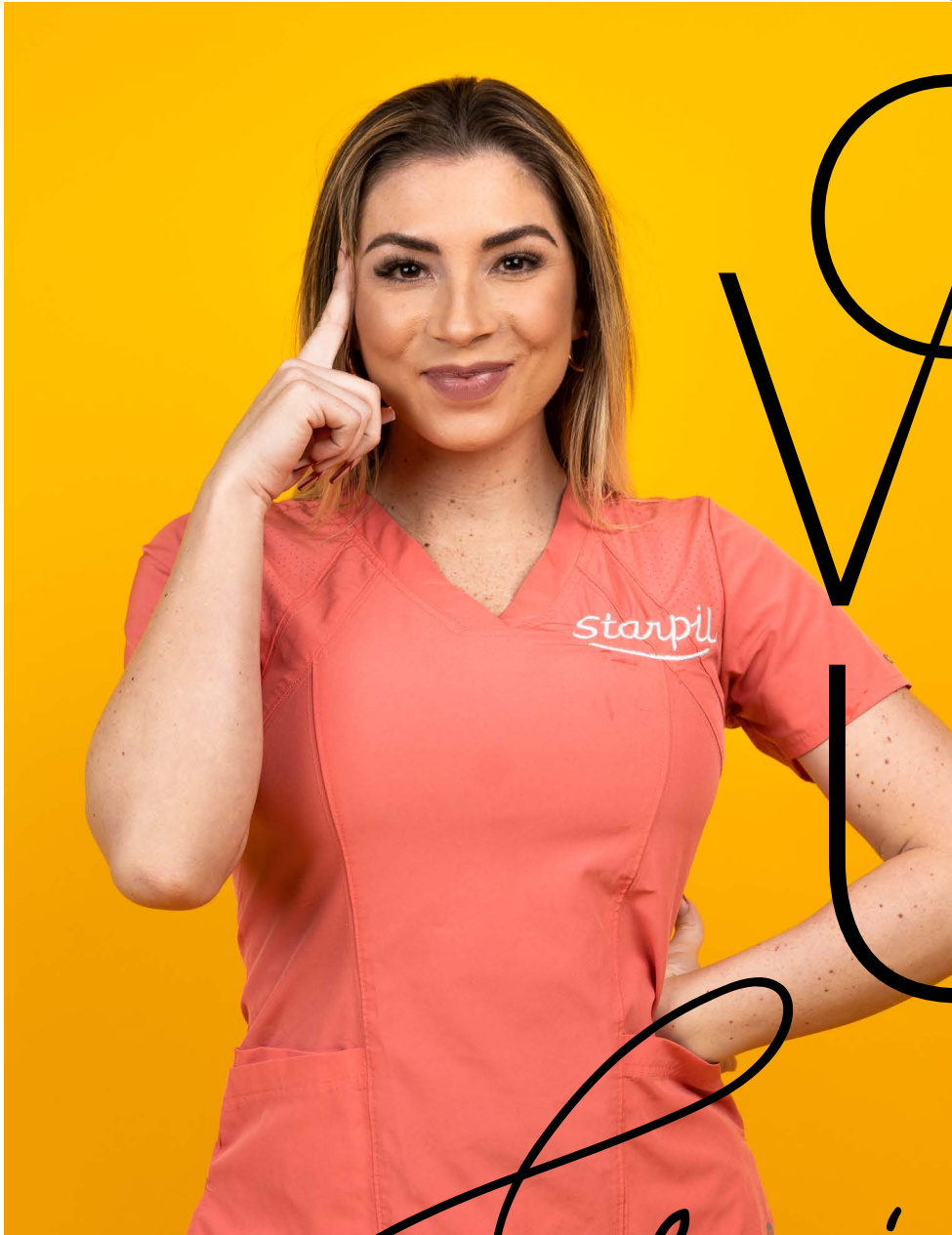


*Starpil*

Your Salon



AN ESTHETICIAN'S

*Guide*

TO GROWING THEIR WAXING BUSINESS

Welcome to **Your Salon Glow Up Guide!** This guide is for new esthies starting their first business, long-time esthies wanting to make a shift into waxing, and waxing pros needing some pointers on expanding their online marketing! Here, we will take you **step-by-step** from business basics to creating your brand and salon vibe to assessing your finances and marketing yourself. Each step can take you one step closer to realizing your dream of owning or refreshing your own waxing business.

For esthies who already own a business, this guide can help you do a vibe check. If you've been looking to step-up your marketing game, your online presence or how you order products, there's a lot here that can take your business to the next level. But no matter where you are on your road to success, this is not a just passive informational guide; it's a workbook that you can refer back to each step of the way!

We know the pains of starting or working on your small business in any capacity can be overwhelming and that's why we want to help in any way we can! We are here for you and big supporters of esthies who put in the time and the grind for their craft, so we've also included **a special gift** at the end of this guide is for you as a token of how we'll continue to be there you, our Starpil Fam esthie at every stage of your career.

So...



Let's get ready to  
**GLOW  
UP!**

# TABLE OF CONTENTS

<b>Chapter 1:</b>	We are Starpil .....	1
<b>Chapter 2:</b>	Setting Goals .....	2
<b>Chapter 3:</b>	Your 7-Step Business Checklist .....	4-7
<b>Chapter 4:</b>	Step 1: Doing Your Research .....	8-10
<b>Chapter 5:</b>	Step 2: Creating A Brand .....	11-17
<b>Chapter 6:</b>	Step 3: Creating Your Salon Vibe .....	18-21
<b>Chapter 7:</b>	Step 4: Money and Business Moves .....	22-28
<b>Chapter 8:</b>	Step 5: Ordering Products .....	29-31
<b>Chapter 9:</b>	Step 6: Building a Team .....	32-34
<b>Chapter 10:</b>	Step 7: Marketing Yourself .....	35-45
<b>Chapter 11:</b>	Starpil Pro .....	46-47
<b>Chapter 12:</b>	Starpil Fam .....	48-50





# We are

.....

# *Starpil*



BEFORE WE GET STARTED, WE WANT TO GIVE YOU A LITTLE BEHIND THE SCENES  
ON WHO WE ARE TO GIVE YOU SOME INSIGHT  
INTO OUR BIGGEST PASSION—PROFESSIONAL WAXING.

## WE'RE STARPIL WAX

THE WORLD'S LEADING WAX BRAND

When you think of professional waxing products, you think of Starpil Wax. As the leading brand in high-quality hair removal, Starpil's elite catalog of European wax formulas, pre and post-waxing care, and accessories provides everything you need to give both you and your clients the best possible waxing, well-being, and beauty treatments available.

We are a professional-quality waxing brand that goes above and beyond with innovative formulas and products made from advanced ingredients and active principles. Our products are the result of decades of waxing care experience. Last year alone, professional waxers from all over the US purchased over 700,000 pounds of Starpil Wax, which equates to over 50 million waxing services done using our formulas. Yeah, people like us!



# SETTING GOALS

**P**eople talk a lot about goal setting but can easily overlook the easiest way to do it—break everything down into smaller steps and tackle each task one by one. If your one-year goal is to have your business up and running, we recommend following our 7-Step Salon Business Checklist as a means of getting there. Many of the steps are broken down even further so that you have smaller, more manageable tasks that help you move through showing up to glowing up your business!



**T**hink of achieving your business goals like fitness or educational goals; you've got to set aside some time every day to perform them, and you might need to see a coach or professional to work on the areas that you can't seem to do on your own. This can mean reaching out to graphic designers, accountants, or photographers to help you solidify your vision. You can also share your goals with someone you trust who can keep you accountable for each task. There will always be something to do toward working on your business, so learning how to set goals now, can be the key toward your continual **GLOW UP.**

# Your **7-STEP** Salon Business Checklist



We've narrowed down the first stages of your goals into seven steps that cover everything from researching, creating your brand and salon aesthetic, to business moves, assessing your finances, ordering products, and building your staff. We then take you through the world of marketing your business from print and digital content and networking.

- 1.** DO YOUR RESEARCH
- 2.** CREATE A BRAND
- 3.** CREATE YOUR SALON VIBE
- 4.** YOUR MONEY AND BUSINESS MOVES
- 5.** ORDER PRODUCTS
- 6.** BUILD A TEAM
- 7.** MARKET YOURSELF





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# 1.

## DO YOUR RESEARCH

Before opening your salon business, you need to begin researching everything from the ins and outs of owning a waxing salon business, choosing your clientele, and landing on a location to investigating what's going on with your competition in that area.

# 2.

## CREATE A BRAND

In this step, you'll focus on the importance of creating a brand for your business. We'll discuss choosing your business name, your vibe and color scheme, and a visual theme that will play out in your logo, salon, print materials, social media, and beyond.

