

new trends in male grooming

BROUGHT TO YOU BY JAX WAX

By Michele Hetherington - Jax Wax Australia National Trainer

HAIR REMOVAL HAS COME A LONG WAY SINCE THE ANCIENT EGYPTIANS USED TWEEZERS MADE FROM SEASHELLS TO REMOVE HAIR FROM THEIR BODIES.

Based on current industry reports, male waxing is an emerging trend for a variety of reasons, men are now waxing more areas of their body than ever. The main reason behind this trend is that they want to look and feel good and be appealing to a partner. However, there are other motives as to why men are opting for a sleek, smooth waxed body. These services are now not only available in the traditional beauty salon, but other areas of the hair and beauty industry such as barbershops are now offering male waxing. While beauty salons have long been offering male waxing treatments, the return of the old fashion barbershop with a contemporary twist, now has barbers introducing waxing to their clients. Barbers are now offering their clients waxing for ears, nose and the monobrow while they relax in the barber's chair. With a little training and product knowledge waxing can give your business that extra financial boost and have your customers recommending your services.

A barbershop which has decided to embrace this industry revolution is Legends Sydney Barbershop, located in Sydney's inner west suburb of Hurlstone Park and is owned and operated by husband and wife team Bruce & Liza Hathcock. Bruce, who is also the principal barber, is an industry legend himself who was born and raised in Los Angeles and has been cutting hair for more than 20 years. As well as operating Legends Sydney, he also teaches his trade to the next generation of barbers at Ultimo TAFE, ensuring that his craftsmanship and knowledge are passed on. With a vision to create the ultimate barbering experience Bruce and Liza decided it

was time to introduce waxing services that could be performed by the barber while the client is in the chair. They are both very excited about this additional service and believe that the new Jax Wax Australia Daintree Blackbean Hot Wax is the perfect fit for their barbershop and clientele. The smoky grey colour of the wax and woody aroma of cedarwood and sandalwood fragrance blends perfectly with the masculinity of their traditional neighbourhood barbershop.

Barbers these days not only cut, groom, style and shave but now wax men's unwanted hair and understand the importance of protecting and maintaining good skin health. Newly released, Jax Wax Australia's Daintree Blackbean After Wax Lotion contains organic Hemp oil, which is a powerful anti-inflammatory that moisturises and balances oily skin, and organic Argan oil which contains beneficial nutrients and Vitamin E. With a light cedarwood and sandalwood fragrance this lotion is non-greasy and easily absorbed into the skin and can be used as a daily moisturiser to help prevent breakouts and reduce ingrown hairs.

Jax Wax Australia's National Trainer, Michele Hetherington says "The Jax Wax Australia Daintree Blackbean range is ideal for men, I love the aroma of this wax and always demonstrate the hot and strip wax in my waxing workshops. I find that the therapists are surprised to see that even the toughest hair will be removed so efficiently leaving very minimal redness. It is suitable for a full range of waxing treatments from facial waxing including eyebrow sculpting, backs, chest, arms or legs this is a wax I recommend for everyone to try.

Acknowledgements:
Bruce and Liza Hathcock –
Legends Barbershop Sydney.

