

# The Pura Vida Beauty Playbook: The Ultimate Post-Wax Guide



## The Post-Wax Philosophy: Waxing is a Team Sport

**"Waxing is only half the equation—your smoothest skin comes from what you do next."**

### The Truth About Waxing

We do our part in the treatment room using high-quality **hard and/or soft wax**, designed for a **smooth, effective, and comfortable waxing experience**. But the **secret to flawless skin**? That's where **YOU** come in.

What you do after your wax determines **how smooth, clear, and irritation-free** your skin stays. That's why we created **Pura Vida Beauty**—a high-performance, esthetician-approved **post-wax skincare line** designed to keep your skin in peak condition between waxes.

### 🏆 The Winning Formula for a Perfect Waxing Routine

**1 Wax it:** We use great hard and soft wax for the best results—removing hair while protecting your skin. **2 Protect it:** You use **Pura Vida post-wax skincare** to **hydrate, prevent ingrowns, and keep your skin glowing**. **3 Stay ahead:** The better your aftercare, the **better your next wax**—less irritation, smoother results, and fewer ingrown hairs.

### 🔥 Client Trigger: The Best Waxers Have a Routine

✓ Fewer ingrown hairs ✓ Smoother, softer skin ✓ Better, easier waxes

💬 “We use the best wax! You use the best skincare—Pura Vida. That’s the secret to unbeatable smoothness.”

## Pura Vida Product Study Guide

### 1 Ingrown Hair Serum - The #1 Solution for Smooth, Bump-Free Skin

#### 💡 Why Clients Need This:

Waxing removes hair at the root, but without proper aftercare, **dead skin and trapped hairs** lead to **ingrown hairs, irritation, and bumps**. Pura Vida Ingrown Hair Serum stops this **before it happens** and is **gentle enough to use immediately after waxing** for the best results.

💬 "If you wax, you NEED this. No bumps, no irritation—just smooth skin."

#### 💡 The 3-P Rule: Prevent, Purify, Protect

- 1 **Prevent** – Exfoliates to stop ingrowns before they start.
- 2 **Purify** – Clears clogged pores, smoothing out bumps & redness.
- 3 **Protect** – Soothes skin post-wax to prevent irritation & inflammation.

#### 🚀 Why It Works (S.E.R.U.M Memory Trick)

- Soothes with Witch Hazel & Aloe – Reduces redness & irritation.
- Exfoliates with Natural Acids – Unclogs pores & removes dead skin.
- Restores balance – Helps skin stay hydrated & healthy between waxes.
- Uses lightweight formula – Absorbs fast, no greasy feel.
- Maintains smooth skin – Daily use means fewer bumps, less irritation.

#### 🌟 Key Benefits

- ✓ Stops ingrowns before they start
- ✓ Gently exfoliates to keep skin smooth
- ✓ Reduces post-wax redness & irritation
- ✓ Fast-absorbing, non-greasy formula
- ✓ For face & body – bikini line, underarms, legs, anywhere!
- ✓ Safe for use immediately after waxing

#### 💡 Quick Selling Lines (For Clients)

- "Think of this as your insurance for a perfect wax—no bumps, no irritation."
- "Exfoliation is key to smooth skin—this does it effortlessly!"
- "If you're not using this, you're missing out on the full waxing experience!"

#### ❓ Common Client Questions & Responses

**Q:** When should I start using it?

You can use it immediately after waxing to calm the skin and prevent bumps!

**Q:** Can I use it on sensitive skin?

Yes! It's gentle enough for daily use on all skin types.

**Q:** Can I use this if I shave too?

Absolutely! It prevents ingrowns no matter how you remove hair.

### Client Trigger: The Smoothest Waxers Use This Daily

Fewer ingrown hairs

Smoother, softer skin

Better, easier waxes

 "You're already waxing—why not make it perfect? Smooth skin starts here."

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## 2 Pure Calm Tea Tree Lotion - The Ultimate Post-Wax Soother

### Why Clients Need This:

After waxing, skin is sensitive and prone to redness and irritation. **Pura Vida Pure Calm Tea Tree Lotion** is formulated to **soothe, hydrate, and calm** freshly waxed skin while reducing the chances of ingrown hairs and irritation.

 "Your wax just gave you fresh skin—now let's protect it!"

### The 3-H Rule: Hydrate, Heal, Help

**1 Hydrate** – Lightweight, fast-absorbing formula restores moisture. **2 Heal** – Tea tree oil and chamomile work together to calm irritation. **3 Help** – Strengthens skin barrier, preventing dryness & discomfort.

### Why It Works (C.A.L.M Memory Trick)

- Cooling effect – Instantly soothes freshly waxed skin.
- Anti-inflammatory – Tea Tree & Chamomile reduce redness & irritation.
- Lightweight hydration – Absorbs quickly with no greasy residue.
- Maintains soft, healthy skin – Perfect for daily use.

