

THE *wax* CHICK[®]

Waxing Home Care



WELCOME TO THE WAX CHICK'S HOME CARE ROUTINE

WHAT WE DO FOR OUR CLIENTS AT HOME IS JUST AS IMPORTANT AS WHAT WE DO IN THE TREATMENT ROOM

A huge part of the results we are able to get in the treatment room depend on the condition of the clients skin.

When the clients skin is dry and dehydrated or they suffer from ingrown hair, if we don't address these issues and provide solutions along with the products to treat these issues, our results will suffer and the clients dreams of ever having the smooth freshly waxed skin they've always wanted will be dashed.

It's a FACT that when the skin is not balanced (dry and dehydrated) it WILL hold onto the hair causing breakage and stubble to remain post wax, no matter how great your technique the skin will always win.

That is why it is so important to educate our clients from the "get go" on how the skin works and why getting it in proper condition is going to give them a better chance for amazing results post wax and during the regrowth process until their next appointment.

The following guide is provided to give you the low down, not only on The Wax Chick's post wax home care routine, but how to help educate and explain the process to your clients in a way that makes sense to them. We need to break through all of the chatter and BS that they have learned from unreliable sources and get them on a path to great results.

WHY OFFER WAXING HOME CARE?



IF YOU'RE NOT GIVING YOUR CLIENT WHAT THEY NEED, THEY'LL FIND IT SOMEWHERE ELSE, OR WORSE YET, THEY WON'T

You've got your waxing skills down, there's no one better in the treatment room. But what about when the client leaves the treatment room? Is their delicate skin in the Brazilian area being cared for?

Have you been sending your client to the store to find an OTC solution for their dry, dehydrated or ingrown prone skin; only for them to return a month later, saying that that they were too overwhelmed, so they didn't purchase anything? And now their skin is even worse than it was before, which leaves your waxing results less than amazing.

We've all been there. I'm here to help.

THE *wax* CHICK

OUR SUPERSTAR HOME CARE LINE UP

WE KEEP IT SIMPLE



WONDER WHIP
HYDRATING BALM



BUFF STUFF
EXFOLIATING CREME



DUSTING POWDER
SOFT, SILKY, ABSORBANT

At The Wax Chick we don't believe that you need a million products to properly treat the clients skin post wax. Just a couple of really good ones as needed.

Everyone is different and will benefit from a different combination of products and regimens.

We keep it super simple for both you and your clients.

We offer three home care products. That's it!

We'll look at how to determine who needs what, when and why to achieve the best waxing results in and out of the treatment room. Because the service doesn't stop when the client leaves your room. What they do at home will help or hinder their results.



WONDER WHIP

HYDRATING BALM



This amazing 100% organic & Vegan product is a triple threat
Pre Wax
Post Wax
Home Care

It's not greasy or oily and absorbs into the skin rather than sitting on top. Use pre wax anywhere skin is dry and dehydrated to hydrate and protect. And post wax to calm, sooth and hydrate.

YOUR COST: \$12.60 EACH WITH A MINIMUM PURCHASE OF 5
2 Ounce Jar - One month supply
MSRP: \$18 & UP

Every single Brazilian client should go home with Wonder Whip. Wonder Whip is going to help make the skin soft and supple. when the skin is soft and supple, the hair will come out of the follicle more easily, thereby reducing the potential for ingrown hair.

Here's how I explain it to the client:

"Most everyone is dry and dehydrated "down there". When skin is dry and dehydrated, it holds onto the hair. So when I wax I'm playing a tug of war with the skin. And the skin is always going to win. What that means is that the skin will hold onto the hair, no matter how good my wax or technique is, it will not let that hair go.

So when I remove the wax, the hair will break and you'll end up with stubble and/or ingrown hair later on".

This makes sense to most clients and they will be so thankful that you took the time to explain it to them. Education builds credibility and loyalty.

Then I begin the service using the Wonder Whip on the sensitive areas (labia, creases and anus) telling the client that this is the product I want them to go home with today. They will use daily (AM & PM) and when they come back at their next visit, their skin will be ready to release those hairs to give them a more complete and comfortable hair hair removal service.

