

SKIN CARE *down* THERE

INTERESTED
IN ADDING
INTIMATE
SKIN CARE
SERVICES TO
YOUR MENU?
**HERE'S WHAT
YOU NEED TO
KNOW**

by Grace J. Power

For as long as women have been shaving their bikini lines, they have struggled with razor burn, ingrown hairs, and even darkened skin that can be caused from shaving. Now that more women (and some men) are catching on to the Brazilian trend and removing most or all of their pubic hair, the concern is even greater. Whether shaving, waxing, sugaring, lasering, or Nair-ing, people are looking for solutions for their bikini blemishes. Some estheticians are offering customized solutions with products or services, while others are adding services to their menu for Brazilian-area skin care, such as “vagacials,” “V-facials,” and a host of other creatively named services. Even anal or vaginal bleaching, which is also growing in popularity, can be a facial-type treatment or chemical peel for the private areas to specifically target the hyperpigmented skin. Over the years, as the demand for bikini hair removal has grown, so has caring for the skin in the pubic region.



OFFERING INTIMATE SKIN CARE SERVICES

Should you include these types of services in your menu? If your spa offers facials, Brazilian hair removal, chemical peels, or microdermabrasion, you already have the certifications and products needed to start offering intimate skin care services. Just like offering a back facial, offering a facial for the vaginal area or buttocks will expand your menu without increasing your backbar expenses. You can use the same products and equipment you are already familiar with and simply modify the procedure to address the specific issues a client's skin has in the intimate region.

These types of services won't be for every spa, just like Brazilians are not offered by all estheticians. Don't offer these services if you are nervous or don't like working on private areas. However, for estheticians who specialize in Brazilians, adding intimate facials can be a lucrative part of your business.

When deciding to offer intimate facial services, you may want to see what other spas are charging for similar services to determine your pricing. One of the easiest ways to get started is to offer add-on services that can be done the same day as intimate waxing or laser, such as a calming or detoxifying mask that processes for 10 minutes after the session, charging between \$5–\$25 (depending on the mask product you use). Another same-day add-on is a pre-steam for \$5–\$20. Steaming opens the pores, which can help loosen hairs prior to waxing or sugaring. To help direct the steam, you can set up a tent over the pubic area with a sheet or towel.

TREATMENT OPTIONS

As to not overstimulate the skin, some intimate skin care services should be done separately from hair removal. Microdermabrasion is one of my favorite V-facial services to offer because it is quick and effective and you can charge \$100–\$300. You can adjust the tip and suction settings to customize for the buttocks, which has thicker skin, as well as the more delicate skin on the vaginal area. You can charge separately for each area or offer a combo package price. I offer a bum facial called the Cheek Glow, which includes cleansing, microdermabrasion, and moisturizing. If you want to offer intimate facial services to male clients, microdermabrasion is more clinical and less intimate than a typical facial-type service.

You will find skin tags, cherry angiomas, pimples, and ingrown hairs are common in the pubic region. These can be treated with a radio frequency machine for \$10–\$50 per spot or a package price for many spots. Spot treatments are a quick and easy add-on that take only a few extra minutes and deliver instant and long-lasting results.

If you offer microneedle therapy, this is another potential treatment for the vaginal area to rejuvenate the skin. Beyond tightening loose vaginal skin, microneedling can smooth and decrease the appearance of scars from ingrown hairs, stretch marks, tummy tucks, or C-sections. You can use microneedle therapy to push products deeper into the skin, such as skin lighteners or hyaluronic acid. I have also found it helps clear up pimples. You can offer this treatment alone or include it as one of the steps in your intimate facial.



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KEEP IT PROFESSIONAL

Because intimate facials are done on a sexual area, take precautions to ensure the service itself is not sexual, especially if offering services to male clients. I recommend keeping lights bright in the room, dimming only when leaving for steaming or mask setting. It is important to follow safety procedures and demonstrate to the customer that the service is clinical, especially because people can be concerned about getting sexually transmitted infections (STIs), like herpes, when having intimate services done. Use table paper instead of sheets to provide a sterile setting. Wearing gloves, a uniform, and a name tag are small touches that show the client they are in a safe and clean environment and you are a professional offering a professional service. Often V-facials will include extractions and ingrown hair removal. If you are using lancets and extractor tools, follow your state's guidelines for disposing lancets in a sharps container and for sanitizing tools. Part of your procedure should include cleansing the area with an antibacterial product after any extractions.

GROW YOUR BIZ

As with any service, these treatments aren't going to sell themselves—especially something as specialized as V-facials. You have to promote! Offering limited-time-only specials, like “V-Steam Valentine” or “Bleach Babe” for spring break, are ways to gain interest from your customers. If you already have products or equipment handy in your treatment room, you can start offering some of these treatments today without adding details to your official menu or price sheet. It can be as simple as treating pimples with the high frequency wand or applying a skin lightener. Whatever you choose to do, the ultimate goal is to increase your revenue by addressing your customers' intimate skin concerns and gaining repeat business and referrals by giving noticeable and desired results to your clients. ☘

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How Can You Wax THAT?

by Crickett, The Wax Chick

The question I get asked the most is, “What made you want to do Brazilians?” I always say, “I’m a type A and I love the challenge.” A Brazilian wax is an intimidating service to perform. It’s normal to feel uncomfortable, awkward, and embarrassed at the prospect of seeing and touching another person’s naked bits. Combine that with the common myth that getting a Brazilian wax is humiliating and painful, and it’s a wonder any esthetician is willing to offer it at all. Esties who gravitate toward Brazilian waxing share three very important characteristics.

1. They are detail oriented

You have to be on your game when doing the Brazilian. There is no autopilot. Since the hair is liable to grow in every conceivable direction, it’s important to pay close attention to get the best hair removal result. Hair in this area is also thicker and coarser than any other area of the body, so it’s key to know how much to remove at a time for the best and most comfortable result. The skin is also looser, with more delicate areas to work around. Knowing how to navigate this terrain properly will prevent needless discomfort and harm.

2. They are patient

The Brazilian is not something you can learn in five minutes. It’s a skill that takes time, patience, and practice to perfect. It can take weeks of practice before you begin to feel comfortable and months before you are able to master the technique. It’s all about staying the course to be the best. If it were easy, everyone would do it.

3. They love making money

Brazilian waxing is super popular, which means it’s super profitable. Those who take the time to hone their skills and become the best can charge a high price for their services and keep their appointment book filled.