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spa & beauty therapy in practice

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## What is a Brazilian Bikini Wax?

Brazilian ladies are renowned for their 'g' string bikinis that show off perfectly tanned and hair free skin and have been waxing all over their bodies for many years. There is a huge demand for waxing treatment in Brazil and the cost is low making it an affordable treatment for many.

The Brazilian wax came to our attention in New York in 1987 when seven Brazilian sisters, opened J. Sisters International Salon in midtown Manhattan and women's bikini lines were changed forever! It is sometimes referred to as the 'Thong' or 'Playboy' wax and is now so popular that BW salons have emerged, world - wide.

A traditional Brazilian bikini wax removes the hair from the buttocks and the entire pubic region, except for a small line down the centre. However, some clients are asking for the Full bikini wax, which removes all the hair in its entirety. Many women request a Brazilian because it gives a clean, close wax and the freedom to wear even the most revealing swim wear and lingerie.



In the UK a paper thong may be provided for modesty, but it is most likely that you will have to remove all clothing in the area. A professional therapist however will use towels discreetly placed to preserve your modesty. First the hair is snipped with scissors to a treatable length. Then, using a disposable wooden spatula, warm wax will be applied a little bit at a time. Cloth strips are then placed over the wax and pulled quickly away from the skin removing the hair.

In Brazil they are more likely to use the 'Hot' wax method. There are some manufacturers who now produce a 'Brazilian' wax that is used specifically for this treatment, as it is used at a particular temperature to open the hair follicles and is suited to this delicate area and stronger hair growth. If there are stray hairs left after waxing, the therapist may also tweeze the area. Many women claim the treatment is not nearly as painful as it sounds, but the key is to try and relax and have confidence in the therapist.

Doctors say that though humans once needed protection against the elements, there's no real clinical need for pubic hair in this day and age - clothing certainly provides ample protection and warmth. Some even claim it's more hygienic to have the hair removed so it doesn't absorb sweat.