

BEWAXED

| BEAUTY BEYOND WAXING |

THE SKIN HEALTH EDIT

*Healthy Skin.
Confident You.*

This September, BeWAXed goes beyond beauty to explore the importance of skin health, self-care, professional treatments, and everyday skincare habits.



HAIRLESS. HAPPY. CONFIDENT.

Let's Talk Skin

Dear BeWAXed Family,

This month, we're talking about something very close to what we do every single day at **BeWAXed** – skin health.

Being an esthetician for over 20 years has taught me that looking after your skin doesn't have to be complicated. It's really about understanding your skin, listening to it and giving it the care it needs.

Waxing is also so much more than just removing hair. We are working directly on your skin, which is why everything from the products we use and the temperature of our wax to hygiene, exfoliation and your pre- and post-wax care matters.

And remember, there is no such thing as perfect skin. We all have pigmentation, dryness, sensitivity, ingrowns and those little things we sometimes worry about.

So this September, let's focus a little less on perfect skin and a little more on healthy, happy skin.

*Take care of your skin –
you're in it for life.*

With love,

Durga Kenny

Founder | CEO | Esthetician
BeWAXed



What Is Your Skin Telling You?

Your skin changes with your lifestyle, environment, and daily routine. Learning to understand its needs is the first step to healthier-looking skin.



Dryness

Needs moisture and nourishment.



Dehydration

Needs better hydration.



Dullness

May benefit from gentle exfoliation and hydration.



Sensitivity

Needs gentle, calming care.



Uneven Texture

Consistent skincare can help improve smoothness.



Ingrown Hairs

Proper waxing and aftercare can help maintain smoother skin.



BEWAXED TIP:
LISTEN TO YOUR SKIN. GIVE IT WHAT IT NEEDS.

Protect Your Skin.

Your skin barrier helps protect your skin and retain moisture. Keep it healthy with simple, consistent habits.

DO



CLEANSE GENTLY



MOISTURISE DAILY



USE SPF



STAY HYDRATED



EXFOLIATE GENTLY

DON'T



OVER-EXFOLIATE



USE HARSH PRODUCTS



SKIP SUN PROTECTION



**CONSTANTLY CHANGE
YOUR ROUTINE**



REMEMBER:

HEALTHY SKIN DOESN'T NEED A COMPLICATED ROUTINE- JUST CONSISTENT CARE.

Your Body Deserves Skincare Too

Skin health isn't just about your face. Give your entire body the attention it deserves.



Arms & Legs

Exfoliate and moisturise regularly.



Elbows & Knees

Give extra care to dry areas.



Hands

Keep them hydrated and protected.



Feet

Maintain with regular pedicure and moisturising.



Intimate Skin

Follow gentle post-wax care.

September
Self-Care

EXFOLIATE • HYDRATE • MAINTAIN

Smooth Skin Starts With Good Care

Waxing is more than hair removal. Good preparation and aftercare help keep your skin comfortable and well cared for.

Why Professional Waxing?

- Expert Technique
- Hygiene
- Quality Products
- Personalised Care

BEFORE WAXING



CLEAN SKIN
Arrive with clean, product-free skin.



GENTLE EXFOLIATION
Maintain gentle exfoliation between appointments.



HYDRATION
Keep your skin moisturised regularly.

AFTER WAXING



KEEP IT COOL
Allow freshly waxed skin to settle.



AVOID HEAT
Avoid excessive heat immediately after waxing.



PROTECT
Limit direct sun exposure.



CARE
Follow your therapist's aftercare advice.



BEWAXED TIP:
SMOOTH SKIN STARTS BEFORE THE WAX AND CONTINUES AFTER YOUR APPOINTMENT.



Your Skin Needs a Break Too

Skin health isn't only about products.
Your everyday habits matter too.



SLEEP

Give your body time to rest and recharge.



HYDRATION

Keep yourself hydrated throughout the day.



NOURISH

Choose a balanced variety of nourishing foods.