# 3.

## CREATE YOUR SALON VIBE

Once you've determined your brand, you can start creating a 360° sensory experience within your salon that keeps clients coming back. Choosing your vibe helps you figure out what you need in order to estimate your investment.

# 4.

## FIGURE OUT YOUR MONEY AND BUSINESS MOVES

This step will include some of the financial planning and business steps you will need to take to accomplish your goals. These include assessing your finances, calculating your ROI, and determining your prices.

# 5.

## ORDER PRODUCTS

Using high-quality products in your back bar and retailing home care that delivers results is your bread and butter. Your products are a big part of providing a reliable, results-driven service for your clients. Here, we'll show you how to choose wisely.

# 6.

## BUILD A TEAM

Hire like-minded estheticians that share your same interests and goals. We'll give you tips on hiring and training your staff while learning how to be a great leader.

# 7.

## MARKET YOURSELF

Marketing is a life-long endeavor from promoting your new business on social media, email, print, and in-person networking. We'll give you tips on how to move forward in ways that make marketing more impactful for your business.



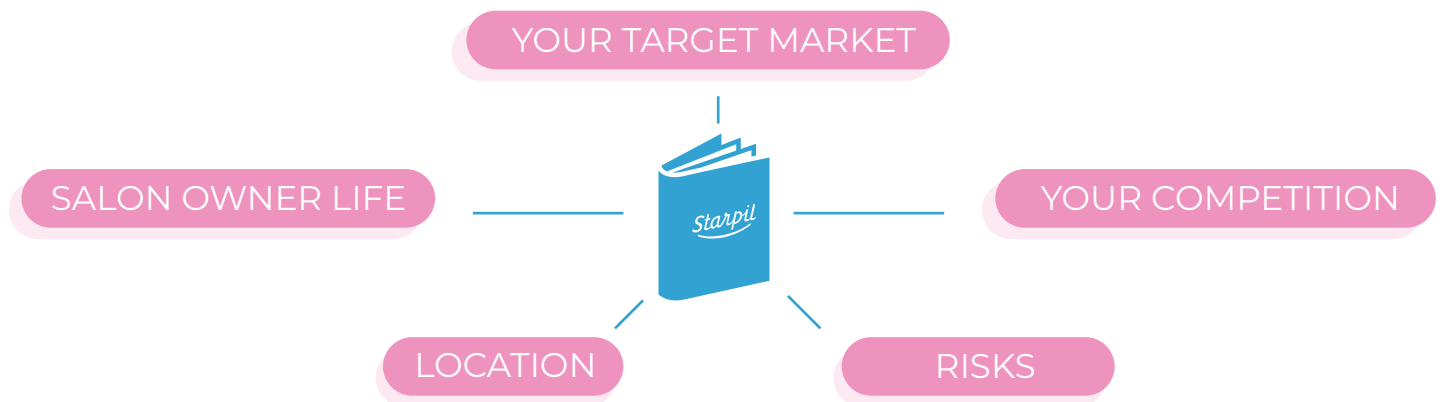


# STEP 1

## DOING YOUR RESEARCH

There is a lot of research to be done when opening up your new waxing salon. In this section, we'll show your top five things to start researching so that you can get those juices flowing toward starting your waxing business.

### START RESEARCHING THE FOLLOWING:



### THAT SALON OWNER LIFE

As the business owner, you will oversee employees, delegate work, handle marketing duties, order inventory and supplies, among many other things. Starting your own business means that you are ready to expand and acquire more clients, which means you'll have additional responsibilities and situations like double-bookings, client issues, product shortages, and more significant expenses. As the owner of the business, understanding how to navigate high-tension situations and a fast-paced environment with the utmost professionalism should be at the forefront of your skillset.

# YOUR TARGET MARKET

What kind of clients would you like to serve? Are you planning to focus on a specific group of clients or do you want to cater to a wider range of people? Knowing your target market is the key to determining what you need to serve them, where to find them, and how to relate to them in your marketing. The client experience is palpable from the moment they hear about your brand. Make it a great experience from the get-go by understanding their needs at every level.

## LOCATION, LOCATION, LOCATION

After you've done market research on your chosen clientele, it's time to decide on which location to open up your wax salon. Your location should be local to the type of clientele you're trying to serve while maximizing the number of potential clients you can acquire. The space itself should be big enough to run a successful business in that location. So, begin to think about where your ideal location would be and what the space needs to provide you and your clients.

### ASK YOURSELF QUESTIONS ALONG THE LINES OF...

- ✓ What's the parking like?
- ✓ Who are your neighbors?
- ✓ How's the foot traffic?
- ✓ Where is the nearest coffee shop?
- ✓ How many clients does my space need to facilitate?

**TAKE ALL OF THESE THINGS INTO CONSIDERATION AND  
MORE BEFORE SIGNING THAT LEASE!**

Once you've done that, compile data on what the competition is doing in your chosen area. What are they doing that is unique? What are they doing that doesn't "hit the mark" for you? How are they pricing their services? Where exactly are they located so that you don't open up too close to them? All of these things should be taken into consideration to help you stand out from your competition.



## CONSIDERING YOUR RISKS

Starting a business is like choosing a life partner and planning a wedding; there are always risks, so doing your research, reading guides like this, and staying up to date on your education can be essential in thriving within your field. Yes, starting a business is taking a giant leap in committing to yourself and your clients, so researching your risks, assessing pitfalls and setbacks, and "saving for a rainy day" will be wise so that you can have an idea of how to "fall" and get yourself back up again. Because just like in a marriage, there will be ups and downs



# STEP 2

## CREATING A BRAND

Building a brand from scratch is no easy task. Your brand is how you want to connect what you're selling to who you're selling it to. Your brand is what your company stands for and how the public perceives your business. A strong brand will help your business stand out from competitors and show value for your clients. “Little things” can add up to make a HUGE difference in a client’s experience. Since you’re selling yourself and your services to your target market, you want to start by asking the following questions.

WHAT SHOULD MY BRAND LOOK LIKE?

HOW SHOULD IT MAKE PEOPLE FEEL?

HOW WILL IT RESONATE WITH MY TARGET AUDIENCE?

The answer to those questions are found in the following categories:

YOUR FOCUS AND PERSONALITY

YOUR BUSINESS NAME

YOUR COLOR THEME AND FONTS

YOUR LOGO

YOUR TONE OF VOICE

# DETERMINE YOUR FOCUS AND PERSONALITY

When first starting, you might see yourself as a top brow artist or a Brazilian waxing queen. You might also be serving full-body waxing realness. While yes, when first starting, it's wise to include many waxing services to draw clients into your brow or bikini line skills, it's a great idea to circle your branding around your main focus while also letting people know you offer a complete list of services.



Include your personality in your branding. If you're super-girly pink and want to cater to the same type of people, your branding should reflect that. If you're into a chic, modern aesthetic, your branding should come through to celebrate that. No matter what your style is, define it by creating a mood board so that you have some direction on where to take your branding.

# CHOOSE A UNIQUE BRAND NAME

When choosing your waxing business name, know it's used for all of your print and web materials, so pick a name that sticks! We suggest keeping it simple, clean, and straightforward. Less is more—the wordier you get, the longer it will take to write, remember, or recognize.

U N I Q U E

## PICK YOUR COLORS AND FONTS

Once you've got your brand name solidified, start thinking about visually representing your brand through the colors and fonts that will be used on your digital, print, and salon assets. Your brand colors and fonts should achieve the following.

