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# **Treat Ingrown Hairs to Increase Waxing Profit**

with Stephanie G. Laynes

## About the Presenter

Stephanie G. Laynes, B.S., is a licensed esthetician and has been an esthetics educator and consultant for 10 years. Her background also includes medical esthetics.

She now focuses on waxing education and waxing supplies, and is the founder of Smooth Skin Supply (manufacturer of Se-Brazil waxes).



# What is an ingrown hair?

Hair Follicle



Follicle growth inhibited with skin build up due to too close a cut or skin abrasions.



Coiled sub-epidermal hair growth.



Hair shaft entering another follicle.



On the left, an example of how the hair shaft, after being shaved, doubles over or curls back onto itself, reentering the same follicle and growing inward under the skin. And on the right, an example of how the hair shaft grows and enters another follicle, causing a razor bump.

# What is an ingrown hair?

- **Ingrown hair** is a condition where hair curls back or grows sideways into the skin.
- While ingrown hair most commonly appears in areas where the skin is shaved or waxed (beard, legs, pubic region), it can appear anywhere.
- Anything which causes the hair to be broken off unevenly with a sharp tip can cause ingrown hairs. Shaving is the leading cause, followed by waxing and tight clothing.

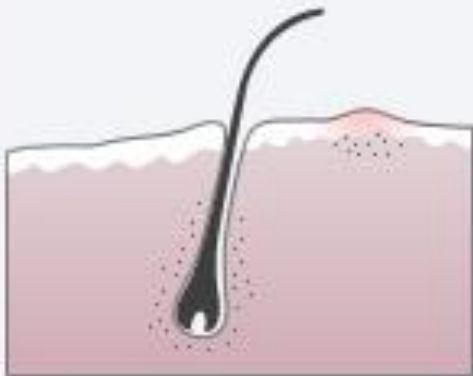
# Razor bump vs. ingrown hair

## Razor Bump



*Before*

Hair has grown back on itself and into the skin surface



*After*

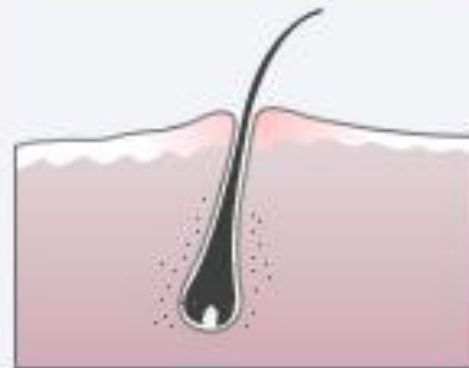
Follicle 'squeezed' and hair is lifted

## Ingrown Hair



*Before*

Hair is trapped on it's way out



*After*

Follicle 'squeezed' and hair is lifted

# Ingrown treatment myths

***Don't Use:*** Hot Needle



# Ingrown treatment myths

***Don't Use:*** Needle-Nose Tweezers





# Ingrown treatment myths

***Don't Use:*** Isopropyl Alcohol

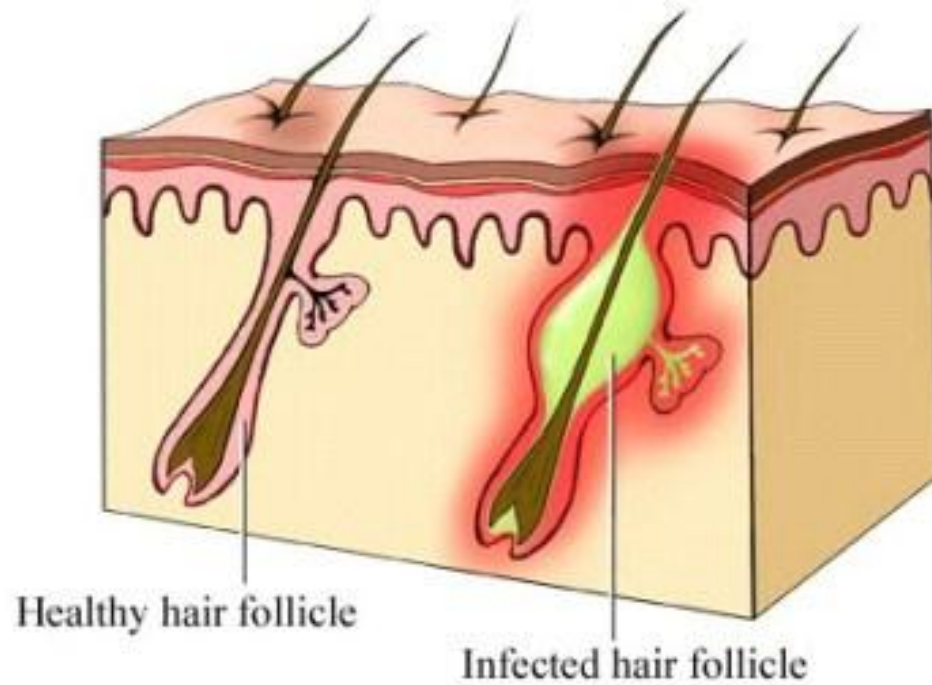
“If it doesn't burn, it's not working.” **WRONG!**

Isopropyl alcohol is an irritant of the skin, eyes, mucous membranes, and upper respiratory tract.

-mdguidelines.com



# Correct treatment for ingrowns





# Correct treatment for ingrowns

## Alpha and Beta Hydroxy Acids (AHAs and BHAs)

- **Lactic acid** (an AHA) is moisturizing and lightening.
- **Salicylic acid** (a BHA) is oil-controlling and softens sebum in the pores.



# Why retail products for ingrowns usually fail....

- Clients will pick their ingrowns
- Clients will overuse the products
- Clients will use mechanical exfoliation (loofah gloves, puff) that is full of bacteria



# Treatment room + retail = success

- Professional chemical exfoliation product, with a higher percentage of AHA/BHA, applied in the treatment room.
- Retail home-care product with chemical exfoliation and moisturizing ingredients.

# Rules for clients who really want to get rid of ingrowns

- (Bikini/Brazilian clients) Do not wear underwear before or after a waxing appointment or ingrown treatment.
- (Bikini/Brazilian clients) Do not wear underwear to bed at night.
- Do not keep sweaty clothing on. Change clothes and underwear immediately after working out.
- **No scrubbing, picking, poking, or touching!**



# Marketing ingrown treatments

- Charge \$10-\$25, depending on area.
- Charge more for beards, legs, or any large area affected by ingrowns.
- Bikini/Brazilian for men and women.
- Treatment can be with or without a hair removal service.

# Marketing ingrown treatments

Combine your ingrown treatment service with your retail product. No product purchase ... no treatment.

**If you can serve just five clients a week:**

\$25 treatment = \$125 per week

\$30 retail product = \$150 per week

Total: \$275 per week,

\$1,100 per month



**Questions?**





# More available from Stephanie Laynes

Thank you for joining us for this webinar!

# More available from ASCP

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