

# “The Succulent”

## Welcome to the July Edition of Cactus WAX Studio Magazine!

This month’s edition of **The Succulent** focuses on

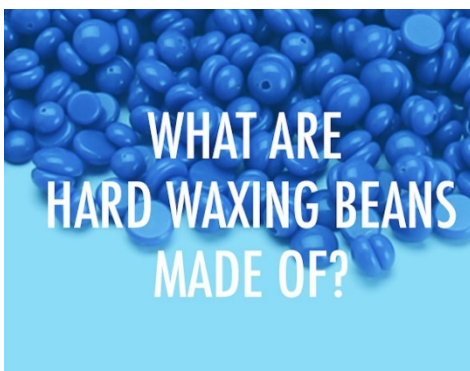
# WAX!

**Waxing** is the process of hair removal from the root by using a covering of a sticky substance, such as wax, to adhere to body hair, and then removing this covering and pulling out the hair from the follicle. New hair will not grow back in the previously waxed area for four to six weeks, although some people will start to see regrowth in only a week due to some of their hair being on a different human hair growth cycle.

Almost any area of the body can be waxed, including eyebrows, face, pubic hair (called bikini waxing), legs, arms, back, abdomen, knuckles, and feet. There are many types of waxes suitable for removing unwanted hair. The main reason we love waxing is that it lasts for weeks longer than shaving. Each time you wax the hairs also grow back softer, sparser and more slowly. This also means it gets easier to wax each time.



## WHAT EXACTLY IS “WAX”?



The ingredients used in depilatory waxing beans products will generally vary from manufacturer to manufacturer, since every company has a different formulation that is all their own. However, while they may differ in terms of colors, scents, and certain other components, most hard wax beans will contain some (if not all) of the following ingredients.

### ***Rosin***

Pretty much all hard waxing beans products contain rosin as one of their primary ingredients. Rosin is a form of translucent amber-colored resin extracted from pine trees or other coniferous plants, which consists of a variety of resin acids, and abietic acid in particular

Rosin is solid at room temperature but melts easily at stove-top temperature, and is a popular epilating agent

### ***Beeswax***

Also known as Cera Alba, beeswax is wax from bees' honeycombs, in purified form. It is generally obtained by boiling honeycomb in water, after which it is strained, and then cooled

### ***EVA copolymer***

Ethylene-vinyl acetate is a copolymer of ethylene and vinyl acetate, which gives hard wax beans their flexibility and their clinginess. The clinginess provided by EVA copolymer allows the waxing beans to grip the hair, while the flexibility allows you to pull the wax patches off without using a strip, ensuring that even after they harden and shrink-wrap the unwanted hair, the wax patches remain smooth and pliable, easy to rip off with just your fingers without flaking and shattering into fragments, or without sticking to your skin.

### ***Additional ingredients***

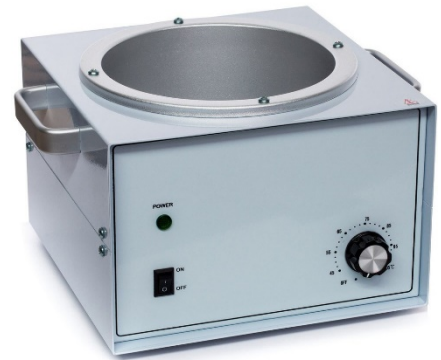
In addition to the three ingredients listed above, hard wax beans also contain various other components. Some may contain certain chemicals – for fragrance (scents like chocolate, lavender, strawberry, etc.), color, and other agents – along with soothing/nourishing agents like coconut oil, chamomile, lavender, aloe, and cocoa butter.

### ***Combined result = magic beans***

All these ingredients work in conjunction to give hard wax beans their superpowers, resulting in a product that heats through easily and evenly, melts into a creamy, smooth, non-sticky wax which is easy to apply, easy to remove, super effective at hair removal, painless, and results in zero messes/clean-up.

