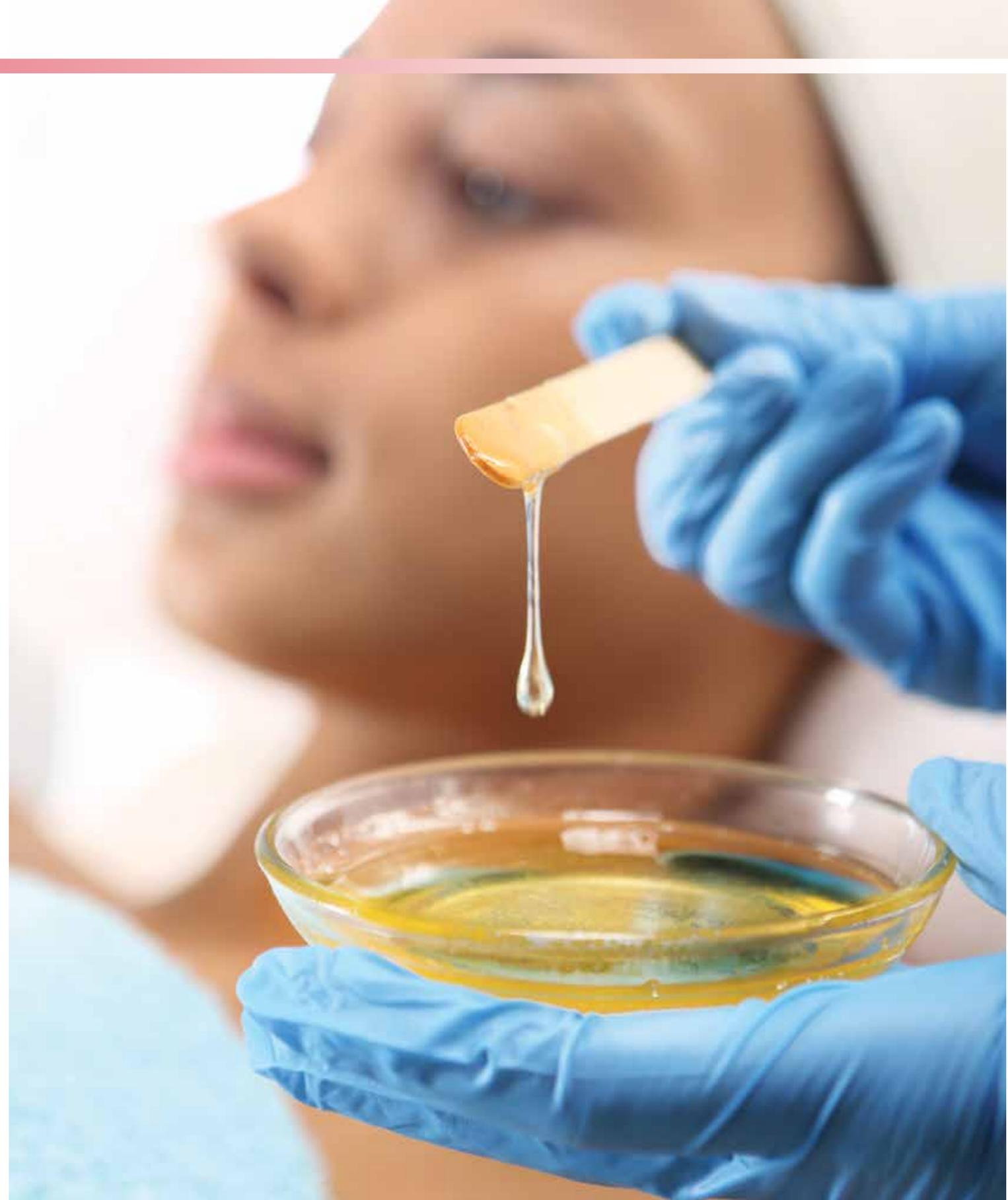


License to Wax

Waxing services are profitable and popular. Providing them will make you profitable and popular, too

By Crickett Enos

I don't know about your education, but when I went to esthetics school, the focus was all about the facial. The majority of our time was spent learning and practicing the correct protocol for performing the perfect spa facial, with less attention paid to makeup application and waxing. With the scales tipped so heavily to the facial side, it's no wonder many of us forget we also have a license to wax.



