

## MEN'S FACIAL WAXING : 12TH MARCH 2019

Introduce a unique twist to your service menu that adds instant value for male customers, with the UK's original 'Waxing for Barbers' course.

Step away from the trimmers... facial waxing is a fast and simple-to-learn alternative for removing unwanted tufts from the nostrils, ears, eyebrows, temples and cheekbones. It's a great upsell that gets long lasting results and can easily be added to the end of a shave, facial or haircut.

All treatments can be performed either on a beauty couch or in a barber's chair, with no need for extra floor space or expensive equipment. Setup and ongoing product costs are minimal and offer a high profit margin, with treatments taking just 5 minutes to carry out and adding £££s to a stylist's pay packet... and your profits!

### OBJECTIVES

This half-day workshop is for barbershops, hairdressing salons and beauty therapists who wish to introduce facial waxing services to male clients. Training includes both theory and practical modules, equipping delegates with the necessary skills to perform nose, ear, eyebrow, temple and cheekbone waxing safely and efficiently.

### DETAILS

Date: Tuesday 12th March 2019

Time: 10:00pm – 1:30pm

Venue: The Beauty Guru, Pod 48, The Greenhouse, MediaCityUK, 111 Broadway, Salford, M50 2EQ

Price: £125 per person

### CONTENT

#### Theory modules:

- Structure and functions of the skin and hair
- Client consultation, contra-indications and cautions
- Contra-actions and aftercare
- Hair removal hygiene
- Timing, pricing and marketing your services

#### Practical modules:

- Introduction to peelable waxes and pre/post-waxing products
- Demonstration of men's facial waxing techniques for the nostrils, ears, eyebrows, temples and cheekbones
- Delegate practice on each other and on models

## ENTRY REQUIREMENTS

No previous waxing experience required: our men's facial waxing course covers everything you need to know. Please note you will need to bring a male model with you to practice on.

## ASSESSMENT

Delegates will be assessed by:

- Completion of in-class exercises
- Tutor observation of practical skills
- Completion of a multiple-choice test paper

## CERTIFICATION AND INSURANCE

Our men's facial waxing course is accredited through the Guild of Beauty Therapists and Just Hair. Upon successful completion of all assessment activities you will be issued with a certificate of achievement, enabling you to obtain insurance to work on the public.

## YOUR INVESTMENT

Your course fee of £125 includes the following:

- Comprehensive, hands-on training in men's facial waxing techniques, delivered by experienced industry specialists
- Advice on pricing and promoting your male waxing services
- In-depth practitioner manual
- Exclusive discounts on Ashmira Botanica wax kits and other hair removal essentials

## MODELS

Delegates will work on each other, so please come prepared to have your own nostrils, ears, eyebrows, temples and cheekbones waxed. **All students will also need to bring a male model with them (or we can supply one for an additional £25 – please let us know at the time of booking if you require a model, otherwise we cannot guarantee availability).** Models must be over 18 years of age and will need to complete a short health consultation before waxing can take place.

## HOW TO BOOK

For more information or to book training, please contact Axiom Wax Academy on 0345 680 2467. Full payment is required at the time of booking and can be made by bank transfer, credit or debit card. We regret that we cannot reserve training places without payment and courses are only considered booked once your full course fee has been received.

## FREQUENTLY ASKED QUESTIONS

Q: What is peelable wax?

A: You may have heard it referred to as non-strip wax, hard wax, film wax or hot wax. Traditional hot wax is applied in a thick layer or built up over several layers, usually in a figure-of-eight pattern to ensure a thorough coating of all hairs. It is left to cool and harden on the skin and is then removed by hand, taking the encapsulated hair with it. The latest generation of peelable waxes provide perfect epilation of all hair types, even on sensitive areas. They share the unique 'shrink wrapping' abilities of older hot waxes but are lower in temperature, easier to apply and stay flexible as they dry. This makes them much more comfortable for the client and an ideal choice for removing short, coarse and stubborn hairs on the face.

Q: I don't have a beauty or waxing qualification, is that a problem?

A: No previous waxing experience is required in order to attend this class. Our workshops include both theory and practical modules to ensure you are equipped with all the necessary skills to start making money from this sought-after service straight away.

Q: Is your training recognised by insurance providers?

A: Yes, treatment and public liability insurance is available from several UK providers upon presentation of your course certificate, including the Guild of Beauty Therapists and Just Hair Insurance. In addition, we are incredibly proud to be approved by The British Barbers' Association.

Q: Do I need to bring anything with me on the day?

A: Unless agreed in advance, all delegates must supply their own male model to work on. Please also bring a notepad and pen. Light refreshments and all other waxing equipment and supplies needed for the duration of training are provided by us. For those that enjoy using the products and want to get up and running quickly, discounted wax kits are available to order separately from Ashmira Botanica.

Q: I can't make this date, are there any other workshops planned?

A: We run group workshops throughout the UK on a regular basis and in-house training is also available at your own premises. See [www.learnmalewaxing.co.uk](http://www.learnmalewaxing.co.uk) or contact us for more information.

Q: What other training do you offer?

A: Axiom Wax Academy is *the* UK leader in men's hair removal education. We are proud to offer a full range of male waxing courses for aspiring manscapers. With classes covering every aspect of face, body and intimate waxing for fellas, our comprehensive education programme will take you from absolute beginner through to seasoned pro... and beyond. See [www.learnmalewaxing.co.uk](http://www.learnmalewaxing.co.uk) or contact us for full details of our trail-blazing training.