

THE ADAM AND EVE STORY



Geoff and Tina Copeland

Tina Copland has been in cosmetic manufacturing for over 30 years and waxing for more than 25 years, so it's fair to say she's passionate about waxing. In 2000, after

a stint working in the USA, Tina and her husband, Geoff Copland, came back to Australia and started Jax Wax, the name behind Adam & Eve Wax, an Australian-owned and Australian-made wax company specialising in professional wax.

Since the launch of their revolutionary beaded hot waxes at the Sydney Beauty Expo in August 2003, Adam & Eve waxes have proved to perform as superbly as they look.

Adam & Eve products are available throughout Australia and they are exported to over 18 countries including America, South Africa, New Zealand and Italy. Tina and Geoff regularly attend international trade shows and conduct workshops with their local distributors to increase the profile of the business. "Our range of beaded waxes are always well received overseas by therapists and distributors. They love the quality, range of fragrances, ease of use and the consistent performance of our products," said Tina.

The finest ingredients and heavenly aromas combined with a rainbow of colours ensure that Adam & Eve products offer salons high-performance hot and strip waxes suitable for everybody. Adam & Eve waxes and the ancillary products are not tested on animals, are vegan friendly and contain the finest natural

products including almond, coconut, olive and peach oils. "We have recently removed bee's wax from our waxes due to a worldwide vegan trend in the beauty industry and it has been well received by all our markets," said Tina. "We also have removed parabens and do not use any palm oil products in any of our salon products." They also include essential oils, titanium dioxide and the finest of fragrances. The most obvious difference that Adam & Eve offer is beaded depilatory hot waxes. Beaded wax is a pliable, strip free formula that is elastic and versatile. It has a low temperature melting/application point that provides comfort to the client. Beaded Wax ensures a cleaner process of getting the wax into the wax pot, simply open the bag and pour.

Adam & Eve offer the ultimate in hair removal products and provide training around the world that is second to none. Their philosophy is to provide the finest products with exemplary service. They constantly evaluate new technologies to keep their waxes at the forefront of the beauty industry. From the beginning Adam & Eve's main focus has been on supporting salons with professional salon only products. Tina has



a strong belief that you should be supporting the industries that support you and they do not sell direct to the public for this reason. All of Adam & Eve's products work first time, every time, have tempting scents, are attractively packaged and offer a range of take-home products for salon operators to retail to their clients.

Training is a vital part of the Adam & Eve package and they proudly offer training to their domestic and international markets. Tina said, "We find that many qualified aestheticians in Australia and around the world are competent with strip waxes but are afraid of hard waxes, so teaching them the techniques for using hard wax; especially for facial waxing, is very well received". Adam & Eve waxes work very differently to the old fashioned honey type formulas as the new synthetic based waxes are designed to be used at low temperatures and teaching how to use them correctly is very important.

Tina believes that holding training classes benefits everyone involved. From a manufacturers point of view, they get to find out first-hand what problems aestheticians may be experiencing and what new developments they are interested in. It is also an excellent means to test a new product or idea. "We find that we always learn something new – you are never too old or too experienced to learn a new technique or try a new method," Tina said.

This year, Adam & Eve will be a category sponsor of the Australian Beauty Industry Awards (ABIA). These are the only National Business Awards in the Beauty Industry with specialist, individual and

state categories and are seen as the true benchmark of excellence. 2017 sees an exciting development to the ABIA's in that all entries are to be completed and submitted online making both the entry and judging process much simpler, easy to follow and more user friendly. Adam & Eve will be sponsoring two awards; the W/A/N/T salon/spa of the year for 4 treatment rooms or less and 5 treatment rooms or more.

For Adam & Eve, business is about more than just making a profit. Their business philosophy is centred on the ethical treatment of all people with whom they deal with – be they suppliers, customers or staff. Simply put– they treat others as they would like to be treated.

Adam & Eve Wax are very excited about 2017. As our part of their ethical business standards and following on from making their products vegan friendly, paraben free and removing palm oil they are going to concentrate on their supply chain with a focus on fair trade. Also, as part of their conscious decision to be vegan friendly, and in line with their company ethical philosophy, Adam & Eve Wax will be introducing an organic range of products.

Adam & Eve Wax will be partnering with Beauty Biz for the next 12 months and will be providing you with an insight into the world of Adam & Eve waxing. We are very excited to have such a reputable Australian company sharing their knowledge with us and answering all your waxing questions.

For More information, please visit www.jaxwax.com.au

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