

# The business of wax



Tina and Geoff Copland



**In the beauty industry, waxing is a key component of many salon businesses – and as beauty professionals will know; not all waxes are created equal.**

Jax Wax is a well-known and highly regarded brand, popular in New Zealand and with strong Kiwi ties, even though Tina and Geoff Copland started Jax Wax (originally as Adam & Eve) when they were living in Australia back in 2003.

At the time, the couple had more than 20 years working with wax and had been based in America. However, after returning to Australia the couple decided to use the expertise they'd gained and create their own business. What started out as a home-based business quickly grew to borrowed space in a friend's factory – before moving into its own premises as the brand starting making waves internationally.

In just its third year of business, the operation doubled and a continued dedication to staying ahead of the market has seen its continued growth.

Much of this growth is credited to the fact that Tina and Geoff have always worked closely with beauty professionals and have a solid understanding and knowledge of the requirements of the industry – and the high standards of excellence required.

With decades of knowledge of industrial wax, Tina and Geoff's original brand focus was around depilatory wax – and that decision turned out to be a well thought out one. Named after their son Jack, Jax Wax is now a hugely popular brand in New Zealand and Australian beauty and spa industries, as well as adored by salons around the world.

Having evolved from its original formulas

over the years, Jax Wax is now 100% vegan and certified Vegan & PETA cruelty free, as well as rainforest friendly (no palm oil or any ingredients from palm oil).

"The move to create a vegan product was a trend we saw overseas early on and decided to commit to," says Tina.

Another important decision was around making beaded wax, instead of solid blocks; and also removing parabens and palm oil from all Jax Wax products.

"When we changed our focus to beaded wax, at the time the majority of the wax sold in Australia and New Zealand was as a solid block in takeaway foil containers. The beaded wax certainly gave us a niche following and it has been interesting to watch others follow where we led.

"We now export to every continent on earth and believe that export is vital to our continued success. The change of name from Adam & Eve caused some issues initially, but it was the correct path to take as the prior name was not acceptable to some markets."

Tina and Geoff dedicate part of the business

profits to assist indigenous causes in Australia, and as a nod to their heritage, use native flora and explain the uses on their packaging.

Jax Wax has always had a strong New Zealand focus, in part due to an existing relationship with Brigetta Anselmi, owner of Beauty Spa Wellbeing NZ – and through that relationship developing the brand's first export market.

Today Tina and Brigetta are firm friends and also support each other as women in business, often providing a valuable sounding board for each other.

BeautyNZ finds out more:

**Q. How the wax industry has changed since you first began?**

**A.** Prices in real terms have fallen and there is much more competition. Laser hair removal has certainly had

an effect on the wax market. We do see that hair removal is not just for women – male services in a range of beauty products have become mainstream.

**Q. Key business decisions to ensure the evolution of Jax Wax?**

**A.** Changing to vegan formulas, making beaded wax instead of solid blocks, embracing new ingredients that are more effective. Removing parabens and palm oil from all of our products and being cruelty free is a given. Involving our staff in decision making and empowering them to make mistakes – you don't learn if you never make a mistake.

**Q. Common misconceptions about wax products/industry?**

**A.** That it is painful. Using the right wax with the correct technique should ensure that it is virtually painless. That untrained operators can wax correctly is certainly a problem – training is a MUST and is one of the reasons that our products are aimed at the

professional market.

**Q. What keeps you passionate about the industry?**

**A.** Great customers and great staff. There are always new challenges and I like to think that we can meet them all.

**Q. How you met Brigetta Anselmi and got involved with BSWNZ:**

**A.** I have known Brigetta for more than 20 years. We met when I was managing a business in Australia and have remained colleagues and friends since. New Zealand was our first export market and when we wanted to start exporting then Brigetta was who we naturally turned to. Her business has continued to grow and prosper as ours has and I believe that we are good for each other – certainly I can pick up the phone and chat to her about any ideas or problems I may have and know that I will be listened to and that I will get a thoughtful, intelligent response.

**Q. What shared goals/ideas about the industry you share?**

**A.** We are both women running businesses which I think gives you a camaraderie as we face similar challenges – juggling a business whilst running a home and bringing up children. I am sure all women in business can relate to the feeling of guilt when you need to spend time on your business instead of with your child. How do you manage school holidays when you have a full-time job – somehow, we do! We both believe in treating people nicely. Our businesses employ staff who become our family. No one is a number, and everyone is important. I cannot do business with people that I do not respect and like and have been fortunate in our choice of partners around the world who share our values. Over the years we have seen the growth of more natural clean and green products, and this is something that we both aspire to. ●

[jaxwaxaustralia.com](http://jaxwaxaustralia.com)  
[bswnz.co.nz](http://bswnz.co.nz)



BSWNZ