

Queen of waxing.



By Devin Nishea

The person that waxes you will know everything about your life by the end of your appointment. The good. The bad. The ugly. They eventually become your therapist; for 15-30 minutes each month. They become like extended family. I mean, they are most times in the most private of private areas. I wouldn't give my Waxing Specialist up for the world. They provide a variety of services, but they provide a

very specific service I feel every woman should experience at least once in their lives. It will definitely change your life and make you throw the razor away! After obtaining my Esthetics certification ten (10) years ago, I vowed to never be in another woman's nether region waxing or even being waxed myself! After a friend convinced me to do so, I tried waxing for the first time. My criteria was simple in finding a waxer; whomever I was going to pay to torture me with this service had to be VERY experienced! Experienced, as in many years under their belt experienced. After doing my research and talking with past instructors and other individuals in the industry, I came across who everyone referred to as the "Queen of Waxing." She came so highly recommended, I didn't mind the 45 minute drive! Trust me, she's that good!

As a birthday gift to myself, I made an appointment! Of course on the drive there I kept hyping myself up, while still being scared to death. When I finally arrived, I was still scared and not to mention, nervous. I walked into the salon and was pleasantly surprised; it was spotless and smelled absolutely wonderful. I have a "thing" for places that smell good when you walk in! It was time, the Queen herself came and swept me away into her private work area. After going over the process step by step, we got down to business. Now, I'm not saying the service was pain free, but I got through it (sweaty back, sweaty palms and all) and fell in love with the results! I quickly learned why she was dubbed Queen of Waxing. Coming from someone who vowed to never throw her razor away OR even wax anyone's nether region, I haven't used a razor in years! This is also one of my favorite services to render. I love the instant results you receive.

Fast forward two years later, I found myself being offered a job with a company that did nothing but waxing; waxing everything and everyone (men included, except their nether region). The training was intense, but I enjoyed every second of it! After doing facials in a spa setting for two (2) years, this was a welcomed fast paced change. I learned a lot while working there, I was even my location's trainer for approximately two (2) years! To see some of the ladies still waxing and even in business for themselves, makes my heart smile! I owe my waxing career to Dana Wadsworth, the Queen of Waxing herself. Had it not been for her taking the time to explain this amazing process (including the classroom) or made me feel comfortable while on her table, I would have never made another appointment with her again, let alone becoming a Waxing Specialist myself.

Where did you grow up? What did/do you like most about your hometown?

DW: I was fortunate enough to grow up in two different areas ...Fayetteville, NC and Tappahannock, VA. I liked Fayetteville because it's a diverse military town that gave me the opportunity to meet kids my age that had lived all over the U.S. and in some cases, internationally. That experience exposed me to so many different cultures and I appreciate that. Tappahannock is a small town nestled on the banks of the Rappahannock River in Virginia. It really holds a special place in my heart. Some of my most precious childhood memories took place here. Summers on the river there were the best and that's where I was able to cultivate my love for the water and outdoors.

Tell us about your start in the industry. What hurdles did you encounter early in your career and how did you overcome them?

DW: Prior to going to Esthetics school in 2002, I had already obtained my NC manicurist license in 1995 as well as a bachelor's degree in Business Management and Accounting from East Carolina University in 1997. When I graduated from my Esthetics program, I was fortunate enough to land a job at a brand new day spa just opening in Chapel Hill. It was actually an established salon that was expanding with a new day spa side. Since I already had experience in the beauty business with doing nails and had dual licensing with manicuring and esthetics, I was able to go into both roles at the day spa. They had nothing when I started. They had a beautifully decorated spa, but no service menu, barely any equipment and no products. They were starting from scratch. It was like a match made in heaven. I was able to pull from my previous experience and business background to get the spa up and running. My biggest obstacle was getting everything set up which included designing a menu, ordering equipment and products and helping find a massage therapist to join me. Luckily, my mother owned a day spa previously and was able to help me out with some ideas. Another challenge for me was the process of building clientele. Since the hair salon side was established in the community and really busy, I spent lots of time meeting clients of the stylists and trying to sell myself and the spa services to them. Eventually it took off! It's been seventeen (17) years since I became an Esthetician and I've never looked back!

BEAUTY - QUEEN OF WAXING

What interested you in teaching other Estheticians? Are you still teaching classes?

