

The 'Bro-Zillian' Protocol



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Mission Statement:

To elevate the customer service experience to all Sugar Sugar clients. Provide smart, organic skin care solutions by means of sugaring hair removal, airbrush tanning and facials. Maintain a clean environment and employ staff members who are passionate about natural esthetics and providing solutions to clients. Greet everyone with a smile and choose to be professional and positive.

Brozilian Protocol

The Bro-zilian is not an easy service. While estheticians may find it challenging, many of Sugar Sugar's top clients are men. Men vary from being seasoned veterans coming from waxing backgrounds to relatively new and, perhaps nervous. One thing is for sure, they have all found Sugar Sugar hoping for less pain and longer results.

Below is the list of direct responsibilities when performing this service.

1. Cleanse and then powder the area. Powder will be your friend in this service. You should have a modesty towel on your client the entire time while performing this service. Use the towel to hold tight.
2. Grab a lime size ball of sugar. You will start on the top just like you would for a female. It is recommended to begin the service on one side and then work your way to the scrotum on the same side. Have your client pop out their leg to perform this step. This will be repeated on the other side.
3. While sugaring the scrotum, make sure you are holding tight and using powder as needed. Hold tight to the left or the right depending on which side you start with. If you do not hold tight it will be more painful for the client and harder to perform the service. During this step you will be sugaring small areas at a time, a few hairs at a time. If you sugar a big area you will break the hair. You WILL NOT "rake" on this area. Rest your sugar on a few hairs for a few seconds to let the sugar grab and then extract them in the direction of hair growth. While moving around this area, keep using powder so the sugar will adhere and always remember to hold tight. Make sure you have your client keep their leg popped out depending on the side you are working on. Before moving on from section to section, double check your work so you wont have to at the end of the service.
4. After the top and scrotum have been sugared, next is the penis shaft. Remember you can still use a towel while sugaring this area. You WILL NOT "rake" this area. Sugar this area just like the scrotum, a few hairs or one hair at a time. During this step use the towel to move the shaft to sugar each side and underneath.
5. Before continuing to the butt strip make sure you have checked your work to make sure there are no hairs that have not been extracted. You never want to sugar the butt strip and then use the same sugar to double check your work afterwards.
6. Last step is sugaring the butt strip. This area will be sugared just like a female. Have your client put their keens to their chest. If you were not able to sugar all of the hair towards the bottom of the scrotum you will be able to extract the hair in this step and then move on to the butt strip.