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Over the last decade, the demand for waxing services has dramatically increased. In fact, waxing services can account for 50–80 percent of all service revenue and are more profitable than any other spa service.

Whether you've been in the skin care profession for 20 minutes or 20 years, it's always a good time to introduce waxing into your practice. From Brazilians to brows, from legs to lips, clients are looking for smooth skin.

Adding waxing services to the menu and performing them with confidence may seem like a daunting task, but don't let that stand in the way of using your license to its fullest revenue-generating potential.

The good news is anyone can learn to wax well and with confidence. All it takes is a little practice and patience. The better news is waxing services require little upfront cost, providing a huge return on your investment.

It's important to mention that the higher the degree of difficulty to perform a particular waxing service and the more skill required, the more you should charge for that service. For example, Brazilian services require a higher level of expertise to perform and should be priced accordingly.

If you don't feel comfortable offering Brazilian services, you don't have to. You can still reap the benefits of adding waxing to your menu in other ways.

License to Earn

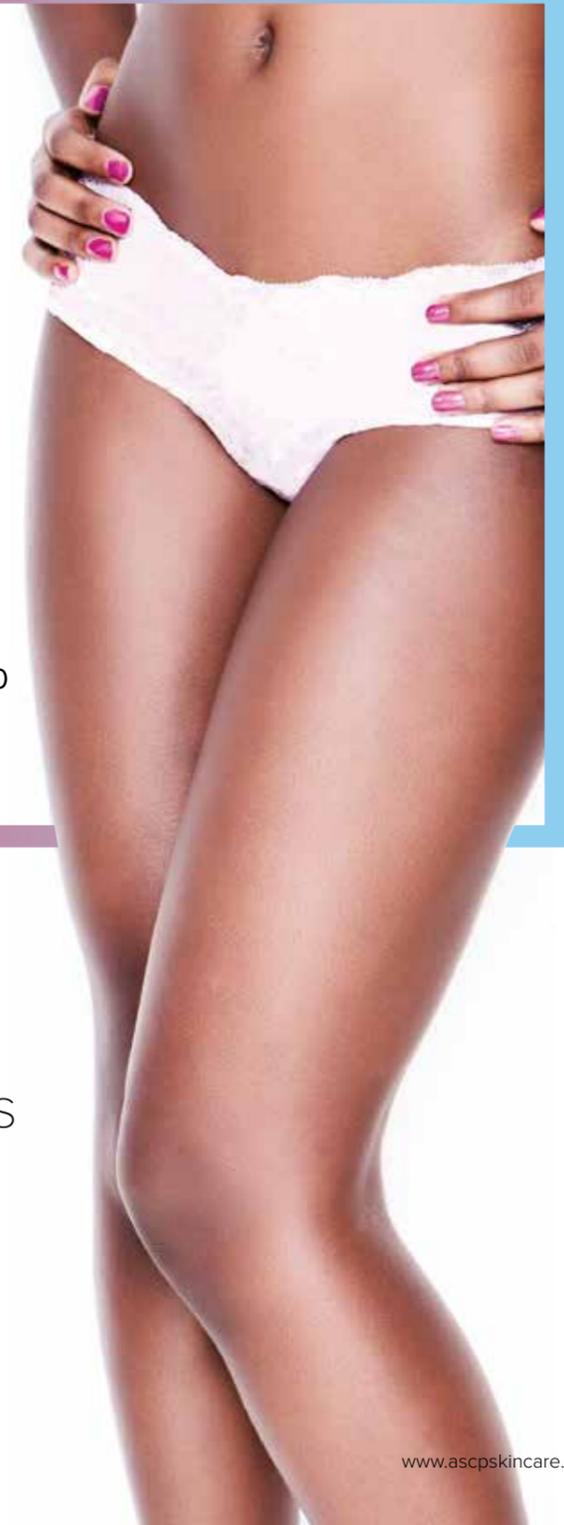
Low start-up cost = big revenue

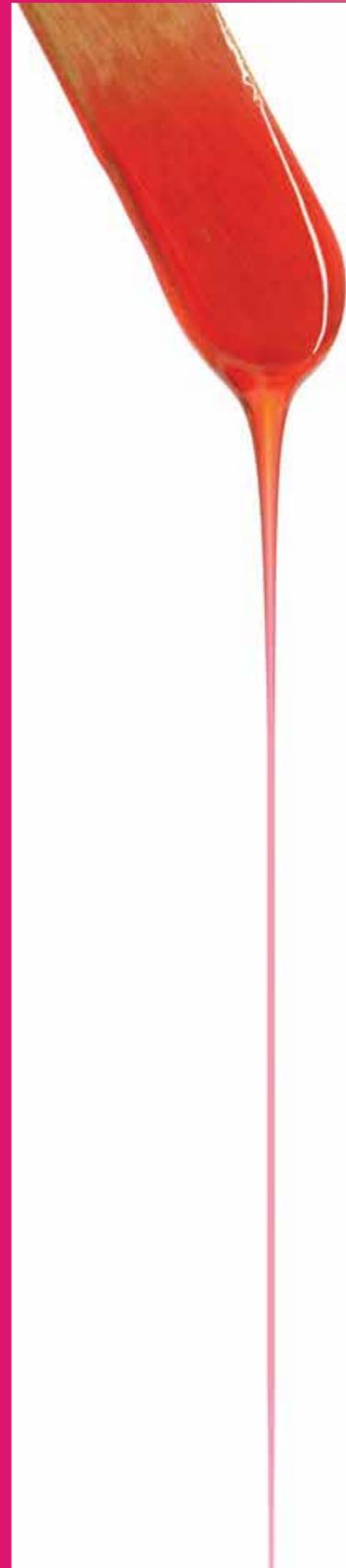
Brazilian wax. It takes 30 minutes to perform. You charge \$65; it costs you \$4.50 in materials. Your profit is \$60.50. You're making \$2 per minute, or \$120 per hour.

Brow design. It takes 15 minutes to perform. You charge your client \$35; it costs you \$1.50 in materials. Your profit is \$33.50. You're making \$2.24 per minute, or \$134.40 per hour.

Lip wax. It takes 5 minutes to perform. You charge your client \$17; it costs you \$1 in materials. Your profit is \$16. You're making \$3.20 per minute, or \$192 per hour.

The best part is, eight out of 10 times, clients will add at least one of the suggested waxing services to their facial, which adds an additional \$20 to their total service ticket.





START WITH GATEWAY WAXING

These services include chin, lip, and brow waxing. I refer to them as gateway services because once your clients start getting them, they won't want to stop—and they will want to know what other waxing services you offer.

Additionally, gateway services are quick and easy to perform, they don't require a lot of advanced training, and most everyone needs at least one of them, making them pretty easy to sell.

