-itch and vasoconstricting properties. Cryotherapy and cooling mask treatments can be added post-wax to take down redness.

Using high frequency disinfects and oxygenates to minimize breakouts after waxing. Properly cleansing and clarifying skin of excess oil and wax residues with antiseptic tonics and even clay masks can help with acne-prone skin.

Home care. Focus on products that keep skin calm, soothed and hydrated for sensitive clients, like those featuring aloe vera and hyaluronic acid. For acne prone clients, recommend dry brushes to remove dead cells and products that clear the pores

5 TIPS FOR AFTER-WAX SERVICES

- Calculate the cost per product, and sell wax home care with the service as a package to ensure better compliance after wax.
- Create a menu offering that speaks directly to the results waxers seek (i.e. Clear and Bright Bikini Treatment).
- Educate customers on common concerns to establish yourself as the expert on your social media and website platforms. This expertise will make recommending additional services come easier in the treatment room.
- Think outside the box and consider products in your facial skin care assortment that can address issues elsewhere. Masks, serums and lotions can work on small sensitive areas of the body too.
- Some body parts are more prone to issues. Include pre- and post-care steps in your service protocol that sets you apart and charge a bit more for it. It will be perceived as a premium level of customer service instead of another “upgrade.”



and keep them bacteria free, like a serum with salicylic acid.

CONCERN: INGROWN HAIRS

Ingrown hairs occur when the hair is trapped within the follicle and grows inward. They are commonly caused by follicle buildup, curly hair or broken hairs by a wax technician.

Pro treatment. Since ingrowns can be exacerbated by improper waxing techniques, the best professional treatment is to ensure that hairs are being properly waxed and not broken at the surface. This is caused by either not using the proper kind of wax for the type of hair or not using the proper pull technique. Once ingrowns occur, an add-on treatment can be offered to remove those present and prevent further from occurring. This includes properly cleansing the skin to remove oils and waxy residue followed by perhaps a mild enzyme exfoliant, then extracting ingrowns. This should be followed by a sanitizing agent to kill any bacteria, a calming or clarifying mask and proper hydration to rebalance the moisture barrier. This is what we came to know as a vulva facial, vajacial or bikini treatment. However, this can be done on any area of the body where ingrowns occur, including underarms, chests and backs. For clients who are prone to ingrowns, this type of treatment can also be scheduled intermittently to maintain the health of the skin and hair follicles to prepare for cleaner waxing, minimizing ingrowns altogether.

Home care. Focus on products that contain alpha hydroxy acids (AHAs) or body scrubs to keep the

dead cell buildup at bay, along with body loofahs or mitts. For mitts, select those that are antimicrobial or easily sanitized. For skin that is flaky or dry, suggest body hydrators or moisturizers to keep the moisture barrier healthy to allow regrowth while avoiding follicular blockage. Even consider products that have enzymes that slow, soften and inhibit hair growth. For major ingrown sufferers, masks containing sulfur and anti-bump pastes are popular for home treatments to heal, reduce swelling and help clients refrain from picking.

CONCERN: HYPERPIGMENTATION

Often related to one of the two concerns above, pigmentation is triggered by waxing as a post-inflammatory response or as scarring. Let's face it—yanking a hair from the follicle triggers a bit of swelling. In addition, photosensitivity can occur since wax is a form of exfoliation, removing the top layer of skin. Many clients do not avoid the sun post-wax as they should. Some clients also cause hyperpigmentation by using synthetics, fragrances and harsh chemicals on newly waxed skin. Finally, there are some areas of the body that are prone to hyperpigmentation due to friction, heat and tight clothing.

Pro treatment. Post-wax masks that cool, soothe and reduce swelling are great to reduce inflammation caused by waxing. This will minimize the chances of triggering post-inflammatory hyperpigmentation. Also, chemical peels and brightening acid treatments are excellent to even the clarity and tone in pigmented areas between

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waxing appointments. For optimal results, a series of at least three chemical peels are ideal. There are brands emerging that specialize in peel solutions and brightening treatments for the body, including intimate areas like the genitalia. Treating skin with serums that contain antioxidants and daily lotions with SPFs post-wax also prevent uneven pigmentation.

Home care. Most chemical peels to brighten the body have post-peel care kits, like the home-care kits provided post-peel for the face. Focus on products with multivitamins and pigment inhibitors, as well as brightening peel pads or AHA body washes and lotions to smooth and even the skin's complexion. Sun protection should be taught to all waxing clients in addition to products that do not use harsh chemicals and fragrances for sensitized areas.

COMMIT TO CONCERNS

Once you consider the solutions that can be offered for the common concerns experienced by waxing clients, you can decide how to incorporate them into your business model. The key to optimize your wax business is to commit to three key areas.

1. Quality wax service. Careful selection of professional wax products, tools and techniques provide an effective hair removal service for all hair types.

2. Quality pro treatments. Careful selection of treatments and products address the common concerns of those who wax, providing solutions in an easily accessible manner.



A soothing mask post wax can be used to reduce inflammation.

3. Quality home care. Careful selection of retail home care supports your professional services and extends the client experience beyond the spa and builds a lasting rapport.

Not sure where to start shopping? There are brands that are now offering specialty trainings and products to address this segment. Attend trade show exhibitor classes, subscribe to professional forums and associations to stay in-the-know. Whether you are a professional establishing a niche for waxing or growing this as a department for your spa or salon, there is a need of your clientele for you to provide solutions for the common concerns of waxers. Approach your offerings from this comprehensive point of view, making a commitment

to all the areas that will draw a following that will return to you again and again because of this dedication to thorough and excellent service. ✂

REFERENCES

1. www.transparencymarketresearch.com/hair-removal-wax-market.html



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