

## BROWS TO BROZILIANS : 28TH APRIL 2020

Male waxing is an increasingly sought-after salon service as growing numbers of men discover the benefits of having smooth, hair-free skin. To meet the demands of this rapidly expanding market, the male grooming specialists at Axiom Wax Academy are proud to offer the UK's most comprehensive post-graduate training in face, body and intimate waxing for guys.

### OBJECTIVES

This intensive one-day course is for existing technicians looking to expand their hair removal services for male clients. Training will furnish you with the knowledge and confidence to perform a variety of face and body waxing services for men, including the popular male Brazilian, and also features valuable advice on retailing, pricing and marketing your treatments.

### DETAILS

Date: Tuesday 128th April 2020

Time: 9:30am – 5:30pm

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

Attire: Salon uniform or similar professional workwear

Price: £325 per person (includes models)

### CONTENT

#### Theory modules:

- Client consultation, contra-indications and cautions
- Contra-actions and aftercare
- Personal safety
- Timing, pricing and marketing your services
- Retailing to male clients

#### Practical modules:

- Demonstration of male waxing techniques on the following body parts, using strip and peelable waxes:
  - Back and shoulders
  - Chest and abdomen
  - Ears
  - Nostrils
  - Basic 'guy-brows'
  - Male Brazilian waxing
- Learn the secrets of successful blending between areas
- Delegate practice on models

## ENTRY REQUIREMENTS

Delegates must be aged 18+ and hold a basic waxing qualification in order to enrol on this class. We welcome both male and female therapists on all of our courses.

## 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 brows to brozilians course is accredited through the Guild of Beauty Therapists. Upon successful completion of all assessment activities you will be issued with certificates of achievement in advanced face and body waxing for men, plus male intimate waxing, enabling you to obtain insurance to work on the public.

## YOUR INVESTMENT

Your course fee of £325 includes the following:

- Comprehensive, fully accredited training in face, body and male Brazilian waxing techniques, delivered by an experienced industry specialist
- Models on the day of training
- Advice on pricing and promoting your male waxing services
- In-depth practitioner manuals
- Free online business listing to help get you noticed
- Exclusive discounts on Ashmira Botanica wax kits and other hair removal essentials

## MODELS

Models are supplied on the day. If you wish to bring your own model, he will be required from 1:30pm on the afternoon of training. All models must be over 18 years of age and will need to complete a health consultation before waxing can take place. Please let us know at the time of booking if you intend to bring your own model.

## 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 course fee has been received.

## FREQUENTLY ASKED QUESTIONS

Q: What is peelable wax? What's so great about this new generation of waxes?

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 anywhere on the body. To ensure you are fully equipped to offer your clients the very best and most comfortable Brazilian wax possible, the peelable wax method is the technique we teach on all of our intimate waxing classes.

Q: I've never used peelable wax before, is that a problem?

A: Our workshops are open to all qualified hair removal technicians, regardless of the brand you currently use or your preferred technique. An introduction to peelable waxes will be provided on the day and there will be plenty of time to practice your skills during the remainder of the workshop. For those that enjoy using the products, we have negotiated special discounts on starter kits from Ashmira Botanica, exclusive to Axiom graduates.

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

A: Please bring a notepad and pen with you. As this is a practical class, you will need to be dressed appropriately in a salon uniform or similar professional workwear (trousers and a t-shirt or polo shirt are fine). If supplying your own model, he will need to be available from 1:30pm. Light refreshments and all waxing supplies needed for the duration of training are provided by us. Lunch is not included but you may bring your own food with you or take advantage of the many cafés and sandwich shops nearby.

Q: Does this workshop cover female Brazilian waxing?

A: No, we offer separate training in female intimate waxing. Contact us for more information.

Q: Do you issue a certificate and is your training recognised by insurance providers?

A: Yes, upon successful completion of all assessment activities you will be issued with certificates of achievement in advanced face and body waxing for men, plus male intimate waxing. Treatment and public liability insurance is then available from several UK providers, including the Guild of Beauty Therapists.

Q: Is this course suitable for beginners?

A: This class is open to male and female therapists aged 18+ who hold a basic waxing qualification. If you are new to waxing, our 2-day beginner's course provides the perfect grounding for your hair removal career.

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 private training is also available. Please see [www.learnmalewaxing.co.uk](http://www.learnmalewaxing.co.uk) or call 0345 680 2467 for more information.