MOVE

Make regular movement part of your routine.



UNWIND

Create time to relax and switch off.



SELF-CARE

Make time for yourself regularly.

Healthy skin is part of a healthy self-care routine.



September Reminder

REST • HYDRATE • NOURISH • RELAX • CARE

What Makes Professional Care Different?

Choosing the right beauty professional is an important part of your skincare journey.

1. **HYGIENE**

A clean and well-maintained environment.

2. **EXPERTISE**

Professionally trained therapists and proper techniques.

3. **QUALITY**

Carefully selected products for each treatment.

4. **CONSULTATION**

Understanding your individual skin and treatment needs.

5. **AFTERCARE**

Guidance to help you care for your skin after treatment.

The BeWAXed Standard

PROFESSIONAL CARE • PREMIUM HYGIENE • QUALITY PRODUCTS

Gentle Care. Freshness. Comfort.

BEWAXED FEM WASH

Your intimate-care routine deserves the same attention as the rest of your skincare. BeWAXed Fem Wash is a pH-balancing wash specially formulated for gentle cleansing and everyday care of the external intimate area.

Enriched with **Yogurt, Aloe Vera & Coconut Oil**, it helps maintain skin moisture while leaving the skin feeling fresh, soft, soothed, and comfortable.

WHY YOU'LL LOVE IT

YOGURT



Helps soothe the skin and support its natural moisture balance.

ALOE VERA



Helps provide a gentle, soothing feel for sensitive skin.

COCONUT OIL



Helps nourish and moisturise for soft, comfortable skin.

IDEAL FOR

- ✓ **DAILY INTIMATE CARE**
Gentle cleansing for the external intimate area.
- ✓ **AFTER SANITARY NAPKINS**
For when the skin feels dry, sensitive, or uncomfortable.
- ✓ **POST-WAXING CARE**
A gentle addition to your external intimate skincare routine.
- ✓ **POST-SHAVING CARE**
Helps keep the skin feeling clean, fresh, and moisturised.





What Really Happens When You Wax?

Smooth skin isn't just about removing hair. It's about understanding your hair growth cycle, skin, and **aftercare**.

THE HAIR GROWTH CYCLE



ANAGEN

The active growth phase.



CATAGEN

A short transition phase.



TELOGEN

The resting phase before the hair naturally sheds.

Because each hair can be at a different stage, waxing is best maintained through consistent appointments rather than expecting every hair to follow the same schedule.



WHY DOES SKIN FEEL SMOOTHER AFTER WAXING?

Waxing removes hair from the root, leaving the surface feeling smooth and clean. Regular professional waxing can also make maintaining smooth skin part of a consistent beauty routine.

THE SCIENCE OF SMOOTH



Hair Removal

+



Skin Preparation

+



Professional Technique

+



Aftercare

=



A Better Smooth-Skin Experience



Your Guide to Longer-Lasting Smoothness

Keeping your skin smooth doesn't end when your waxing appointment does.

EXFOLIATE

Gentle exfoliation between appointments can help remove surface dead skin cells.

HYDRATE

Keep your skin moisturised to maintain a soft, comfortable feel.

DON'T OVERDO IT

Avoid aggressive scrubbing, particularly when your skin is freshly waxed.

PROTECT

Limit direct sun exposure on freshly waxed skin and follow appropriate sun protection.

FOLLOW YOUR WAXING ROUTINE

Regular appointments can help you maintain your preferred smooth-skin routine.

The Smooth
Formula

WAX • EXFOLIATE • HYDRATE • PROTECT • MAINTAIN

THE SCIENCE OF SMOOTH

Beautifully Smooth.
Professionally Cared For.

From understanding the hair growth cycle
to choosing the right aftercare, smooth skin
is a combination of professional treatment
and consistent care.

WAX. CARE. SMOOTH.



Make your next appointment
part of your self-care routine.

BeWAXed
Beauty Beyond Waxing