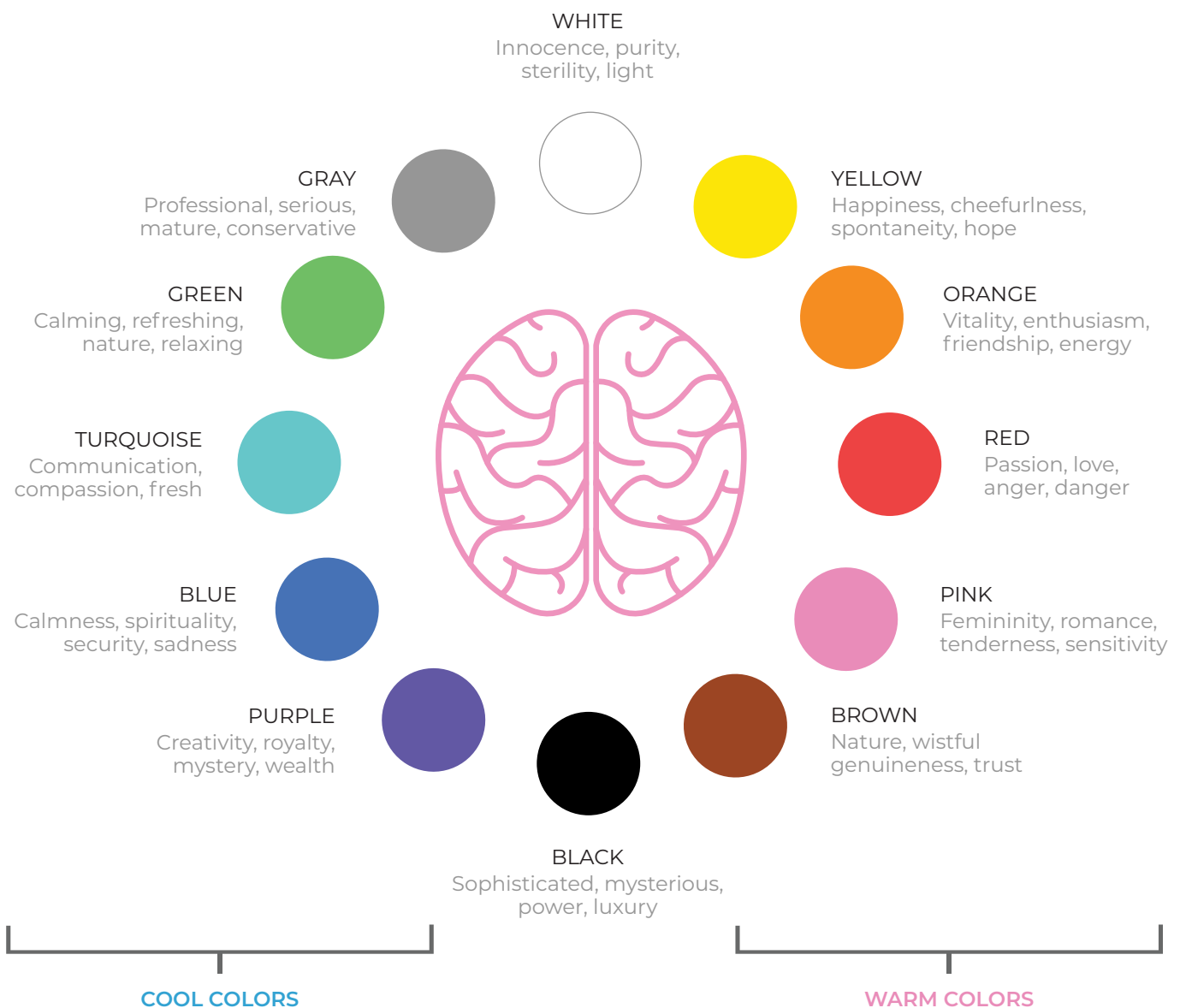
- DEFINE THE LOOK OF YOUR BRAND.
- CONVEY THE EMOTION YOU WANT TO HAVE FELT.
- KEEP YOUR BRAND CONSISTENT ACROSS ALL CHANNELS.
- DIFFERENTIATE YOURSELF FROM YOUR COMPETITORS.



# COLORS

If you've ever researched color psychology, you might have learned how various shades impact the client experience and how their emotions respond to color. Your color theme isn't only about what you see on your website but can be weaved into your salon's decor to continue a cohesive experience with your clients.

HERE IS A COLOR PSYCHOLOGY INFOGRAPHIC TO HELP YOU CONSIDER HOW YOU COLOR YOUR BRAND.



# Fonts

Your fonts will be present in all aspects of your written materials. Don't underestimate the importance of fonts in your salon's branding. You want to utilize every aspect of translating your brand's personality to your audience. If you have a fun, flirty vintage vibe, how would you represent that into a font? If your salon has an eco-friendly aura, which font would you choose?

## Font Information

Montserrat SemiBold Regular  
Version 7.200;PS 007.200;hotconv 1.0.88;makeotf.lib2.5.64775  
Open Type Font  
Creator: Julieta Ulanovsky  
Copyright 2011 The Montserrat Project Authors  
(<https://github.com/JulietaUla/Montserrat>)

## Text Sample

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

the quick brown fox jumps over the lazy dog

## Basic Latin

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			!	"	#	\$	%	&	'	(	)	*	+	,
002D	002E	002F	0030	0031	0032	0033	0034	0035	0036	0037	0038	0039	003A	003B
-	.	/	0	1	2	3	4	5	6	7	8	9	:	;
003C	003D	003E	003F	0040	0041	0042	0043	0044	0045	0046	0047	0048	0049	004A
<	=	>	?	@	A	B	C	D	E	F	G	H	I	J
004B	004C	004D	004E	004F	0050	0051	0052	0053	0054	0055	0056	0057	0058	0059
K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
005A	005B	005C	005D	005E	005F	0060	0061	0062	0063	0064	0065	0066	0067	0068
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0078	0079	007A	007B	007C	007D	007E								
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## Latin Extended-B

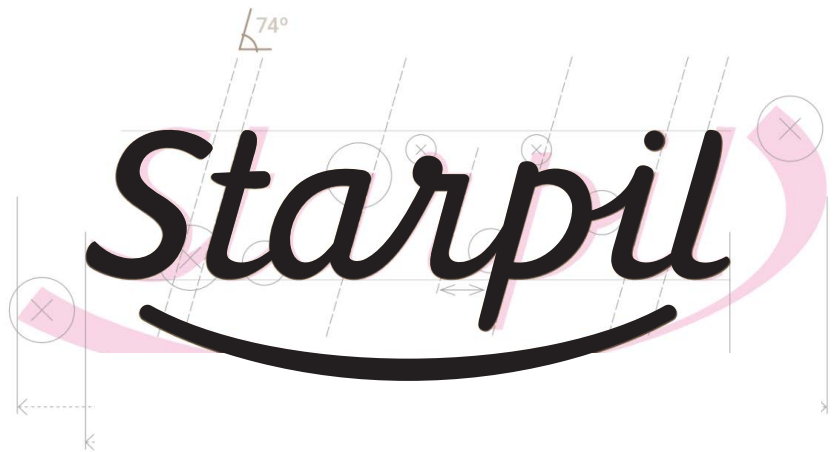
01B8	01B9	01BA	01BB	01BC	01BD	01BE	01BF	01C0	01C1	01C2	01C3	01C4	01C5	01C6	01C7	01C8	01C9	01CA	01CB
ə	f	Ō	ŏ	Ū	ū	Ʒ	DŽ	Dž	dž	LJ	Lj	Ij	NJ	Nj					
01CC	01CD	01CE	01CF	01D0	01D1	01D2	01D3	01D4	01D5	01D6	01D7	01D8	01D9	01DA	01DB	01DC	01DD	01DE	01DF
nj	Ǻ	ǻ	Ǿ	ǿ	Ǡ	ǡ	Ǣ	ǣ	Ǥ	ǥ	Ǧ	ǧ	Ǩ	ǩ	Ǫ	ǫ	Ǭ	ǭ	Ǯ
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Outside of your logo, pick two fonts at most to provide depth on your written materials; one for your main headings (like service titles, for example) and another for the body of your texts (service descriptions).

FONT.  
1234567890

# DESIGN YOUR LOGO

Your logo will be the “face” of your brand and from your digital, print, and in-person assets, it will get more mileage than you might even realize. That’s why it’s best to start fleshing out ideas and working with a graphic designer for some help making it scalable to work for different proportions like on printed receipts or smart phone screens. You want your logo to stand out from the crowd, be an instant identifier of your brand, and scream “YOU” on sight.



# KNOW YOUR TONE OF VOICE



**M**any brands overlook solidifying their tone of voice to the point that all of their written content can seem all over the place. When you think of your target market, how do they talk? What would resonate with them most? If your clients are young 18-24-year-olds, you can feel free to add some modern phrases, which will sound a lot different than a brand voice catered to 50-year-old women living in a rural small town.

**D**etermine what you want to say, who you're speaking to, and how you want to say it. This can mean being extremely informative while keeping it casual or knowledgeable, but with your brand's voice. Be intentional with every post, email or SMS, because your voice prepares the palette for your vibe and can provide a positive association with your brand that keeps clients coming back for **“that thing”** you've got.



# STEP 3

## CREATING YOUR SALON VIBE

Your salon vibe is your branding personified into your wax room. No matter what that is, your treatment area has to be a welcoming, anxiety-reducing, and relaxing space for potentially nervous clients needing some comfort in their most vulnerable moments. Knowing your vibe will help you determine your costs so that you can see how much you can invest upfront in the aesthetics of your wax salon.

SOME KEY FACTORS TO FOCUS ON WHEN CREATING A SALON ATMOSPHERE SHOULD INCLUDE:



# COLOR



The colors you choose for your branding should be consistent throughout your salon. If you've chosen a bright orange for your logo, try pairing it with shades that bring your salon vibe down a notch or elevate it into a high-end space. Don't throw on too many contrasting colors in bright tones that can evoke feelings of being in a funhouse. Tie it all together in a way that eases concerns, looks professional, and also super chic.