Ingredients: Shea Butter, Mango Seed Butter, Rosehip, Borage, Evening Primrose Oil, Jojoba Seed Oil, Grape Seed Oil, Soybean Oil, Vitamin E.

WONDER WHIP

EXTRA TIPS AND TRICKS



My go to for the Wonder Whip is the Brazilian area of course. Making sure that the labia, and all the creases are fully hydrated and protected is key. But there are so many other uses for this amazing balm.

1. Use anywhere on the body where the skin needs some love and deep hydration

- a. heels
- b. feet
- c. hands
- d. cuticles
- e. lips
- f. face

2. **Apply to the face** and penetrate with the My Skin Buddy for silky soft skin

3. **Get wax in hair you didn't want to remove?** Just take a disposable spoolie (mascara wand), dip in Wonder Whip and gently brush the excess wax out of the hair. It takes a little time, but is totally worth it.

4. **Are your gloved hands sticky with wax?** Now worries, just grab a dab of Wonder Whip, and rub your hands together to remove the "sticky" and get back to waxing.

5. **Wax stuck to the skin?** Wonder Whip to the rescue! Grab a dab, work it into your fingers and then onto the skin and remove that wax with ease.

I can't wait to see what uses you find for this "wonder"ful product.

THE *wax* CHICK

BUFF STUFF

EXFOLIATING CREME

Buff Stuff powered by papaya & pumpkin.
This gentle enzyme action loosens
the bond and buffs dead cells away.

Superior at helping to fight and prevent
ingrowns. Can be used on any area that is
dry to gently exfoliate dead cells pre or post wax.



YOUR COST: \$12.60 EACH WITH A MINIMUM PURCHASE OF 5
1 Ounce Jar = 28-30 applications
MSRP: \$18 & UP

Every single Brazilian client should go home with Wonder Whip. Then there are those with ingrown hair issues.

For clients with a handful of ingrowns or more, or significant evidence of previous ingrowns (hyperpigmentation spots) they need regular exfoliation in conjunction with hydration to eliminate or greatly reduce their ingrowns.

Here's how I explain it to the client:

"Ingrowns happen for a variety of reasons, but the number one reason is the condition of the skin. Everyone is dry/dehydrated "down there" and YES we want to hydrate, but if the skin is dry,

we need to exfoliate those dead cells so that the hairs that are trapped can be released AND the product we are using can be absorbed. Buff stuff loosens the bond of the dead cells to gently buff them away, revealing smoother skin, AND opening the pore so the hair doesn't remain trapped".

Once again, this makes sense to most people and they will be so thankful that you took the time to educate them. Education builds credibility.

After the Brazilian service I will then apply the Buff Stuff to show them how it works, saying "this is what you will take home today, along with the Wonder Whip, so that we can get your skin in good shape and start taking care of those ingrowns".

Ingredients: Water, Paraffin, Stearic Acid, Polyethylene, Aminomethyl Propanol, Papain, Cucurbita Pepo (Pumpkin) Seed Extract, Ethylhexylglycerin, Glycerin, Phenoxylethanol



THE *wax* CHICK

BUFF STUFF

EXTRA TIPS AND TRICKS



Buff Stuff is my "go to" when fighting clients ingrowns. But it can do so much more.

1. **Great at exfoliating.** clients can use anywhere there is dry skin.
 - a. hands
 - b. lips
 - c. feet
 - d. elbows
 - e. face
2. **Flaky brows?** It's so important to treat them properly to avoid adverse side effects.
 - a. prior to waxing if the area is a bit on the dry side, apply Buff Stuff for a gentle exfoliation. Then a dab of Wonder Whip prior to waxing to get the best results.

3. **PIH (Post Inflammatory Hyperpigmentation)?** Buff Stuff is great for clients that have PIH from
 - a. Acne
 - b. razor burn in the underarms
 - c. chemical reactions from depilatories (Nair, Veet).
 - d. Any pigmentation as a result of damage done externally to the skin.

Can't wait to see what uses you find to help your clients in your treatment room.

THE *wax* CHICK

DUSTING POWDER

SOFT, SILKY AND LUXURIOUSLY ABSORBANT



100% organic and TALC FREE

Use post wax to absorb excess moisture and oil.
Send the client home with a sifter to help keep
the moisture at bay in all of the dark creasy places.

