



# THE MANZILIAN WAXING THE BOYS

Most people find a smooth bikini line attractive and acceptable for women. But let's face it, both men and women grow pubic hair. So why is performing a male bikini or Brazilian wax a taboo subject for most estheticians?

by Katie Hill

"It just becomes hair removal, regardless of sex," said Erica Arancibia, esthetician and owner at The Beauty of Waxing in Dallas, TX, who offers male Brazilian services. Men want to look good too. Like women, they associate the practice of grooming and hair removal sexually appealing and hygienic.

Most men visit the spa because their partners encourage them to share the same great service they have with their esthetician. "I only accept male waxing clients by referral, and they are normally very loyal," said Desiree Cortez, an esthetician and laser hair removal professional at Skin Rejuvenation Clinique in San Antonio, TX. "Otherwise, I do not advertise male Brazilian services." Contrary to this philosophy, Michelle Shoemaker, esthetician and owner of Oasis

Beauty Boutique in Raleigh, NC, lists her male bikini and Brazilian waxing services on her website. "I have an F.A.Q. section on my website that answers all questions I have heard about men's Brazilians. Many men (and women) have told me how much they like that."

There is a growing group of men who are seeking professional services—and not at the demand of their partner. The Mintel Group found that young men (ages 18 to 34) are the leading source of sales in personal care.

Full-service grooming clubs are becoming a prevalent resource for masculine pampering—a type of sanctuary for men to receive facials, manicures and even bikini/Brazilian waxes without judgment or ridicule.

Male grooming clubs, market research and notable publications are talking about male pubic hair removal. But is it really a trend worth investing in? "Yes and no," says Shoemaker. She emphasizes the importance of having a market for these services and technicians' "need to have a confident and professional demeanor."

A trait also emphasized by Kelly Knapp, esthetician and owner of Just Waxing Las Vegas in Las Vegas, NV. "More and more men are requesting the male Brazilian," says Knapp. Waxed bikini lines and male Brazilians are no longer reserved for athletes or bodybuilders. Men of all ages have a desire to keep their "family jewels" neat and presentable.

Incorporating male bikini and Brazilian wax into an esthetic practice takes moxie and the technique to accompany it. Confidence, skill and exceptional client care are all important characteristics of wax professionals. Without them, waxing can be a painful, awkward and short-lived experience for the client.

Brazilian waxing involves the delicate skin of the genitalia. On men, this means the front pubic region and out toward the thighs, shaft, scrotum and anal area. It is important to outline the region to be waxed so the client is not surprised or left disappointed by the service. Start a consultation by asking how much hair they would like removed. Communicate with the client during the procedure. Opt for a hard wax on male clients. Not all estheticians know how to use hard wax efficiently, but it is the best (if not only) option for a man's sensitive, vascular and delicate skin of the genitalia. But remem-



ber, your skill is only as good as the confidence you have in yourself.

Whether you opt to advertise or take male clients by referral only, maintain professionalism in every aspect of your business and be straightforward. ■

**The Beauty of Waxing** in Dallas, TX, offers the Brazilian Bikini Male for **\$79**. First-time customers receive a complimentary post-care package to help ensure they have a pleasant recovery after the treatment.

At the **Oasis Beauty Boutique** in Raleigh, NC, you can find a dedicated men's waxing menu and informative F.A.Q. page for men on the website (full Brazilian **\$75**, partial **\$65**).

**Just Waxing Las Vegas** in Nevada has a dedicated men's waxing menu with a full Brazilian for **\$90**, the men's City Slicker (a patch of hair is left) for **\$75** and a male bikini for **\$50**.

Male bikini and Brazilian waxing is by referral only at the **Skin Rejuvenation Clinique** in San Antonio, TX (full Brazilian, **\$80**).



**Katie Hill** has nearly a decade of achievements in the beauty and wellness industry. As marketing coordinator for Skin Rejuvenation Clinique Inc. and Advanced Rejuvenating Concepts, she has been published in print and digital media, informing and educating about all things beauty throughout the nation.