

Brooklyn Brows NYC

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**Brooklyn
Brows NYC**

THE COMPLETE GUIDE TO BODY WAXING IN BROOKLYN

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A quick guide from Brooklyn Brows on professional body waxing, appointment prep, and post-care for smooth, long-lasting results.



WELCOME TO BROOKLYN BROWS NYC

WHAT BODY WAXING AT BROOKLYN BROWS NYC ACTUALLY INVOLVES

Body waxing removes hair by adhering wax to it and lifting it out from the root, rather than cutting it at the surface the way shaving does. That's the reason **waxed skin stays smoother for weeks** instead of days, and why regrowth after waxing often feels softer than the stubble that follows a shave.

At **Brooklyn Brows NYC**, we treat waxing as more than a quick hair-removal service — it's a **full-body offering for both men and women**, from precise facial and underarm work to **full-leg and intimate services**. Our technicians work with a range of hair textures and skin types, choosing **wax type and technique** accordingly rather than applying a one-size-fits-all approach.

This guide walks through **how waxing actually works**, what's different about **waxing for men versus women**, **how to prepare**, and **how to care for your skin afterward** — so you know exactly what to expect before you book.



HARD WAX VS. SOFT WAX: HOW WE MATCH THE METHOD TO YOUR SKIN

Not all wax is the same, and using the right type for the right area is a big part of what separates a **comfortable appointment** from an irritating one.

Soft (strip) wax: Is applied thinly and removed with a cloth or paper strip. It grips both hair and the surrounding skin, which makes it **efficient for larger, flatter areas**.

Hard wax: goes on thicker and is removed on its own, without a strip, once it sets. Because it bonds mainly to the hair rather than the skin, it tends to be the **gentler choice for delicate or more sensitive zones**.

We select between the two based on the treatment area and your skin's sensitivity:

Task	Typical Wax Used	Why
Full legs, arms, back	Soft (strip) wax	Efficient coverage for larger surfaces
Underarms	Hard or soft wax, based on sensitivity	Adjusted per client
Bikini, deep bikini, Brazilian	Hard wax (standard); hard wax option also available for Brazilian specifically	Gentler on the most sensitive skin on the body
Chest, shoulders (men)	Soft wax, typically	Larger surface area, denser hair
Face	Hard wax	Precision on delicate skin

If you're not sure which is right for your skin, that's exactly what your **pre-wax consultation** is for.



FOR WOMEN: DECODING BRAZILIAN, DEEP BIKINI, AND BRAZILIAN HARD WAX

Our menu includes **several intimate waxing options**, and the terminology trips up a lot of first-time clients. Here's the actual difference:

- **Deep Bikini Wax** — Removes **more hair than a basic bikini line**, taking hair from further in along the sides and top, but generally **leaves some coverage** rather than removing everything.
- **Brazilian Wax** — Removes **essentially all hair** from the front, top, and back.
- **Brazilian Hard Wax** — The same **full-coverage Brazilian service**, performed specifically using **hard wax rather than soft wax** — often the **more comfortable option for clients with sensitive skin** in this area.
- **Brazilian CBD Wax** — A Brazilian wax performed using a **CBD-infused wax formula**, offered as a product alternative for clients who prefer it. We offer this as a formulation choice rather than a treatment with specific therapeutic claims.

If you're newer to intimate waxing, there's no requirement to jump straight to a Brazilian — starting with a **deep bikini** and going further at a future visit is completely normal, and your technician will walk you through the options at your **consultation**.



FOR MEN: WHAT TO EXPECT (CHEST, BACK, AND BEYOND)

Waxing is just as common a service for men as it is for women, and **Brooklyn Brows NYC** treats **men's waxing as a core part** of what we offer — not an afterthought.

Areas we wax for men: Include the **chest, back, shoulders, arms, legs, underarms, and intimate areas**, depending on preference.

What's actually different from a technical standpoint:

- Men's body hair is often **denser and coarser** in areas like the chest and back, which can mean a technician works in **smaller, more deliberate sections** for even results.
- Larger areas like the chest or back typically take **30–45 minutes**, while smaller areas like underarms usually take about **15–20 minutes**.
- **Results typically last 3–4 weeks**, and many clients notice hair growing back **softer and finer** with consistent, regular sessions.