DW: I was fortunate that my mother was an esthetician. She was a spa owner for several years, then she eventually got into teaching. First with continuing education, then at the undergraduate school level. I had found my niche in waxing and I was comfortable speaking in front of people so I decided to put together some classes and teach continuing education. I found that my waxing classes became quite popular and would fill up with students. There was definitely a need for advanced waxing classes since most estheticians feel uncomfortable with that service upon graduating from school. Towards the end of my teaching career, I had started my own independent esthetics practice, Aesthetics By Dana, in 2008. After several years of teaching and giving up my free time for the classes, it became overwhelming and I wanted to focus more on my business, so I made the decision to end my classes.

For the aspiring Estheticians or Nail Technicians reading Formidable Woman, what advice would you give them?

DW: For aspiring Estheticians and Nail Technicians. Talk to people in the industry to get an understanding of what it's REALLY like. Most people may assume it's really glamorous and it can be, but it's also lots of hard work. You must be a people person to succeed in this business. You could be the most talented esthetician, but if you don't know how to treat and interact positively with people, they will not be a client for long. Be patient in building your clientele. You will not come out of school with a clientele. It takes years to build a strong and solid clientele. Also, keep learning. Lots of trends come and go in this business as well as productlines, techniques, etc. Stay on top of what is going on in the industry so you will always be able to answer your client's questions and provide them with the best services.

What's in store for 2019?

DW: In my own practice, I've noticed a recent surge of interest in lash and brow tinting. In fact, I have new clients that come to me just for that service. It's such a short and inexpensive service that can really deliver a huge impact. Create the perfect eyebrows for a woman and she can do anything! Another recent development I've noticed in skin care is the formulation of overnight masks. I've tried a few containing Vitamin C or retinol and they do seem to work well! You just apply the mask before bed, and rinse off in the morning! Voila! Better skin without missing a wink of sleep!

Do you feel like your life and career are coming full circle now? (Now you understand why you went through the things you've gone through...)

DW: I definitely feel like my life and career are coming full circle. In fact, my forties have been the best time of my life! I never understood why people dread turning 40! I feel like I have all the tools and have learned all the lessons I need to start my life NOW! In some regards, I feel like my best life is just beginning and that is such an exciting feeling. I have more confidence and clarity than ever before in all areas of my life. Looking back, I'm so proud I have been able to grow my business for the past 11 years.

What is the chapter of your life called at the moment?

DW: This chapter of my life is called Fearless. I'm at a point

in my life that I know what I want and I know what I don't want. When I have a goal to achieve or want to move forward professionally or personally, I make it happen no matter what. I've learned from past mistakes and I'm fearless to take chances in order to make the advancements needed to live my best life.

How does it make you feel to know people have dubbed you the Queen of Waxing?

DW: It's an honor to be known in the local professional community as the Queen of Waxing. I guess I earned that title honestly since I was able to help so many other estheticians improve their waxing skills in my classes. I truly do love helping others in this industry be the best they can be.

Do you have a favorite service to perform? Why is that your favorite?

DW: Well, isn't it obvious? Waxing! It's my favorite because it gives me and the client that instant gratification of change. I also enjoy it because I am really helping people feel better about themselves. I can see an immediate improvement in someone's demeanor once I show them a mirror and the hair they were so self-conscious of is no longer something they have to worry about.....at least for four weeks or so!

What do you do for fun?

DW: For fun, I love to travel and spend time with my two dogs, Gracie and Coco. I also enjoy antiquing and interior decorating. It's so rewarding to find an old piece of furniture that still has good bones but just needs a little cosmetic help! I'm definitely in the right career, since I'm always trying to improve the aesthetics of something whether it be a person's skin, a room or a piece of furniture.

How to do wind down from your day and take care of yourself so you don't burn out?

DW: Quiet time is key for me. I spend most of my days chatting with clients and lots of times I have the same conversation a few times in one day. That can be draining. At the end of the day, I like to come home, decompress and just be quiet. Once or twice a month, I like to have my own private spa day in my bathroom complete with tub soak, hair conditioning treatment and a facial. Occasionally, I will also treat myself to a pedicure. When I travel, I will sometimes visit a fancy resort spa to get the true client experience (but I keep my profession a secret as to avoid too many questions and too much conversation).

How can people find you on social media?

DW: You can find me on FB by searching Aesthetics By Dana and Instagram @danawads

What makes you a formidable woman? What makes me a formidable woman?

DW: I would say my determination and tenacity. If I have a goal, I achieve it. Maybe it doesn't happen as quickly or exactly how I want it to, but I'm always eventually able to achieve my goals. Setbacks are a certainty in life and I always try to take those lemons (setbacks) and find a way to make lemonade out of them and make it a learning experience.

Photo Credits: Makeup Dana Wadsworth

Hair Jackie Grady Hair Durham, NC

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