# LIGHTING



The lighting of your waxing studio also helps set the mood for your clients. It needs to be part of the vibe, so avoid bright fluorescent lights that might make clients feel exposed or like they're under a magnifying glass.

Select slightly dimmed lighting and scented candles to produce a sense of tranquility within your space. This adds to the overall ambiance of your suite while setting the tone for a wax session. If you find yourself struggling to see, directional lamps can assist you during your service without distracting your client.

# SOUND



The sound in your wax suite is just as crucial as your lighting. Depending on which services you provide and who your clients are, sound can be a deal maker or breaker. Loud thumping techno might not work when clients are trying to relax, but long drawn out spa music might not always fit the bill either. If your brand and clients could be made into a playlist, what would that sound like? Convey that into your salon sound.

# SCENT

What kinds of smells come to mind when you feel most at ease? Lavender, cucumber, jasmine, and chamomile are comforting scents that will help your clients relax before, after, and during a waxing session. Keep the smells light and refreshing as not to overpower people. Infuse these scents lightly into your salon environment by using diffusers, candles, incense, or essential oils. Yes, you want the scent to make a statement, but you don't want it to be the only thing saying anything.

# HYGIENE

You may think that mentioning hygiene is a given, but it should be mentioned when considering your salon aesthetic. Aside from actually being impeccably clean, your decor should avoid clutter and a “happy hands” energy. Happy hands are when people get too crafty with their glue gun or go overboard with tchotchkes or flares. You want to be able to convey your style while maintaining a squeaky-clean looking space. A clean visual hygiene gives people a window into how you might be with hand cleaning and sanitization overall. If your place looks cluttered or dirty, clients will assume that you'll lack hygiene protocols during their service—not a good look.

# TECHNOLOGY

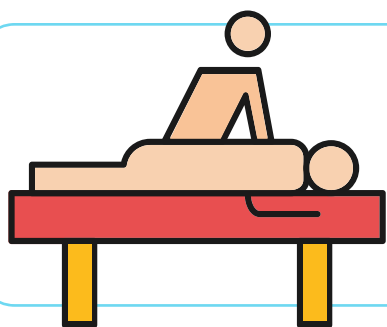
Don't skimp on your advanced salon chairs, state-of-the-art computers, or whatever else you can throw into your budget. Clients want to feel like they are working with someone at the forefront of waxing advancements and salon management. Your website and salon need to be up to date with appointment setting, payment, and product purchasing technology. Your salon vibe should include the latest and greatest in serving your clients, from advanced products to salon management systems.

# THOSE LITTLE EXTRAS

Now that you have the color, lighting, sound, scent, hygiene, and technology of your waxing location covered, what are other ways you can improve the overall ambiance of your waxing studio? The better the environment, the more comfortable and taken care of your clients will feel.

HERE ARE SOME ADDITIONAL VIBE-MAKERS THAT WILL UP YOUR SALON'S  
**"IT" FACTOR.**

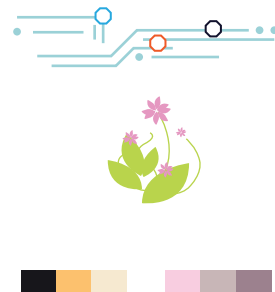
Fresh ice water with lemon and the option of a mint-infused towel to help ease away stress can take relaxation to the next level.



Having proper bedside manners when servicing your clients is also crucial for your success. Estheticians who have good bedside manners know how to appropriately interact with their clients to make their waxing session comfortable and stress-free.



# A 360° Sensory Experience



Focusing on inspiring the senses and including all of the little details will accumulate into one full-sensory experience that can impress your clients, build loyalty and repeat business, and help your wax salon stand out from the competition.

# STEP 4

## MONEY AND BUSINESS MOVES

Many people get nervous or overwhelmed when talking about the business and money aspects of building up your wax salon. Like any other goal, making money and building a business takes a plan with actionable steps to achieving goals. So, first, let's get down to business by creating your top priorities surrounding the following points.

1. BUSINESS MOVES
2. CALCULATE YOUR COSTS
3. CREATE YOUR BUDGET
4. CALCULATE YOUR BOTTOM LINE
5. CALCULATE YOUR ROI
6. SET YOUR PRICES
7. CREATE A TIMELINE
8. BREAK DOWN SALES GOALS

### 1. YOUR FIRST BUSINESS MOVES

#### CREATE AN LLC

Creating a legal business entity such as an LLC inhibits you from being personally liable if your staff might get sued. Opening a business bank account separates your personal assets from your company's assets, which is necessary for personal asset protection. You will need to register for various state and federal taxes before you can open for business.

#### GET INSURANCE

Getting insurance is highly recommended for all business owners. Look into all kinds of insurance that will protect you in the time of a flood, fire, client injury, or personal injury, for example. If you hire employees, worker's compensation insurance may be a legal requirement in your state.



# KEEP THOSE RECEIPTS

Recording all of your expenses and sources of income is essential to understand your business’s financial performance. Keeping accurate and detailed accounts also facilitates your annual tax filing and deductions.

## 2. CALCULATE YOUR COSTS

After you’ve realized your brand and salon aesthetic, and clientele, you can have a clearer picture of your initial costs. From rent and utilities to waxing beds and wax warmers, leave nothing out. If you are starting your business with employees, calculate those positions and their pay. Track it down to the receipt paper at the register to your website hosting account and marketing budget. You also want to separately solidify your personal life budget so that you can include it into what you need to earn to cover your life.

Consider the following costs of starting a wax salon. These numbers are rough estimates. You will need to consider the size and location of your salon to get a more accurate assessment.

BUSINESS COSTS	
SALON LICENSES:	\$500 – \$12,000
LEGAL, ACCOUNTING AND CONSULTING FEES:	\$1000-\$10,000
SALON INSURANCE:	\$50-\$1000/Month

SALON COSTS	
YOUR SPACE:	\$2,000-\$11,000
INITIAL SALON SUPPLIES AND INVENTORY:	\$2,000-\$15,000
SALON EQUIPMENT:	\$5,000-\$25,000
SALON SOFTWARE AND POINT OF SALE SYSTEM:	From Free to \$300/Month

## MARKETING COSTS

SALON BRANDING  
AND DESIGN:

**From Free to \$2,000**

MARKETING EXPENSES:

**\$500-\$5,000/Month**

SALON WEBSITE:

**From Free to \$10,000**

Be sure to calculate your initial costs vs. your monthly expenses. You can even break your costs down to what's necessary and possible now and have a goals list for the things and prices of what you want to add as your business grows.

### 3. CREATE YOUR BUDGET

If you know the initial budget you're working with, you know what your initial costs need to be. If you are starting with \$20,000 to work with, you might not be able to go full ham on your dream treatment room. You might have to look in a more affordable area for a space, or work closely with your wholesale advisor to get as close as you can for the products you want to work with at the budget you are starting with. We recommend working with a Starpil Pro Account Manager (we call them P.A.M.s!) even if your salon business is just you renting a space within another salon. No business is too small.

### 4. CALCULATE YOUR INVESTMENT GAINS

According to a global industry market analysis done by reportlinker.com, the global waxing hair-removal industry is expected to grow at a compound annual growth rate of 9.4 percent and reach \$18.8 billion by 2026. Waxing offers services that financially surpass tanning, facials, massage and lands at number three on the most sought-after personal services list after hair and nails. Reports also show revenue is rising to a high of \$11 billion and that male body waxing has risen to \$1 billion globally. A successful waxing salon can generate a minimum yearly profit of \$50,000 or more for the individual.

When looking at your expenses to determine your wax service prices, it's essential to calculate how much it costs to wax. Take the price of the wax you purchase, break down how much wax is used for the most popular services, and multiply it by the service price to determine your potential investment gains (profit). Below are some examples of ascertaining profit using Starpil Film Hard Wax for some of the most popular services at median prices. Use these numbers and math formulas as a guideline and add to the services' prices depending on your needs.

## WAXING MATH FORMULAS

### LEG WAXING USING STARPIL BLUE FILM HARD WAX

**Initial Cost:** A **10lb** bag of Starpil Blue Film Hard Wax = **\$150**

**Grams:** There are approximately **4,535.92** grams in a **10lb** bag.

#### How many grams per service:

A full leg wax service uses about **280** grams of hard wax or a little over one cup of stripless hard wax beads.

#### How many services per product:

A **10lb** bag of this wax garners approximately **16** leg waxes.

