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# I TRIED IT: BRAZILIAN BIKINI WAX

By Kristi Larsen



## GOING BARE DOWN THERE

In case you have not heard, going bare “down there” is all the rage – and not just for the sexy young things. It’s a new trend with women and men – of all ages and for a myriad of reasons and desired outcomes. Many consider hair anywhere other than their luscious locks to be a nuisance. Beyond that, unwanted hair can range from simply interfering with sports, to being excessive and causing embarrassment. Today there is no need to tolerate unwanted hair. So many options now exist from waxing to threading to the permanence of laser hair removal, wherever it crops up and whatever the reason you don’t want it there, just get rid of it!

Acomoclitism is  
the technical term  
for a preference  
for hairless  
genitals.

### LET ‘ER RIP!

Back to the specific topic at hand – the Brazilian Bikini Wax. As the name suggests, Brazilian waxing originated from Brazil for women who wanted to wear the new and barely-there thong bikinis. However, the waxing of the genital areas is not new. Epilation of the unmentionables has been prevalent for centuries in Ancient Greece, Rome, Egypt, Arabia, Turkey and Persia. Historically, the waxes were sugar-based and made with lemon. Western women began removing this hair when bathing suits became more revealing. Changes in lingerie styles encouraged year-round waxing of the bikini area. However, in Middle Eastern societies, removal of the female body hair has been considered proper hygiene, necessitated by local customs, for many centuries. Evidence of pubic hair removal in ancient India dates back to 4000 to 3000 BC, and methods have not changed much beyond the materials used. The HBO TV series “Sex and The City” helped popularized Brazilian waxing in the 1990s.

### GRIN AND BARE IT!

Once this service was slated as an upcoming feature for trial, I decided to contact the best for my waxing treatment. I set my appointment with the Brazilian “Queen of Waxing” Dannielli Marcelino at Suddenly Slimmer Day Spa and Wellness Center in Phoenix. I must admit, this is one feature I put off for quite some time for the simple fact I was a big chicken. While I have an aversion to excess hair (luckily being blonde limits that for the most part other than the annoyance of “peach fuzz” in random places), the good old fashioned razor has done the trick for the bulk of my hair removal years. I have recently turned to laser hair removal on the legs and pits, but even that yields somewhat limited due to being so fair-skinned and blonde. But I love cutting down on the daily grooming routine. I just have kept certain regions off limits to beauty treatments – until now.

I’ve now bared it all. And it wasn’t so bad! Maybe I am odd, but I tend to refrain from having the privates on display. I guess you could call me rather modest. I grew up under a rock in the frigid tundra of Minnesota, where being covered in several layers 10 months out of the

year was the norm. I have not had kids, which I hear ends modesty really quickly. Pain factor? Didn't scare me a bit. I've had a major spinal fusion procedure and deal with pretty regular pain related to that so I knew I could hack the discomfort. Forget the pain of waxing; I was petrified of the exposure!

I set my appointment, and then received the directions on how to prep for the appointment. I had to reschedule as all hair has to be grown 1-2 weeks so it's long enough for the wax to grasp. A week later than originally planned, I arrived at Suddenly Slimmer a bit nervous but was greeted and immediately put at ease. I was escorted to the restroom where I lathered up below the belt with a numbing cream. While I waited for that to take effect, I completed the usual spa paperwork. Dannielli brought me to her beautiful treatment room where she explained exactly what to expect, and what to do at home following the wax. She assured me there was nothing to be nervous about. She's seen it all before. After all, the "Waxing Queen" has been so popular, she often performs 15 waxing treatments per day - and when she started, she was doing those 7 days a week. As a young girl, Dannielli enjoyed mother-daughter trips to the salons and spas of Brazil, where she was raised. Although she was impressed with the hair stylists and make-up artists she met, it was the waxers of Brazil that really piqued her interest in the beauty industry. Her fascination with the art of waxing at a young age made family members her first "volunteer" clients. Later, she refined her waxing skills in aesthetics school and has now become a local waxing icon. I felt pretty confident she knew what she was doing! Dannielli stepped out, giving me directions to disrobe below the waist, hop on the table and place a towel over the bikini area to cover up. She returned, put on her gloves and went to work. As she applied the wax and tore the strips off, we chatted about life ... your typical girlfriend chatter. She says she's become good friends with most of her clients and I can see why. Her clients see her every 3-4 weeks and catch up on life with each appointment. Occasionally she interrupted our conversation to have me move my legs into different positions. By the time the waxing was over, I felt like I had a new BFF. Before I knew it, I was finished. And she didn't even make me get on all fours - something I was dreading when others told me what to expect. I must say this was a quick and relatively painless procedure. Dannielli was fast and efficient, yet got a perfect result. If you get your eyebrows waxed, you can probably withstand the pain of a Brazilian. If you're remotely curious, I say go for it. Call the Waxing Queen and go bare down there! I will be back in a month to see her again! I think I am hooked!

