

# BARBERS ARE WAXING TO THE MAX WITH JAX!



Jax Wax Australia teamed up with DBC Hair & Beauty, Winner of the 2017 ABIA NSW State Wholesaler of the Year to investigate the ever-growing popularity of Waxing Services within the Barbering world.

**The ManCave Barbershop was founded by Abbas Maqbool who, inspired by sophisticated European grooming trends, created his own concept suited to the Australian market. ManCave Barbershop is located on Level 2 in Westfield Shopping Centre Burwood NSW and he has another four locations in Bondi Junction Westfield, Miranda Westfield, Rouse Hill Town Centre and Oran Park**

ManCave Barbershop love working with Jax Wax Australia products and DBC hair & Beauty and ManCave Barbershop Business Manager Shadi Sysan and Senior beauty therapist Tara Stephens were happy to spend some time talking about why they chose Jax Wax Australia products and how they are changing the way men interpret waxing treatments.

The 'barber's code', is an unspoken understanding of mutual trust between client and barber which has been in place since barbering began. The ManCave Barber's educates clients on the benefits of facial waxing and looking after their skin. Waxing is available in the fully equipped treatment room, in

the barber's chair or at the hair basin.

Tara Stephens says, "Once men are introduced to facial waxing, they are more likely to book regular waxing treatments than women". I asked Tara what it was she liked most about Jax Wax Australia waxes, her response was simple, "Jax Wax Australia waxes are the only waxes that will remove male facial hair properly".

"Male beard patterns vary; some men can shave in the morning and have a 3-day growth by the afternoon. Most of these men wouldn't go to a beauty salon for facial waxing but are happy for a beauty therapist to wax them at a Barbershop which makes perfect sense to me," Tara said.

Tara works with Jax Wax Australia's Lavender and Original Sin Hot Waxes for waxing above the beard, full face, eyebrows, nose, ears and forehead. Tara said, "men enjoy the long lasting cleaner look that waxing provides and they comment on the improved texture of their skin."

Jax Wax Australia's Original Sin Hot Wax is great for removing blackheads

and tiny hairs that are trapped under dead skin build up on men's noses. Jax Wax Australia Cocoa Butter & Vanilla After Wax Lotion has a natural subtle fragrance and when it is applied to sensitive areas after waxing it immediately soothes and reduces redness. Jax Wax Australia Lavender Tea Tree After Wax Lotion is recommended to applied in-between waxing treatments to reduce the formation of ingrown hairs and protect against breakouts.

Male waxing requires an experienced therapist, a great wax, customised aftercare products and proper client consultation. Jax Wax Australia offer training and support in advanced waxing and are committed to providing quality, Australian products on a global scale.

I would like to thank Tara Stephens and Shadi Sysan from ManCave Barbershop for taking the time to speak with me and for using and recognising the superior quality of Jax Wax Australia products.

ManCave Barbershop adds a refreshing twist to the red and white pole!