On comfort: some discomfort during the service is normal, especially for a **first appointment**, but it tends to become **more manageable with regular waxing** — the same pattern seen across most clients, regardless of the area being treated.

If you're new to waxing and want to **start with a smaller area** before committing to a full back or chest session, that's a completely reasonable way to ease in — just mention it at **booking**.



HOW TO PREPARE BEFORE YOUR APPOINTMENT

A few details genuinely affect your results:

- **Hair length matters most:** Wax needs hair to be **at least 1/4 inch long** to grip properly — too short, and results can be patchy.
- **Skip heavy lotions or oils:** Before your session **clean, product-free skin** lets the wax adhere as intended.
- **Exfoliate gently about 24 hours before your appointment** — this helps clear away dead skin and **reduces the likelihood of ingrown hairs** afterward.
- **Mention the following to your technician:** any allergies, sensitive or reactive skin, **recent chemical peels or retinoid use**, current medications that affect skin sensitivity, and **whether you're pregnant.**
- **Avoid direct sun exposure:** On the treatment area in the days leading up to your visit.



INSIDE THE APPOINTMENT: CONSULTATION TO FINISH

Every appointment follows the same core structure:

1. **Pre-wax consultation:** Your technician reviews your **skin type, hair growth**, and any **sensitivities** before starting.
2. **Preparation:** The area is **cleansed**, and your technician selects **hard or soft wax** based on the **treatment zone** and your skin.
3. **Application and removal:** Wax is applied in the **direction of hair growth** and removed with attention to **angle and speed** — the details that make the difference between a **clean, comfortable result** and an uneven or irritating one.
4. **Aftercare guidance:** Once finished, your technician applies a **soothing product** and walks you through what to do (and avoid) over the **next 24–48 hours**.

Smaller areas move quickly; larger or combined sessions take proportionally longer, as noted in **Section 4** for **men's services** specifically.



IS IT PAINFUL? A REALISTIC BREAKDOWN

You may feel **some discomfort** during the process, particularly on a **first visit** — that's a fair and honest expectation to set. But a few things consistently make it **more manageable**:

- **It gets easier over time:** The sensation tends to become noticeably more manageable with **regular waxing**, as hair grows back **finer and less deeply rooted**.
- **Wax type matters:** Because **hard wax** grips hair rather than skin, it's often the **more comfortable option** for sensitive areas like the **bikini line** or **underarms**.
- **Area matters:** Smaller, less sensitive areas (**underarms, arms, legs**) are generally **more tolerable** than intimate or facial waxing.
- **Technique matters just as much as tolerance:** An experienced technician managing **pull speed and angle** can **meaningfully reduce discomfort** regardless of the area.

If you're nervous, **say so at your consultation** — your technician can **pace the appointment** and explain each step as it happens.



AFTERCARE: THE FIRST 48 HOURS AND BEYOND

Right after your appointment:

- Avoid touching the area with **unwashed hands**.
- Skip hot showers, saunas, and steam rooms — heat on freshly waxed skin **increases irritation**.
- Avoid **heavy makeup, perfumed lotion, or deodorant** on freshly waxed underarms. Wear **loose, breathable clothing** over the treated area.

Over the next 24–48 hours:

- Avoid **intense exercise** or anything causing **heavy sweating**.
- Skip **direct sun exposure** and **tanning beds** on the treated area.
- Hold off on **chemical peels, retinoids, or strong exfoliants** nearby.

A few days out:

- Begin **gentle exfoliation** once the skin has settled — this is the single biggest factor in **preventing ingrown hairs** (more in the next section).
- **Moisturize regularly** between appointments to keep skin comfortable.



PREVENTING INGROWN HAIRS FOR GOOD

Ingrown hairs are the **most common post-waxing complaint**, and they're also the **most preventable**:

- **Exfoliate 2–3 times a week:** starting a few days after your appointment, using a **soft washcloth, gentle scrub, or mild chemical exfoliant** if your skin tolerates it. This clears the **dead skin** that would otherwise **trap regrowing hair**.
- **Moisturize daily: Hydrated skin** allows hair to grow through the surface naturally rather than **curling back under it**.
- **Avoid tight clothing:** Rubbing against **recently waxed skin**, especially in the **first few days**.
- **Don't pick or aggressively tweeze:** An ingrown hair — a **warm compress** and **gentle exfoliation** are usually enough. If an area looks **inflamed or infected**, that's worth a **doctor's attention**.



