



The Intimate Details

The low-down on intimate waxing, by Rose Panton

Waxing has fast become one of the most popular treatments offered by beauty professionals, with an estimated 23.7 million waxing treatments carried out per year (Guild Waxing Survey, 2015).

Seen as one of the best methods of hair removal, most therapists offering this service know what big business it can be. Waxing is a long lasting option for clients, with some waxes lasting up to four weeks. It is a great alternative to shaving, as it minimises the risks of razor burn, ingrown hair and rashes.

However, this 'bread and butter' treatment isn't just restricted to the skin that's exposed on a daily basis. Clients have become more adventurous and there has been a backlash against the bush! It has become increasingly popular for both male and female clients

to request to be fuzz-free down under, and intimate waxing treatments have seen a rise in popularity.

Intimate waxing involves hair removal from the pubic region and can vary from having the pubic hair shaped to complete hair removal. Sam Marshall, aka 'The Beauty Guru', simply defines it as "removing the undercarriage, leaving whatever you would like at the front, or removing the whole lot".

Before you offer any intimate waxing services, it is important you understand the different types of treatments you can offer to your client:

BRAZILIAN

Hair is removed from the pubic area leaving a 2.5cm strip across the pubic mound.

HOLLYWOOD

All hair is removed from the pubic and anal areas.

SHAPING

Hair is shaped over the pubic mound using a template, such as a heart shape.

PLAYBOY

All hair is removed from the pubic, buttock and anal areas, leaving a pencil wide strip of hair up and over the pubic mound.

LAS VEGAS

This is the same as a Brazilian or Playboy, but with diamanté decoration.

CALIFORNIAN

This is the same as the Brazilian, but the remaining hair is coloured.

MALE

More commonly known as the 'Back, Sack & Crack', this involves hair being removed from the lower back, penis, scrotum, buttock and anal areas. Male intimate waxes also include the 'Boyzilian' and 'Male Hollywood' which are the male equivalents of the above female waxes.

TRAINING

Intimate hair removal is a specialised service with its own unique considerations and techniques, therefore proper training for this treatment is essential. The Guild offers training in both female and male intimate waxing. Our courses cover how to perform the intimate waxing treatment, along with anatomy & physiology of male and female organs, the various styles of waxing as well as aftercare guidance and contraindications. The Guild also provides a comprehensive list of training schools offering training in this area. You can find out more about these courses at www.beautyguildtraining.com

PROFESSIONALISM

For many clients, especially those having the treatment for the first time, intimate waxing can be daunting, therefore it's important to be as professional as possible when delivering such a treatment. Andy Rouillard, hailed as "Britain's Top Male Waxing Specialist" is no stranger to intimate waxing. To put clients at ease he suggests that you, "Explain the treatment process at every step of the way. As therapists, we know what clothing a client needs to remove, how to position them on the table, how hot the wax feels and why we need to stretch the skin, but most first-timers won't know any of this, so don't leave them guessing".

It is important to maintain a professional manner during the intimate waxing treatment. Andy says, "Set the right tone from the start by using medical terminology when referring to specific parts of the body and avoid using slang words or euphemisms, even if the client uses them".

Article continues overleaf.



The Intimate Details *continued*

PRE-WAX

Clients should prepare correctly before arriving for a wax. Firstly they need to make sure the hair on the area being waxed is sufficiently long enough, experts including Sam Marshall advise that the hair must be no shorter than 1cm in length. It is also advised that clients exfoliate the day before, and avoid the use of lotions and moisturisers on the day of the wax, for these can prevent the wax from adhering to the hair properly. Ask clients to shower before their appointment and to wear loose clothing to prevent chaffing after their treatment.

HYGIENE

It is important to maintain high levels of health and safety throughout the treatment. In order to avoid cross infection, it is crucial that the therapist observes basic personal hygiene rules at all times.

Lisa Stone, Salon System Educator states, "Professionals need to take into account cross contamination that can cause detrimental effects to the client. These can be avoided by completing a full consultation with the client and by checking for contraindications for waxing (particularly intimate waxing). This will ensure the client is safe to be worked on".

