



HAIR-FREE & CAREFREE

Waxing in a man's world

Let's face it, seeing shirtless men with hair sprouting from every inch of their bodies can be downright unsightly. Fortunately, more and more men are nixing the Neanderthal look and opting for hair removal services. With male body waxing on the rise, *Style Source* offers you a primer on this vital service.

Who: Men who feel uncomfortable with their chest and/or back hair, particularly body builders and other athletes.

What: A simple and long-lasting hair removal service (three to five weeks) that will result in smooth skin and a cleaner, more polished appearance.

Where: Find a Satin Smooth salon or spa in your area by visiting www.satinsmooth.com

Why: Today's men are much more conscious of their appearance and no longer find profuse body hair to be acceptable.

The Procedure:

1. Offer the client a sheet to cover his bare chest until you start working. Tuck wax paper into the waistband of his pants to protect clothing. Check that your guest is warm and comfortable. Room temperature should be approximately 68-72 degrees. Covering him in a heating blanket will make him comfortable and open his pores.
2. Determine skin and hair type.
3. Trim hair to 1/4-inch - the coarser the hair, the more length you will need.
4. Determine the direction of the hair growth carefully (chest and back hair usually grows



towards the center of the body). Stand so that the hair is growing towards you. When hair grows in several directions, apply wax to each individual section.

5. Cleanse area to be waxed with **Satin Smooth Cleanse**. Do not rub. No cornstarch or powder is needed as Satin Smooth waxes has built in buffers.

6. Apply **Satin Smooth Res-Q Pain Relief** spray. Wait five to seven minutes, then blot dry.

7. Apply wax, one section at a

time. Firmly press cloth strip into the wax. Stroke strip in one direction – never back and forth – followed by a quick pull motion. After removing strip, apply pressure with your other hand to calm the area. Repeat steps, remembering never to double dip your applicator into the wax.

8. Use **Satin Smooth Release** to remove any wax residue. Apply **Satin Smooth Cool** to soothe skin, reduce irritation and close pores, followed by **Satin Smooth Hydrate** to

moisturize and normalize the pH level of the skin.

9. If skin irritation is visible, apply **Satin Smooth Res-Q Analgesic Soothing Cream**.

10. Educate your client on taking care of his skin. Warn against tanning for 48 hours after waxing. Suggest an antibiotic ointment if a breakout occurs. Recommend exfoliating four times a week with a natural loofah as well as moisturizing, to prevent ingrown hair and bumps, and to always keep skin moisturized.

“Fortunately, more and more men are nixing the Neanderthal look and opting for hair removal services. With male body waxing on the rise, **Style Source** offers you a primer on this vital service.”