WAXING MYTHS, CORRECTED

Waxing makes hair grow back thicker: It doesn't — hair removed from the follicle **doesn't change in thickness**. Many clients notice the opposite: regrowth often **feels finer** and **grows back more slowly** with **consistent waxing**.

Waxing has to hurt a lot to work: Some **discomfort is normal**, especially at first, but it typically becomes **more manageable with regular sessions** — it isn't a sign that **more pain means a better result**.

Waxing isn't an option for men: It absolutely is — **chest, back, shoulders, arms, legs, and intimate waxing** are all common services for **male clients**, with the same attention to **comfort and technique** as any other appointment.

All wax is interchangeable: **Hard and soft wax** behave differently, and using the **right one for the area** is a real factor in both **comfort and how clean the results look** — not just a marketing distinction.



HOW OFTEN SHOULD YOU BOOK?

Most clients rebook roughly every **3 to 4 weeks**, though the right interval depends on a few things:

- **Your natural hair growth cycle** — waxing works best when hair in the treated area has grown back to a **similar length** across the board.
- **The area treated** — **coarser or denser hair** (common in men's **chest and back waxing**, for example) may follow a **slightly different timeline** than finer areas.
- **Consistency** — clients who wax the same **area regularly over several months** often notice regrowth **slow down and thin out**, sometimes allowing **longer gaps between visits**.
- **The 1/4-inch rule still applies** — book your next session once hair has grown back to **that length, regardless of the calendar**.



HYGIENE & SAFETY STANDARDS

Your comfort and skin health come first, which is why every appointment follows **strict sanitation standards**:

- **Single-use applicators** for every client.
- **Sterile supplies** and regularly **sanitized surfaces and tools**.
- **Hypoallergenic wax formulas** chosen specifically to **minimize irritation**.
- A **pre-wax consultation** before every appointment to assess your **skin type and hair growth**.
- **Professional aftercare guidance** provided at the end of every session.

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SERVICES & PRICING

Service	Price	Service	Price
Underarms	\$10	Deep Bikini Wax	\$30
HalfArms	\$20	Brazilian Wax	\$40
Full Arms	\$25	Brazilian CBD Wax	\$45
Lower Legs	\$25	Brazilian Hard Wax	\$50
Upper Legs	\$25	Back	\$35
Full Legs	\$35	Buttocks	\$20
		Front	\$40

Pricing current as of publication. Please confirm current rates at brooklynbrowsnyc.com/expert-body-waxing.html or by calling the salon, as prices are subject to change.



FREQUENTLY ASKED QUESTIONS

Does waxing hurt?

You may feel **slight discomfort** during the process, especially the **first time**. The sensation typically becomes **more manageable with regular waxing sessions**.

How long do results last?

Results generally last **3–4 weeks**, with hair often growing back **softer and finer** over time with **consistent waxing**.

How long does an appointment take?

It depends on the area — **smaller areas** like underarms take about **15–20 minutes**, while **larger areas** like the chest or back can take **30–45 minutes**.

Is waxing safe?

Yes, when performed by **trained professionals** using **appropriate wax for your skin type**. We follow **strict hygiene protocols** on every visit.

What areas can men get waxed?

Chest, back, shoulders, arms, legs, underarms, and intimate areas, depending on preference — **see Section 4** for more detail.

How should I prepare?

Make sure hair is **at least 1/4 inch long**, **avoid heavy lotions or oils** beforehand, and **gently exfoliate about 24 hours prior** to help **prevent ingrown hairs**.

What's the difference between a deep bikini and a Brazilian?

A **deep bikini** removes **more hair than a standard bikini line** but generally **leaves some coverage**; a **Brazilian** removes **essentially all hair** from the area. See **Section 3** for the full breakdown.



VISIT US

Ready for **smooth, confident skin**? **Book online or call to schedule** — **walk-ins welcome** when availability allows.

<https://brooklynbrowsnyc.com/bookanappointment.html>

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10:00 AM – 8:00 PM | Sunday: 10:00 AM – 7:30 PM

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