When it comes to waxing, one area that causes a lot of controversy is 'double-dipping', which is when the same spatula is repeatedly used in the pot of wax after each application. Lisa Stone explains, "This can cause cross-infection, especially when working in intimate areas". Therapists may double dip in order to save money, believing that using the same spatula is more cost-effective. Lisa continues, "Spatulas aren't expensive and are a small price to pay for the confidence of knowing your wax is free from other clients dead skin cells, hair and bodily fluids".

The Lycon Expert Team suggest setting the treatment bed with disposable couch roll paper, which will show the client that the treatment area

is clean. They also suggest always wearing gloves, never double-dipping the wax and preparing the client's skin with Lycotane Skin Cleanser. If the client is having a Brazilian or Hollywood wax, The Lycon Expert Team suggest offering them a disposable G-string and inviting them to use a cleansing sanitary wipe to freshen up prior to the treatment.

RECOMMENDED WAX

For waxing on intimate areas, most therapists prefer to use hot wax rather than a strip-wax.

Hot wax is applied directly to the skin and then peeled off by hand, whereas strip-wax involves the wax being spread over the skin and then removed using a cloth or paper strip. Hot wax is a lot gentler and generally believed to be more suitable for sensitive intimate areas, unlike strip-wax which is better for larger areas of skin, such as the legs.

Lycon offers a wide variety of hot waxes ranging in colour and scent. Lycon Hot Waxes are a low temperature formula, they shrink-wrap and can remove hair as short as 1mm, meaning they are very pliable and painless for most. Should there be any difficult or stubborn hair, all Lycon Hot Waxes can be re-applied on the same area many times, without the wax feeling too hot, or creating any skin trauma, or irritation.

Salon System have just launched OMNIWAX, which combines all the benefits of a hot wax with the simplicity of strip wax removal. Due to its unique hybrid formulation it can be used for waxing treatments all over the body. It encapsulates the hair without sticking to the skin, meaning less pain and less ingrown hairs, which is especially useful when waxing in sensitive, intimate areas.

THE WAXING TREATMENT

The treatment itself may involve stretching and moving the client into several different positions. Andy Rouillard states, "It's all about the stretch. Keeping the skin taut during both application and removal of the wax, is the single most important thing to remember for a comfortable and effective wax".

In some cases, you may have to ask your client to help stretch the skin, in this circumstance it's important to provide your client with antibacterial hand wash beforehand.

Therapists should start on the outer most part of the pubic region and work inwards. Wax should be applied against the hair growth and removed with one fast stroke, while stretching and fully supporting the skin.

After completing the treatment dispose of any gloves in a clinical waste container and wash your hands again.

POST-WAX

The waxed area may be sore, so offer your client a soothing after-wax lotion, such as Lycon Soothing Cream with Chamomile and Rose. This product is ideal to re-hydrate dry skin after hot waxing.

In terms of aftercare, advise your customers to avoid heat and friction for the next 24-48 hours. Sam Marshall suggests avoiding most things beginning with

an "s" such as; sunbeds, saunas, scented products, sweating, swimming, self-tanning, sport and hot showers.

Ingrown hairs can also be a nuisance in this area. Andy Rouillard advises clients to gently exfoliate 2-3 times a week and moisturise every day to help new hairs grow through easily. For those clients who do suffer from ingrown hairs, recommend Lycon Ingrown-X-It Solution, this will exfoliate, decongest and help minimise the appearance of ingrown hairs whilst soothing and moisturising the desired area.

It is recommended that intimate waxing procedures are not carried out on those younger than 18, even with parental consent.

You will need to have sound basic waxing skills before contemplating attending an Intimate Waxing course. Visit Beautyguild.com and click onto the Training Directory section to find a course near you.



Guild members can be insured to carry out intimate waxing treatments providing that they have attended a specific training course and hold the relevant certificate/and or qualification applicable to this treatment. The Guild provides courses on both female and male intimate waxing. For more information visit: www.beautyguildtraining.com

