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The Skinny On Selling Sugaring

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Gritting their teeth and gripping the seat, clients often feel the same way about epilation as they do visiting the dentist.

From popping a sedative to guzzling a glass of champagne, even the calmest of customers do funny things when trying to numb the pain of hair removal.

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But if Mary Poppins was on the money, all it should take is a spoonful (or perhaps a strip-full) of sugar to sweeten the deal.

So, since we're quoting songs from 60s cinema, let's take a trip much further down memory lane and talk about one of the oldest methods of hair removal to date ... sugaring, the all-natural sister of waxing, circa Cleopatra's heyday!

From the stuff you already know, it might sound sweet, but here's four ways to grab it by the short

and curlies, and sell it in your spa ... without having to sing like Julie Andrews!

1) Plug to the Petrified

Compared with waxing, sugaring involves less heat and low friction, so it suits those with sensitive skin, the super-young (think Year 6 farewell crowd), plus anyone known to scream as though they're having a tooth pulled when being waxed (like Charlotte's famous scene in *Sex and The City*, below).

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Bernadette Soares, creator and managing director of Phâro Sugaring explains: "Our product goes onto the skin at 45 degrees, as compared with hot wax, which adheres at 60 degrees.

"Due to the lower temperature, there is almost no inflammation or redness post-treatment.

"The sugaring method grips only the hair – not the skin – meaning that there's significantly less discomfort felt by the customer while they're being treated."



2) Package it Up

Like laser hair removal, sugaring offers permanent hair reduction and can resolve ingrown hair issues.

Regrowth time is roughly 4-6 weeks initially but clients can usually schedule follow-up appointments for longer and longer intervals – until one day there may be no need at all!

Bernadette recommends that salons offer customers a package deal for several sugaring to allow customers the full long-term benefits.



3) **Brown Sugar**

Tanning is a major trump card when it comes to clients choosing whether to have waxing, laser or sugaring.

One of the major pitfalls with waxing and laser hair removal is that clients cannot be spray tanned on the same day as they leave the skin too sensitive – and it would likely create a blotchy, uneven finish anyway.

Sugaring allows customers to be sprayed right after their hair is stripped away.

“The reason this is possible is that the pH of Phâro Sugaring and our Radiessence spray tanning products are compatible,” Bernadette explains.

“Due to the fact that skin can be completely cleaned after a treatment, the lack of residue on the skin makes for an even tan.

“In fact, tanning the skin directly after sugaring extends the life of the tan from the normal 5-7 days, to around 9 days.”



4) Sweet for Staff Too

New staff need not be recruited to start offering sugaring in your business. In fact, therapists will find the technique to the treatment akin to, and often easier, than waxing. Chances are they'll be sold on the spot!

“The Phâro gel, being water soluble, gives the therapist peace of mind in the sense that it can be wiped away if not applied properly,” says Bernadette.

“When waxing eyebrows, the special applicators allow for the precision of threading and create a very clean, crisp eyebrow shape.”

It is available in three varieties of formulations for different skin types and made from natural and organic ingredients including manuka honey, aloe vera, kiwifruit, marine extracts, organic sugar, rose water and lemon.

The formulations are ideal for those with sensitive skin and prone to irritation from traditional waxing methods.

“Sugaring isn't new to the beauty world, but Phâro takes the ancient art into the 21st century,” says Bernadette.

“It allows therapists to leverage off their waxing training and use all the acknowledged benefits of

sugaring without the messiness and hassle of the old ball method.

“Therapists love the fact that Phâro is a true sugaring gel available in pots and in an easy-to-apply cartridge system.

“There are a number of differences between our products and waxes.

“Firstly there are no resins or chemicals, secondly they are easier and eco-friendly to clean up and wash off in water.

“Finally the gels are applied warm rather than hot so will not cause burning if applied correctly and will not remove a natural tan.

“The most obvious benefits that clients report are the fact that sugaring is up to 70% less painful than waxing and leaves the skin soft, clean and smooth without irritation and redness”.

Phâro Sugaring has become one of the leading hair removal systems in Australia and New Zealand. Previously available directly from NZ, demand has grown so rapidly here that a supplier has been appointed in each NSW and WA.

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