**A typical service price in question:** A full leg wax price could be around **\$65**.



4535.92g in a 10lb bag of wax / 280g per leg wax = **16 leg waxes**

16 leg waxes x \$65 per service = **\$1040.00**

\$1040 - \$150 initial wax cost = **\$890 Profit**

## UNDERARMS USING STARSOFT FILM HARD WAX

### Initial Cost:

A 2.2lb box of Starsoft Film Hard Wax Tablets = \$50



**Grams:** There are approximately **1,000** grams (or four cups) in a **2.2lb** pound box.

### How many grams per service:

An underarm takes about **18** grams or a **1/8** cup of wax.

### How many services per product:

A **2.2lb** box of this wax garners approximately **55** underarm waxes

### A typical service price in question:

The cost of an underarm wax could be around **\$15**.

1000g in a 2.2lb box of wax / 18g per underarm wax = **55 underarm waxes**

55 waxes x \$15 per service = **\$825.00**

\$825 - \$50 initial wax cost = **\$775 Profit**

## HERE IS A CHEAT SHEET OF ROUGHLY HOW MANY GRAMS OF WAX THE MOST POPULAR SERVICES TAKE.

**Legs: 280g**

**Underarms: 18g**

**Bikini Line: 50g or a 1/4 cup**

**Eyebrows: 7g**

# 5. SET YOUR PRICES

Setting your prices comes down to a straightforward formula that involves considering the following:

- KNOWING WHO YOUR CLIENTELE IS
- FOLLOWING THE PREVIOUS FOUR STEPS
- ADJUSTING TO THE COMPETITIVE MARKET-RATE IN YOUR AREA
- KNOWING HOW BUSY YOU'LL BE

If you know who your clientele is, you've already picked your location. This allows you to understand what your costs and budget are going to be. Whether you're a solo waxer catering to a low-income area or your salon is in an area like Beverly Hills, your prices need to cover your expenses, afford you a living, and garner a profit. The icing on the cake is knowing how busy you'll be.

If you are just starting out with no clientele, your prices should be at the lower end of your area's going market rate. If you are a busy solo esthetician moving from renting a chair to owning your own waxing business, your prices should be at the higher end of the going market rate.

Never lower your prices below the market rate just to attract new clients. This should not be your point of difference from your competitors.

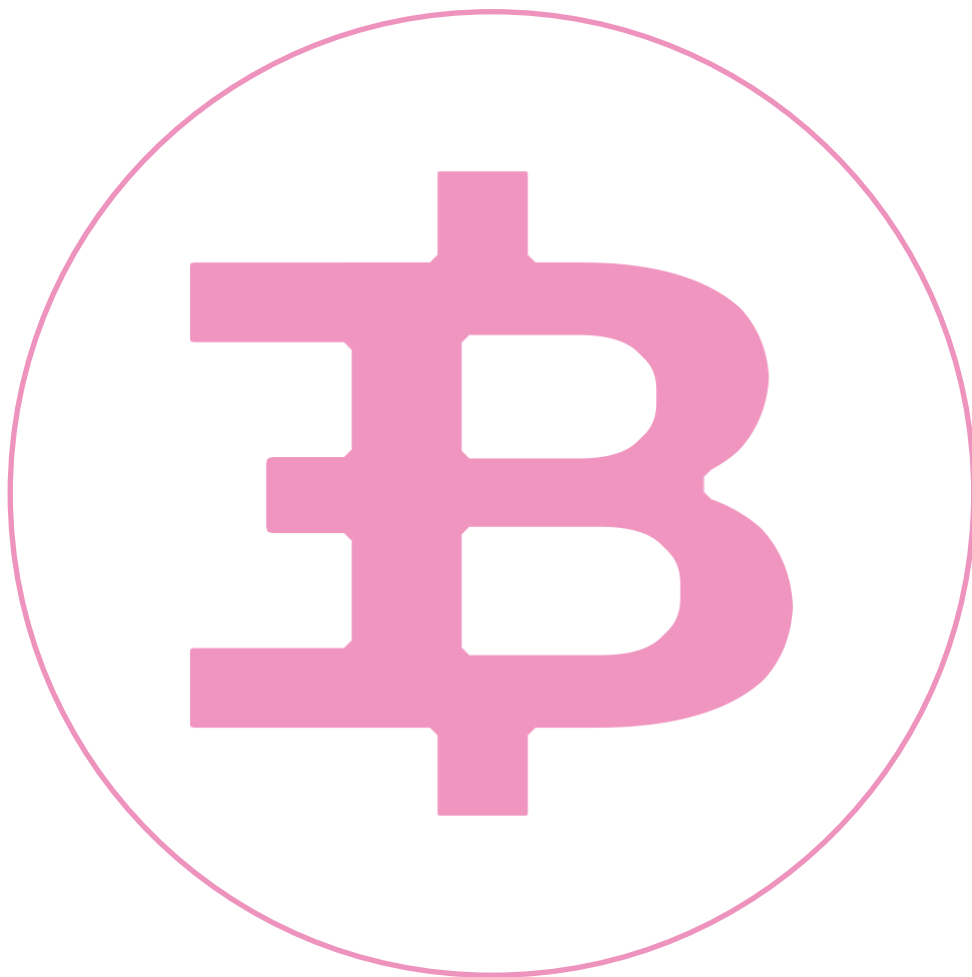
## HAVING LOWER PRICES THAN YOUR COMPETITORS CAN DO THE FOLLOWING:

- It undercuts the market rate and ruins a positive relationship with your competitors (you need to keep these relationships open and collaborative).
- It doesn't allow you to reinvest profits back into your business.
- Attracts clients that might not know or appreciate your value.



## 6. BREAK DOWN BUSINESS GOALS

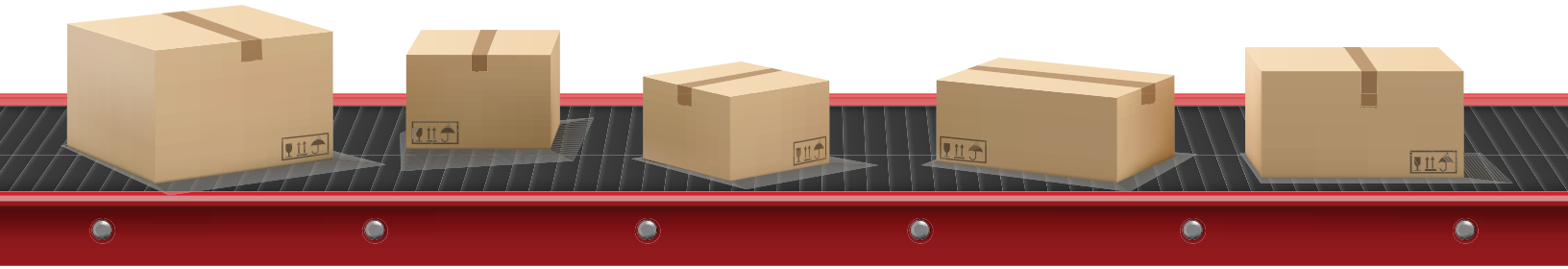
Calculate how many services need to be done in an eight-hour day so that you can create daily, weekly and monthly goals on how many of each service you need to book to afford your costs and reach financial goals.



# STEP 5

## ORDERING PRODUCTS

Carrying products that are inspiring to use and sell and that enhance the overall client experience can increase their purchase power. Consider the following things when selecting the wax products you carry.



DO MARKET RESEARCH ON WHICH PRODUCTS WOULD BEST SUIT THE CLIENTS YOU'RE SERVING AND THE SERVICES YOU'RE OFFERING.

CALCULATE EVERYTHING FROM THE INITIAL PRODUCT INVESTMENT TO SET PRICES THAT GARNER A PROFIT WHILE BEING SAVVY FOR YOUR CLIENTS.

COMPARE THE DIFFERENCES AND BENEFITS BETWEEN BRANDS LIKE STARPIL WAX AND OTHER BRANDS.

CHOOSE WHICH WAX PRODUCTS AND PRE AND AFTER-WAX CARE TO CARRY BASED ON INGREDIENTS, REVIEWS, AND PERFORMANCE.

INCLUDE PRODUCTS IN YOUR BACK BAR THAT CAN BE RETAILED.

WORK WITH A BRAND THAT WORKS WITH YOU.

# CHOOSING A BRAND THAT WORKS WITH YOU

Good brands might have good products, but great brands offer remarkable accessibility and outstanding customer support. You should be selecting the products you retail and use like you're choosing a business partner. Consider the following when selecting the products/brands if you want to get the most bang for your buck.