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Known as the "Queen of Waxing," **Dannielli Marcelino** is considered an innovator in Brazilian and other waxing services in Phoenix, as she made Brazilian waxing intriguing through numerous TV appearances and features in local and national press. She is launching her own waxing product line, educational videos and clothing line later this year. **Suddenly Slimmer Day Spa and Wellness Center** has been serving Arizona for the past 20 years, offering the best aesthetic, pampering, anti-aging, slimming, wellness and detox services in Phoenix! Suddenly Slimmer is open 7 days a week and is located at: 3313 East Indian School Road in Phoenix (Indian School & 32nd Street). Contact Suddenly Slimmer at **602.952.8446** or **www.suddenlyslimmer.com**.

## ABOUT BRAZILIAN BIKINI WAX

### PLAIN AND SIMPLE

A Brazilian wax is a type of bikini wax. With a Brazilian wax, the hair from the vulva (outer and inner labia), perineum, anus and buttocks is completely removed. A strip of pubic hair (in the shape of a strip or triangle) may be left on the front if desired.

### WHAT TYPES OF BRAZILIAN WAXES ARE THERE?

The most common types of Brazilian waxes are the standard Brazilian (or G-wax) and full Brazilian (Hollywood). With a standard Brazilian wax or G-wax, a small line or vertical strip of pubic hair is left above the vulva. This small line or vertical strip of pubic hair is commonly known as the 'landing strip'. With a full Brazilian wax or Hollywood wax (also known as 'Sphynx'), the pubic hair is completely removed. There are several designs options, including the landing strip, the Mohawk, the martini glass, and the postage stamp, or clean as a whistle. Ten years ago most people wanted the "landing strip," a thin vertical strip down the middle. Today, it's most popular to receive a full Brazilian wax.

### WHY WAX DOWN THERE?

Hair removal and grooming is a personal preference. Most opting for a Brazilian rave about the feeling of cleanliness and the boost of sexy they get from a smooth, hair-free bikini area. Some women claim it boosts sexual pleasure and the treatment is a popular surprise given to boyfriends or husbands.

### PREPARING FOR A BRAZILIAN BIKINI WAX

- If you typically shave the area, you must grow hairs out to approximately ¼ inch or about the length of a grain of rice. Otherwise, you should trim your hairs to about ¼ inch, allowing enough length for the wax to grasp. If the hair is too long prior to waxing it will hurt more.
- Arrive 30 to 45 minutes before your appointment or the day before and purchase numbing cream that will dull sensitivity up the area 70% to 80%. Numb It (takes about 15 minutes to kick in), and No-Scream Cream (takes about 30 minutes), are both sold at Suddenly Slimmer.
- If you are very sensitive in the bikini area, pop a couple Advil 30 minutes before your appointment.
- Keep the bikini area out of the sun as sun exposure will increase sensitivity and irritation.
- Try to schedule your Brazilian wax session for a week after menstruation as the genital area is least sensitive.

### AFTER YOUR BRAZILIAN WAX

- Apply a hair inhibitor to slow the re-growth of hair. Hair inhibitors can last up to two months.
- Apply soothing lotion such as Aquaphor on your bikini areas.
- To avoid irritation of the skin, avoid for at least 24 hours after your Brazilian wax:
  - heat sources, such as saunas, steam rooms, sun and heavy exercise
  - exfoliating products such as AHAs and scrubs and loofas
  - tight clothing
- Regular exfoliation (2-3x/wk) helps remove dead skin and avoid ingrown hairs.

### DOES IT HURT?

The pain you may experience when the wax strip is removed varies between women. For most, it is slightly more intense than an eyebrow wax. Numbing cream applied to the area 20-30 minutes prior to the treatment can cut the discomfort by up to 80%. The most painful area is usually the top part of the genitals, whereas the least painful is underneath the genitals and around the anus. The first Brazilian wax session is usually the most painful. Usually discomfort experienced during a Brazilian wax decreases with each subsequent treatment as the hair grows sparser and can be pulled out easier. The best time to have a Brazilian wax is a week after menstruation as the genital area is least sensitive during this time. In contrast, the pain is likely to be greatest immediately before and during menstruation when the area is most sensitive.

### HOW LONG DOES IT LAST?

The procedure itself lasts 15-30 minutes. You need to repeat the wax every 3-4 weeks. If you desire a more permanent Brazilian, opt for a series of laser hair removal treatments on that area.