GET THE WORD OUT

Adding new services to your menu can be a little scary. We worry we won't be able to find clients or that no one will want the services we are adding.

The great thing about waxing is that it's a no-brainer. Many clients want (or need) waxing on one body part or another. Think of waxing as an add-on rather than a whole new service. That way, you don't have to worry about introducing something completely new.

Send out a quick newsletter and post to your social media sites that you're now offering waxing services. Let your clients and followers know you're excited to be able to be their one-stop shop for skin care and waxing needs.

PROMOTE WAXING TO YOUR EXISTING CLIENTS

Your loyal clients are the best place to start to increase your waxing revenue with these gateway waxing services. I happen to believe the majority of people need some type of facial waxing, so it just makes sense to start with your existing facial clients.

When you book a facial, ask clients if they would like to add a brow, chin, or lip wax to their appointment. This is a simple strategy and the words just roll off the tongue without sounding pushy or "salesy." The best part is, eight out of 10 times, clients will add at least one of the suggested waxing services to their facial, which adds an additional \$20 to their total service ticket.

Another easy approach is to add a waxing service to a requested waxing service. When you have a brow client and you notice they need a lip wax (and you have time to do it), simply say, "Are we doing your lip today, too?" This is an easy, nonoffensive way to politely say "your lip could use my skills" without actually saying it. Your client won't feel embarrassed, and more times than not, she will say, "Oh, yes please. I forgot to ask."

Of course, not every client will take advantage of your offer every time, but don't let that stop you from making it. The important thing is they know you offer waxing services and they're more likely to think of you next time they book.

Waxing is the one service many clients see as a necessity, so they will continue to wax all year, not just in the summer months. I have clients who choose waxing over a facial when money gets tight. Waxing is a constant, and it's a service you can count on to build a solid client base or just add some really great revenue to your existing service offerings. "If you wax it, they will book." That's the motto I've waxed by for years, and it's never let me down. Go forth and use your licenseto wax with confidence. 📌