- **Your wax products should come with a positive relationship and brand support.**
- **Choose brands with a proven record of catering to salon professionals.**
- **Choose brands that offer loyalty or rewards programs like Starpil Esthie Bucks**
- **Does the brand offer wholesale?**
- **Do they distribute the products themselves?**



Your brands and vendors should have an excellent reputation for working with salon professionals because they know how to maximize their products for your most significant ROI. If you're not making money, they're not making money, so it's in their best interest to support your business any way they can! They can also do this by providing reward and wholesale programs that help you save on the products you already buy.

# WHICH PRODUCTS WILL SERVE YOU BEST

When choosing your products with your clientele in mind, you should always have a wide range of products on-hand to be walk-in ready for anything that comes your way. Having multiple wax formulas, pre, and post-wax care, and retail on-hand can help you reach your goals in the following ways.

- Expands your product knowledge
- Continually cultivates new waxing techniques
- Tailors services to clients' specific needs
- Increases your talking points to position you as a wax authority, increase sales and rebookings
- Enhances the client experience
- Keeps things exciting and challenging

## STARPIL QUALITY PRODUCTS



Aside from our industry-recognized customer service, our professional waxing products are designed to be effective yet simple to use. They are held to the industry's highest quality standards and combine premium European ingredients, years of expertise, and thoughtful practices to provide superior waxing products.

We offer customers a direct supply of everything from hard wax, soft wax, wax warmers, and pre and post-waxing care to full waxing kits and extensive waxing supplies available in many varieties, all with unique properties, premium ingredients, and exceptional results.

# STEP 6

## BUILDING A TEAM

Having salon employees can be as challenging as it is rewarding for you professionally and personally, so choose wisely. In this section, we'll give you tips on how to hire and train staff so that you can have the best team and be the best at managing

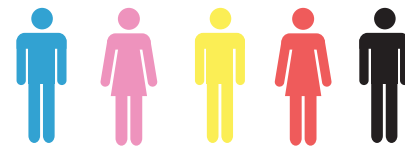


### HIRE PEOPLE WHO TREAT YOUR BUSINESS AS THEIR BUSINESS

When hiring and motivating your esthies, you've got to look out for team players or those with an "every man for themselves" attitude. If big sales are your goal, your team must be fully on-board with sales being a part of the job description. Aside from the team at large, each member is an individual with specific needs in the kind of support they need from you.



# EMPLOYEE TYPES



There are different types of salon employees out there that need to be managed in various ways to keep things running smoothly. There's the fresh-out-of-esthetician school waxer along with "set-in-their-ways," seasoned pros, as well as techs with families (even two-person families or those with pets). There are team members married to their extra-curricular activities like a band or church. As a manager, all of this needs to be considered for the whole team while working with your members as individuals to tailor a successful sales and team management plan.

## WHAT YOU SHOULD BE LOOKING FOR

When hiring, look for people with business acumen, customer service, and sales experience. Ask them their approach to acquiring clients, service, and sales. Ask the following questions to new hires. If you're refreshing your sales policy, ask your current esthies these questions in an email and give them some time to consider what they want to get from their experience fully.

- **What are your goals for our working relationship?**
- **How do you like to be managed?**
- **What are your money/client/career/sales goals?**
- **What is your sales experience?**
- **How do you approach sales?**
- **What is your perspective on customer service?**
- **In the past, how did you turn a negative situation with a client into a positive one?**
- **What is the most important part of this business?**

# TRAINING AND MANAGING

Maximize your efforts while building positive relationships with your people. Here, we'll discuss the benefits of different spa and salon education programs, give you ideas on how to go about it, and share how your salon education will make you a better spa manager. We'll also give you a sample training checklist on waxing techniques and salon protocol and dive deeper into what your salon manager duties should look like when striving to create an unstoppable team.

## TRAINING EMPLOYEES ON SERVICE

No matter who is on your team, training them with the mindset that customer care, discovering needs, positive waxing results and sales are a part of quality service can be a game-changer. This means teaching them to keep small talk or things like celebrity gossip, for example, to a minimum and replacing it with asking questions pertaining to waxing and skincare, and actively listening to the clients' answers. Discovering needs should create the roadmap to which products and techniques you choose, and how you educate your client on the products you recommend for at-home care, and positioning an esthie as a reliable expert.

## A MANAGER'S PERSPECTIVE



The most beneficial aspect of boosting sales is how you relate to your employees. If your managing style is "my way or the highway," you're not going to get very far in a healthy environment that fosters trust or success. If you try to exert your authority without providing the support needed or think that you're above them—there will be no trust. If you're one who doesn't like to discuss important issues or allow feedback from your team, it's not going to be pretty for you, your salon sales, or future Glassdoor reviews.

These people are your partners in a certain sense. They're also entrepreneurs within your business. You're providing the marketing and the overhead and building to bring the customers in, but your staff is offering you a big chunk of their lives and getting those clients to come back. This is a team effort that starts with you. The harvest of sales comes from the seeds you plant within your team.

# STEP 7

## MARKETING AND NETWORKING

There are countless ways to market your business and network, which can mean adding marketing specialist and PR to your job description. You can also outsource your marketing content and PR to professionals. From printed materials like business cards and salon menus to your website, social media, and in-person networking, marketing your business is the way you let others know that you exist. Your marketing and networking need to be done right because if it looks cheap or unclear, people will associate that with your brand. So, here are a few things to consider when trying to get your marketing down.

### PRINTED MATERIALS


Many people might think that printed materials like business cards and service menus may be too old-school in the digital age. However, we can guarantee you that having printed marketing materials is still essential for your business so that potential clients have something tangible to look at that represents your business.



# YOUR SERVICE MENU

Creating a thought out and well-written service menu includes descriptions of all the salon services you want to provide your clients. Your salon menu should highlight the most important aspects of your business, such as service descriptions and their prices, your location, hours, and contact information. A service menu should also let your clients know anything they need for booking options and perhaps even a little write-up on why your salon is so unique!

## S E R V I C E M E N U

PACKAGES	HOURS	
<b>WOMEN</b> <b>THE BASICS (Save \$5)</b> Eyebrow Cleaning Upper Lip & Nostrils <b>\$36</b> <b>FINELY FRAMED (Save \$5)</b> Full Legs(w/feet), Underarms and Full Brazilian (front & butt strip) <b>\$125</b> <b>THE MIAMI BEACH (Save \$8)</b> Eyebrow Cleaning, Upper lip, Underarms, Full Legs & Full Brazilian(front & butt strip) <b>\$135</b>	<b>MONDAY - SATURDAY</b> 9:00am - 7:00pm <b>SUNDAY</b> 10:00am - 5:00pm <b>CALL US NOW!</b> 305-440-4312 Ask about our packages and referral programs!	 <b>STARSOFT</b> Wax Center
<b>MEN</b> <b>EVERYTHING NICE (Save \$5)</b> Eyebrow Cleaning, Nape, Ears & Nostrils <b>\$57</b> <b>ELEGANCE (Save \$5)</b> Full Arms, Back & Shoulders, Chest & Stomach <b>\$135</b> <b>DELUXE (Save \$8)</b> Full Arms, Back & Shoulders, Chest & Stomach <b>\$152</b>	<b>FOLLOW US:</b> <b>@starsoftwaxcenter</b> <b>RETURNING CUSTOMER?</b> <b>BOOK ONLINE!</b> <a href="http://www.starsoftwaxcenter.com">www.starsoftwaxcenter.com</a> 14671 Biscayne Blvd. North Miami Beach, FL. 33181	



# YOUR WEBSITE

Building your own website can be overwhelming, but with these tips, you could narrow down the information to build a rather simple website that will attract business and offer convenience to your client's experience with you. Your website is like your digital storefront that introduces what your clients can expect from your business and serves as the first point of contact for many potential clients. This is the beginning of the salon experience for them, so just like your salon, your site needs to be the best representation for your brand.

If you've landed on your **branding, logo, and tone of voice**, you can begin to figure out what your website should look like. Your site should be a comprehensive forum containing the following information.

A BIO ABOUT YOU AND YOUR SALON

INFORMATION ABOUT WHAT KINDS OF BRANDS AND PRODUCTS YOU USE AND CARRY. IF YOU'RE USING STARPIL QUALITY PRODUCTS, LET THE WORLD KNOW WHICH ONES AND WHY!

DETAILED SERVICE DESCRIPTIONS THAT MAKE PEOPLE WANT TO BOOK WITH YOU.

YOUR LOCATION AND PARKING INFORMATION

CONTACT INFORMATION

AN ONLINE STORE WHERE CLIENTS CAN PURCHASE THE PRODUCTS YOU RECOMMEND

ONLINE BOOKING

A REVIEW SECTION FOR TESTIMONIALS



# BEGINNING THE WEBSITE PROCESS

Building your own website can be overwhelming, but with these tips, you could narrow down the information to build a rather simple website that will attract business and offer convenience to your client's experience with you. Your website is like your digital storefront that introduces what your clients can expect from your business and serves as the first point of contact for many potential clients. This is the beginning of the salon experience for them, so just like your salon, your site needs to be the best representation for your brand.

