

WAXXXING VS SHAVING

The age old hair removal battle!

By Lilliane Caron

Wish you had a dollar for every time a client who came in for a pedicure and said, 'sorry about the hairy legs I forgot to shave!?' Well I'm here to tell you that you can! If that comment isn't an invitation for an open discussion about waxing I don't know what is! Let's get started by listing the usual pros and cons of waxing vs. shaving. . .

Client Pros of waxing -

- No more shaving rash / razor burn
- No itchy regrowth
- No more cuts
- Longer between treatments – 2 days vs 3-4 weeks
- No pain, no gain. A little bit of discomfort for the freedom of the razor every second day

Client Cons of waxing -

- Cost
- Pain
- Ingrown hairs
- Having to let it grow out in between treatments as it removes the hair from the root
- Need to book in an appointment

As a therapist or esthetician it's our job to not only pamper and treat our clients but to also provide solutions to their needs. Keeping the salon business afloat means going that extra mile to provide exceptional service and up-sell treatments to clients where possible. With increased competition, we need to find new and inventive ways to keep our clients coming back. Something that's not only their 3 monthly facial or 4 week mani and pedi combo, but a regular treatment that is minimal in cost to provide but has a high return.

Our most loyal clients can quite often be time poor but not money poor, so never assume they won't be interested in what you have to offer.

How many clients do you see on a regular basis that say during their pedi "don't mind my legs, I haven't shaved today" this opens up the line of communication to explain to your client the benefits of a waxing service over regular shaving.

Generally most people's hesitation comes down to a fear of the unknown. If you have a nervous client that's never waxed perhaps offer after the current treatment a "sample" wax of a small, discrete patch of hair so they can experience it and judge for themselves.

Explaining what you use and how it works in a waxing treatment to a newbie can make the experience far more pleasant and relaxed! Once you get the client over the fear of the pain, they rarely go back to shaving.

Always check with the client if they have had a bad experience with waxing in the past. This can scare some clients off for life, so take the opportunity to talk them around as a bad experience usually comes down to technique and/or the wax used. The good thing is, if you're a confident waxer and using a good quality wax, you should be able to overcome their issues with waxing very easily.



A more experienced waxing client might lead you to a great discussion like “What about a Brazilian?” or “Have you ever tried your underarms, the results are amazing!” With a Brazilian being one of the most profitable treatments on the menu, it’s certainly worth planting the seed. Plus, if you have the correct stance, flow and technique, there should be minimal physical output!

The easiest way I find to up-sell a Brazilian wax to a shaving client is to explain that there are certain areas that can’t be shaved and that a Brazilian wax will get all of the hair out of. The actual definition of a Brazilian or XXX wax can vary salon to salon or even therapists and estheticians within the same salons so explaining this to your client is crucial.

There is always going to be a little bit more discomfort involved in ripping hairs out from the root rather than cutting them at the surface, however having a smooth and confident Brazilian down under for longer is always going to be a better end result for the client!

With general body waxing, quite often the reason they haven’t even tried waxing is due to the cost. Razors and hair removal creams can be cheaper; however the results are much less impressive.

More often than not the client just needs to see and feel the difference and they may then sacrifice something else so that they can afford their monthly wax, particularly those clients with course dark hair.

Some clients may believe that waxing causes more ingrown hairs than shaving. The reality is skilled waxers quite often notice less ingrown hairs on regular clients as the hair growth can often decline.

If hairs are removed correctly, against the hair growth and without snapping, over time the client will notice a slower and finer rate of hair growth. This is caused by weakening of the hair follicle which in turn breaks down the papilla and the hairs will be lessened, something that is never a result of shaving!

All in all, the results clients feel and see from waxing speaks for itself and this is why the service will continue to thrive. The way to build upon it is to educate and open our shaving client’s eyes as to what they are missing out on!

Lilliane Caron is the Owner & Director of Waxxxpress.
If you’d like to ask Lilliane for some advice on your own salon, email info@waxxxpress.com