## What are the different types of WAX?

- Strip waxing (**soft wax**) is accomplished by spreading a wax thinly over the skin. A cloth or paper strip is applied and pressed firmly, adhering the strip to the wax and the wax to the skin. The strip is then quickly ripped against the direction of hair growth, as parallel as possible to the skin to avoid trauma to the skin. This removes the wax along with the hair. There are different forms of strip waxing or soft waxing: heated, cold or pre-made strips. Unlike cold waxing, heated wax is spread easily over the skin. Cold waxing is thicker, which makes it more difficult to spread smoothly over the skin. Pre-made strips come with the wax on them, and they come in different sizes for different area uses.
- Stripless wax (as opposed to strip wax), also referred to as **hard wax**, is applied somewhat thickly and with no cloth or paper strips. The wax then hardens when it cools, thus allowing the easy removal by a therapist without the aid of cloths or strips. This waxing method is very beneficial to people who have sensitive skin. Stripless wax does not adhere to the skin as much as strip wax does, thus making it a good option for sensitive skin as finer hairs are more easily removed because the hard wax encapsulates the hair as it hardens. The stripless waxing method can also be less painful.



## What makes our WAX at Cactus WAX Studio so special?

- At Cactus WAX Studio, we use a unique version of hard wax. It was developed on the East Coast in 2018, and is called **Gel WAX**. It looks like, and behaves similarly to hard wax, but has a special ingredient in it which prevents the WAX from sticking to the skin. The Gel WAX is far gentler, cooler, and less prone to cracking than traditional hard wax. It is less ouchee, and is less likely to cause skin lifting, break outs, or ingrown hairs. We LOVE IT, here at Cactus WAX Studio- our clients love it too! Come and check it out!!



#### **Some Pre/Post WAX Tips:**

- Do not wax skin treated with vitamin A derivatives such as Retin A, Isotretinoin (Accutane) or Glycolic Acid or Alpha Hydroxy Acid products.
- Do not wax sensitive, sunburned, irritated, broken or injured skin.
- Avoid waxing over varicose veins, moles, warts or other skin irregularities.
- Do not use alcohol, astringents or other irritating products on the skin before or after waxing.
- Do not use beauty or cosmetic products on the skin immediately after waxing.
- Always make sure your skin is clean, dry and free of oils or moisturizers prior to waxing. Exfoliate 24 hours prior to waxing to remove any dead skin cells.
- Do not use deodorants or antiperspirants for 24 hours after underarm waxing.
- Do not sunbathe or use sunbeds before or after waxing.
- Avoid hot tubs/public swimming pools for 24 hours after waxing
- Use a professional post wax therapy lotion after waxing, to prevent ingrown hairs (Such as ProWax- available at Cactus WAX Studio).
- Hair should be about ¼ inch long- any shorter and it will be tricky for the WAX to adhere. Any longer and it will feel more ouchee- due to pulling of hairs on extraction.

**BROW TINT and SHAPE Video Here (Click Graphic to Watch)**



<https://www.youtube.com/watch?v=CVLMBwVFmOc>

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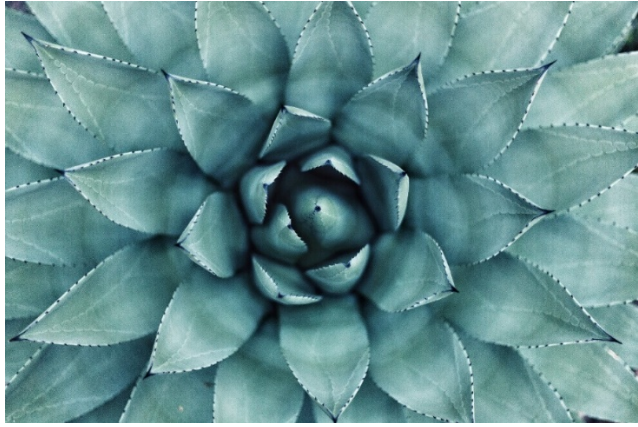


**Wendy.**

**Owner/Manager Cactus WAX Studio.**

**Book online at [www.cactuswaxstudio.com](http://www.cactuswaxstudio.com)**

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