Once you've determined what you want on your site, here's where you might want to hire some help or decide to work on it yourself. Either way, you'll still need to take the following steps to build a great site.

1. CHECK OUT OTHER SUCCESSFUL SALON WEBSITES
2. LAND ON A DOMAIN NAME (YOUR SALON'S WEB ADDRESS)
3. PICK A WEBSITE BUILDING PLATFORM
4. BUILD THE LAYOUT OF YOUR WEBSITE
5. INPUT ALL OF THE VITAL INFO MENTIONED ABOVE
6. MAKE YOUR SALON'S WEBSITE VISIBLE IN SEARCH ENGINES

## 1. LOOK AT YOUR COMPETITOR'S WEBSITES

Take a look at what your competitors are doing for inspiration. Make notes about what you like and what you don't. How are they saying things? Does their site make you curious about their services? Is it enticing? Are things spelled correctly, organized well, and informative. While you don't want to copy others, looking at your competitors' sites can be a strong effort toward building yours.

## 2. CHOOSING YOUR NAME

The first thing that you should consider before starting your website is your domain name. Your domain should align with your social media handles and match your salon's name as much as possible. Your domain name should be easy to say, spell, and remember. Avoid excessive numbers, letters, and characters. Your domain name has to be original so that when you try to register it, it's not already taken. Be sure that you don't use words or phrases that are trademarked by other companies.

## 3. FIND THE PERFECT HOST

If you've registered your domain name, you can now find a place to host your site. You can also use your website builder to host as many of them provide hosting services and sell domain names.

## 4. CHOOSE YOUR WEBSITE BUILDING PLATFORM

If you have some HTML coding skills and a passion for building websites, feel free to move forward designing your site. If not, there are plenty of website building templates that fit a salon aesthetic. You would just need to upload and write your content into the correct spaces or direct your website developer to do so.

HERE ARE SOME POPULAR WEBSITE BUILDING PLATFORMS:

**WIX**.com



SQUARESPACE

**weebly**

## 5. INPUT INFORMATION

Hopefully, you've already mapped out where all of the copy, photos, and videos (if any) are going to go. Make sure that the site is well organized and easy to navigate.

## 6. SEARCH ENGINE OPTIMIZATION S.E.O

If you haven't heard of SEO, it stands for Search Engine Optimization. When you "Google something" and get your results, most of us stick to the results' first page. These sites are ranked highest and usually have good SEO, which means they've used keywords (popular words used to search for things) throughout the site. When someone searches "best wax salon in Tulsa," and your site has that copy on your site, your site might rank high and be among salons on the first page of the search results.








THERE'S A TON MORE TO SEO. THAN THAT,  
BUT IT'S SOMETHING TO LOOK INTO FURTHER.

# SOCIAL MEDIA MARKETING

You want to be where your potential clients are at. Who are they? How old are they, what do they do, and what will they be searching for from what you do? Are they checking to see if you use Starpil Wax on Instagram, perhaps? We'd like to think so! Are they looking to engage more with photos of before and after images of your work? Maybe they're first-time waxers looking to read articles about waxing, or they could've seasoned pros looking for videos on how to wax using a product they've never tried before. It's important to go where your audience is and choose platforms that cater to the content you enjoy and can create.

Can you create cool images of wax products or videos teaching hard wax hair removal? Do you love it, and are you good at it? Great. If not, it will be noticeable. Don't post if you can't post your very best. For example, if you love photography, Instagram will be an excellent platform for you. If you have no clue how to star, film, or edit your own videos, Youtube won't be your best fit for you.


## POPULAR SOCIAL MEDIA PLATFORMS

				
FACEBOOK	YOUTUBE	SNAPCHAT	TWITTER	PINTEREST
<b>DEMOGRAPHIC:</b> All ages but has a large population of 60+	<b>DEMOGRAPHIC:</b> 18-49-year-olds (Majority 18 – 29)	<b>DEMOGRAPHIC:</b> The majority are under 31 years old	<b>DEMOGRAPHIC:</b> 18+	<b>DEMOGRAPHIC:</b> Median age is 40 and 80%, women
<b>CONTENT:</b> Great for articles, photos, and videos.	<b>CONTENT:</b> Videos	<b>CONTENT:</b> Videos and photos	<b>CONTENT:</b> Text content, but also accepts video, photo, and article links	<b>CONTENT:</b> All content but photos flourish

# SAMPLE CONTENT CALENDAR

You want to be where your potential clients are at. Who are they? How old are they, what do they do, and what will they be searching for from what you do? Are they checking to see if you use Starpil Wax on Instagram, perhaps? We'd like to think so! Are they looking to engage more with photos of before and after images of your work? Maybe they're first-time waxers looking to read articles about waxing, or they could've seasoned pros looking for videos on how to wax using a product they've never tried before. It's important to go where your audience is and choose platforms that cater to the content you enjoy and can create.

Can you create cool images of wax products or videos teaching hard wax hair removal? Do you love it, and are you good at it? Great. If not, it will be noticeable. Don't post if you can't post your very best. For example, if you love photography, Instagram will be an excellent platform for you. If you have no clue how to star, film, or edit your own videos, Youtube won't be your best fit for you.

 **JULY**  
CONTENT CALENDAR

S M T W T F S

GOAL: \_\_\_\_\_

☐ INCREASE ENGAGEMENT ☐ INCREASE SALES  
☐ INCREASE FOLLOWING ☐ INCREASE REACH

			1 NEW MONTH NEW INTENTIONS FOCUS FOR THE MONTH	2 QUOTE	3 PODCAST RECOMMENDATION ASK FOR RECOMMENDATIONS	4 INSPIRATION
5 COMMUNITY SHARE CUSTOMER EXPERIENCE	6 EDUCATION	7 WORLD CHOCOLATE DAY FAV CHOCOLATE POLL	8 SELFIE	9 TESTIMONIAL	10 FLASHBACK FRIDAY SHARE TRAVEL MEMORY	11 THOUGHT LEADER
12 BEHIND THE SCENES WORKSPACE/WORK LOOK	13 PRODUCT OFFER	14 TIP TUESDAY SHARE INDUSTRY HACK	15 COMMUNITY	16 QUOTE	17 WORLD EMOJI DAY YOUR FAVORITE EMOJI AND WHY	18 MEME
19 PRODUCT OFFER ANSWER FAQ's	20 INSPIRATION	21 EDUCATION TUESDAY TIP	22 TESTIMONIAL	23 THROWBACK THURSDAY EARLY BUSINESS MEMORY	24 EDUCATION	25 WELLNESS SELF CARE ROUTINE
26 MEME	27 INSPIRATION	28 THOUGHT LEADER	29 QUOTE	30 INTERNATIONAL DAY OF FRIENDSHIP SPECIAL PERSON IN YOUR LIFE	31 MONTH IN REVIEW LESSON LEARN'T THIS MONTH	

Once you've decided which social media platforms best suit your wax salon, you can begin planning out your social media calendar.

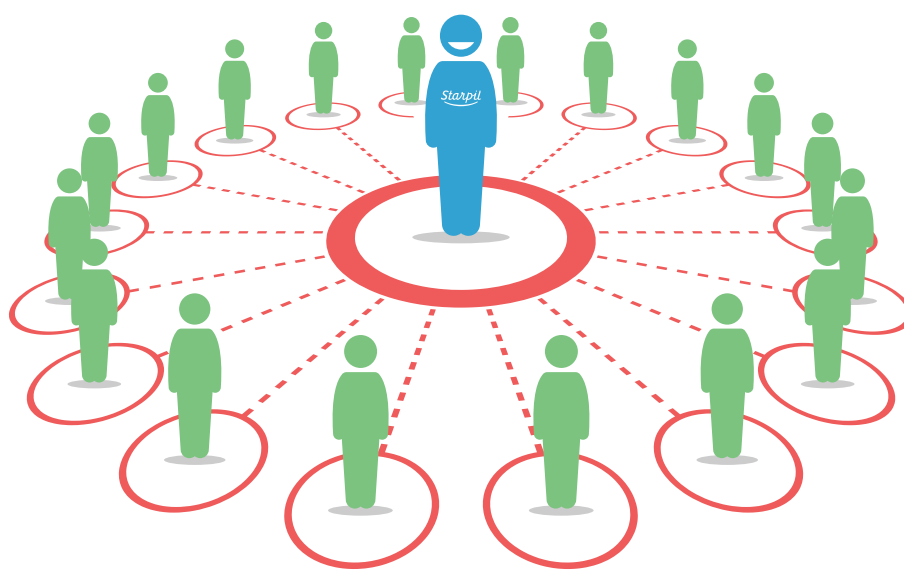
# SALON EMAIL MARKETING

While many people think email marketing is just for sending out weekly newsletters, it is so much more. Salon email marketing can help provide your clients with a 360° experience with your business. Having you in their inbox is just one way to make that happen. It keeps you fresh in their minds and can help make them feel like they are a part of something special—if you do it right. Send follow-up emails after a service or purchase. Keep up with weekly salon updates, significant takeaways, education, and promotions. Salon email marketing can be a well-rounded format that keeps clients in-tune with you while giving them convenient ways to shop your goods and services.