YOUR COST: \$13.20 EACH WITH A MINIMUM PURCHASE OF 5
MSRP: \$19 & UP

Every once in a while, you'll get a client with excess moisture and/or oil. Absorbing the excess is key to achieving a good waxing result.

If the skin is too moist or oily, the wax will not adhere to the hair and therefore the hair will not be removed.

At The Wax Chick, we believe in leaving a bit of the natural oils on the skin, so **we DO NOT PRE CLEAN the skin.**

Instead, if there is excess moisture or oil, we simply blot the area with a cotton round or paper towel then apply a bit of dusting powder to take care of the remains and keep the moisture at bay.

Clients will often complain of being overly moist or sweaty in certain areas, and the Dusting powder is the perfect Home care solution to keep them feeling dry during the day.

Since there are no harmful chemical or talc they can confidently use anywhere on the body that tends to collect excess moisture.

And it's easy to pop in their purse or gym bag to take on the go.

Ingredients: Arrowroot, Tapioca, Baking Soda, Cornstarch, Kaolin Clay



THE *wax* CHICK VIDEO DEMOS

EDUCATE YOURSELF AND YOUR CUSTOMERS



https://youtu.be/GLWR_mSIJvY

This demo shows how to use and instruct clients, how to use at home.



<https://youtu.be/RFv0W0QaKdQ>

How to apply and remove Buff Stuff in the Brazilian area in the treatment room.

THE *wax* CHICK WANT MORE?

ONLINE ADVANCED WAXING EDUCATION
AT YOUR FINGERTIPS



Great waxing starts with great technique. Most of us (myself included) get little to no education on brows and Brazilians in school.

Honestly it's just not what school is for. School is meant to impart the necessary information needed to pass our licensing exam. If you are lucky to get anything above and beyond that, it's a bonus.

That is why I am so passionate about education. I've been there, I know how scary it is to have a brow or Brazilian service on the books and not have a clue how to do it, knowing that I could cause serious damage if done incorrectly.

Because, these are advanced services, they require an advanced skillset to perform safely, confidently and skillfully.

More education means more confidence and more clients!

THE *wax* CHICK WANT MORE?

WAXES FOR EVERY HAIR AND SKIN TYPE
THAT WORK!



**Pumpkin
Polymer
Hard Wax**



**Pina
Non-Polymer
Hard Wax**



**POWER
Strip Wax**

Great waxing starts with great technique. Combine that with great product and you've got a no fail start to a booming brow and Brazilian business.

A lot of people think that you need multiple waxes for every skin type. Every hair type, thickness and density. Spoiler alert! You don't. You just need a few really good waxes that will tackle ALL of these things in the least aggressive way possible, leaving the smoothest results.

In my line there are 3 waxes. 2 hard and one strip. They tackle it all.

Pina Colada Non-Polymer Hard Wax:

Though excellent on ALL hair and skin type, It is especially good on the fine hairs of the face, brows and labia. It's 100% biodegradable. Gentle and effective.

Pumkin Pie Polymer Hard Wax: Excellen on all hair and skin types. I LOVE Pumpkin pie for it's spreadability. It's excellent in the Brazilian area for even the coarsest of hair.

Liquid Gold Strip Wax: Behaves like a hard wax, so it's super gentle and effective at the same time, and leaves no sticky residue.

THE
wax
CHICK

THANK YOU

FOR PARTNERING WITH THE WAX CHICK!



At The Wax Chick, our goal and mission has always been to provide the quality products, education and tools professionals need to build a successful waxing business.

Retailing home care for waxing clients is a slam dunk and one of the best ways to build customer loyalty.

Providing solutions to treat the skin in the more sensitive areas of the body is going to leave clients happy and hair free for years to come.

If you already retail our products, we thank you and hope this information guide assists you in promoting and education your clients.

If you would like to set up an account to retail our home care products to your clients, send an email to crickett@thewaxchick.com and include a copy of your states sales and use tax certificate (or similar). If your state does not collect sales tax, just let us know and we can quickly process your request.

To place an order after logging into your wax chick account go to the [Retail to Customer Link](#).