## IN-PERSON NETWORKING

As soon as you start planning your business and sharing about it with a group of people you trust, you are networking. There are many different kinds of networking, but you are always networking as a representative of services and products you believe in. Here are some top ways on how to utilize that to your benefit.

## YOUR CIRCLE OF INFLUENCE



**CAN YOU THINK OF TEN TO 20 PEOPLE THAT YOU KNOW RIGHT NOW?**



# People who...

YOU HAVE AN ACTIVE ACQUAINTANCE/RELATIONSHIP WITH (THOSE WHO WOULDN'T BE SURPRISED IF YOU CONTACTED THEM)

HAVE CONSISTENTLY BEEN VALUABLE TO YOUR CAREER

YOU ARE IN CONTACT ON A DEEPER LEVEL AT LEAST THREE TIMES A YEAR

YOU CARE ABOUT AND ARE INVESTED IN

ACTIVELY FOLLOW AND ENGAGE WITH YOU ON SOCIAL MEDIA

YOU HAVE ON YOUR CONTACTS LIST OR HAVE AN EMAIL ADDRESS FOR

PEOPLE WHO HAVE DONE WORK FOR YOU

PEOPLE WHO YOU BUY FROM

## PEOPLE YOU DON'T KNOW...YET!

When you're at a party, grocery store, or your kid's school, you interact with people. Pay attention to those who give you good vibes. Always be looking out for those with whom you feel you have a connection. These are the people with whom you want to build relationships with both personal and professional. Cultivate relationships with these people and move them into your circle of influence.

The point is to start working on your personal interactions because that's what networking is all about. We've touched upon getting to know people in places that you already go; now, let's talk about where else you can go to seek out people to work with.

# Places to Network

## VOLUNTEERING

Serving others is your thing! So, volunteering is a perfect place to make yourself known within your community. This is a win-win because you're giving back to those who will be using your services.

## OFFER CLASSES

Setup a skincare class night with cocktails for people in your circle.

## START A CLUB

Invite other entrepreneurs within your community to join you for a monthly tea where you talk about networking and growing your business. This is a great way to meet other women needing your services and vice versa.

## BEAT THE PAVEMENT

Get out there with your business cards and service menus, and go meet your neighbors! Just let people know you exist. Aside from those at your local coffee shop, there are a lot of businesses that you can collaborate with for events and client referrals.

## MEET THE FOLLOWING PEOPLE

- Clothing Shop Owners
- Hair, Nail, and Makeup Artists
- Hotel Concierges
- Bridal Bakeries
- Bridal Shops
- Wedding Planners
- Jewelry Shops

## NEW BUSINESS INCENTIVES

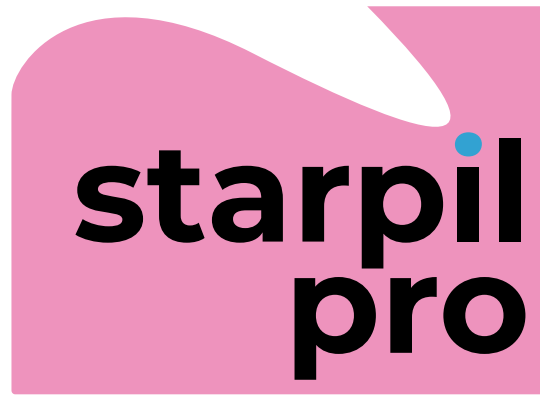
To get the buzz out about your business, plan giveaways, special offers, or reduced rates on spa packages. For example, offer mini facials and lip wax for a reduced price. Create a friends and family plan that provides discounts to those referring you to their people.

## PRACTICE MAKES PERFECT

Just like social media, networking is a daily practice. Every day, reach out to ten people about your business. Tell them what's going on with your business. You're opening up; what can they expect from your waxing salon that's different? You're expanding! Tell them how. This is an area where shyness won't get you very far, so you've got to show up, or else your business could offer the best, and no one will know. So, let them know!

A large pink graphic with a folded corner effect, resembling a piece of paper. The text "starpil pro" is centered on the pink background.

**starpil  
pro**



Owning and running your own salon will change you and uptick many of the skills that brought you to the decision of opening your own business in the first place. The most significant piece of advice we can offer is to get and take help wherever you can. And by all means, get a Starpil Pro Account!

**Starpil Pro** is a curated program for licensed beauty professionals that sets you up with many of the resources needed to be successful in the waxing industry.

You not only receive specialty pricing that's **even lower** than standard wholesale pricing, but also exclusive access to an array of business resources (like 'Your Salon Glow Up Guide'), a comprehensive educational platform, and new product launches and industry events.

## BUT THAT'S NOT ALL...

**Starpil Pro** is a gamechanger for your business and gives you even lower prices on wholesale waxing products. Your Starpil Pro account provides you with a Starpil Pro Account Manager that helps you choose the best products for your specific salon needs, gives you in-depth product and sales education, and designs a tailor-made, automated ordering schedule that keeps you fully stocked before you even realized that it's time to re-up.

You can reach a Starpil Pro Account Manager by phone, email, text, or even by social media DMs. Your account manager is there to meet your every need.

This is more than a way to buy wax online, Starpil Pro is like your new salon assistant that takes all of the guesswork out of ordering your Starpil inventory so that you can focus on other aspects of your business—like your clients!



## OUR STORY

**Starpil Wax** originated in **Tarragona, Spain, in 1991** as a specialized waxing brand under Maystar Skincare and has become one of the world's most recognized wax brands. Our company has a strong presence in the global market and is sold in over **65** countries.

With over **35** years of experience in the beauty and skincare industries, Starpil has developed a diverse product line of professional waxing products and services focused on improving estheticians and beauty professionals' lives and businesses.

## OUR MISSION AND VISION

**Starpil Wax** is committed to providing the highest quality products to estheticians on their journey to success in the hair removal industry through a dedicated team of professionals.

We see ourselves as creating a full-circle approach to waxing and becoming the most influential wax brand in the world. For quality products, industry-specific training, and professional support that estheticians can count on, our goal is to be a driving force behind successful waxing businesses worldwide.

## THE STARPIL DIFFERENCE

We understand that running a business is not easy, so we do everything we can to help you succeed. Apart from providing our customers with superior products, we also offer fast, secure shipping and deliver unparalleled customer service to ensure your questions are answered and your needs are met.

STARPIL  
CRUELTY-FREE


Starpil Wax is proud to be **PETA** certified and animal cruelty-free. This is part of our commitment to hold the highest ethical standards as the world's leading wax brand.



ANIMAL  
TEST-FREE  
PETA

# A LITTLE SOMETHING FROM US


As you can see, Starpil Wax isn't just a brand; it's a community of professionals working together to provide quality waxing services through high-quality products, personal customer service, and top-tier education. We're so glad that you've downloaded your **Salon Glow Up Guide** and hope to continue working together to build your business through Starpil Pro, our newsletters, social media, and our private Facebook group, The World of Waxing. To further grow your relationship and business with your Starpil Fam, connect with us in the following ways.




Sign up for our newsletter and to get The Waxopolitan in your inbox [here!](#)



Join other professional [#starpilfam](#) members in [The World of Waxing](#), our Facebook Group. (Have your license ready).




Get all the Starpil hook-ups with [Esthie Bucks](#) for rewards on your favorite waxing products.



Follow us on Instagram [@starpilwaxUSA](#) for all of the up-to-the-minute waxing trends, Starpil news, and to earn free Esthie Bucks.



Call us at [+1 305 907-0756](#) or live chat with a Starpil representative from 9:30 AM - 5:30 PM EST.



Email us at [info@starpilwax.com](mailto:info@starpilwax.com) and put PAM REQUEST in the subject line or contact us [here](#).



Congratulations on taking this time for your business. Please enjoy this coupon for \$15 off your first Starpil purchase. There will be a lot more in store for you as our valued customer and we can't wait to show you!



**CHECK YOUR INBOX TO GET YOUR SPECIAL CODE!**

One use per customer. Limited quantities are available. While supplies last.  
Not to be combined with any other sales, offers, or discounts.

*Starpil*

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