### Key Benefits

✓ Instantly soothes and hydrates post-wax skin ✓ Reduces redness & irritation with natural ingredients ✓ Lightweight, non-greasy formula absorbs fast ✓ Prevents post-wax dryness and discomfort ✓ Perfect for all skin types, including sensitive skin

### 💡 Quick Selling Lines (For Clients)

- "Think of this as your skin's post-wax drink—it calms, hydrates, and refreshes instantly!"
- "No one likes irritated, dry skin after a wax—this keeps you silky smooth."
- "Hydrated skin means a better wax next time. This is the key to a perfect routine!"

### ❓ Common Client Questions & Responses

Q: *Can I use this right after my wax?*

✓ Yes! It's designed for immediate post-wax relief—soothing and hydrating instantly.

Q: *Will it clog my pores?*

✓ No! It's lightweight and absorbs fast, perfect for all skin types.

Q: *Can I use this between waxes?*

✓ Absolutely! It keeps your skin hydrated and ready for your next wax.

### 🔥 Client Trigger: The Best Skin Starts with Hydration

✓ Less irritation & redness ✓ Hydrated, silky-smooth skin ✓ Better, easier waxes

💬 "Your wax just gave you fresh skin—now let's protect it! Hydration is key."

## 3 Grapeseed Glow Body Oil - Lightweight Daily Hydration & Glow

### 🔴 Why Clients Need This:

Hydration is **key** to keeping waxed skin **soft, smooth, and irritation-free**—but not all oils are created equal. **Pura Vida Grapeseed Glow Body Oil** is a **lightweight, fast-absorbing oil** that nourishes the skin without leaving a greasy residue. It's the **ultimate finishing touch** to keep skin looking **radiant, hydrated, and glowing** all day.

💬 "Waxing reveals fresh skin—this keeps it soft, nourished, and healthy!"

### 💡 The 3-G Rule: Glow, Glide, Guard

**1** **Glow** – Enhances skin's natural radiance with antioxidants & omega fatty acids. **2** **Glide** – Lightweight, non-greasy formula absorbs fast for a silky feel. **3** **Guard** – Seals in hydration to protect against dryness & irritation.

### 🚀 Why It Works (G.L.O.W Memory Trick)

- Grapeseed oil – A powerhouse hydrator rich in vitamins & antioxidants.
- Lightweight feel – Absorbs instantly, never greasy or sticky.
- Omega-rich – Fatty acids deeply nourish & strengthen the skin.
- Works for all skin types – Perfect for daily use without clogging pores.

### 🌟 Key Benefits

✓ Provides deep hydration without a heavy feel ✓ Enhances skin radiance & glow with natural antioxidants ✓ Absorbs quickly—no greasy residue ✓ Prevents post-wax dryness & keeps skin soft ✓ Can be used alone or layered with lotion for extra hydration

### ⌚ Quick Selling Lines (For Clients)

- "If you love soft, silky skin, this is a must-have!"
- "Dry, dull skin? This will bring your glow back instantly."
- "Lightweight but ultra-hydrating—no greasy mess, just smooth skin."

### ❓ Common Client Questions & Responses

**Q:** *Can I use this every day?*

✓ Yes! It's perfect for daily hydration—morning or night.

**Q:** *Will it make my skin oily?*

✓ Nope! It absorbs quickly and leaves a smooth, non-greasy finish.

**Q:** *Can I use this with my lotion?*

✓ Absolutely! Layer it with lotion for extra hydration and glow.

### 🔥 Client Trigger: Hydrated Skin = A Better Wax

✓ Softer, more hydrated skin ✓ A longer-lasting glow ✓ Better waxing results—no dry patches or rough skin

💬 "Your wax should reveal glowing skin—this makes sure it stays that way!"

## 4 Skin Lightening Serum - Targeted Brightening for Dark Spots

### 💡 Why Clients Need This:

Waxing reveals fresh skin, but some clients struggle with **dark spots, uneven pigmentation, or post-inflammatory discoloration**—especially in areas like the bikini line, underarms, and knees. **Pura Vida Skin Lightening Serum** is a **powerful yet gentle brightening treatment** designed to even out skin tone and restore a **smooth, radiant complexion**.

💬 "Flawless skin isn't a filter—it's a skincare routine. This is the key to an even, glowing complexion!"

### 💡 The 3-B Rule: Brighten, Balance, Boost

1 **Brighten** – Niacinamide & alpha-arbutin fade dark spots and discoloration. 2 **Balance** – Magnolia extract & tranexamic acid even out skin tone. 3 **Boost** – Lightweight formula hydrates & strengthens the skin barrier.

### 🚀 Why It Works (L.I.G.H.T Memory Trick)

- Lightens hyperpigmentation – Targets dark spots for an even complexion.
- Improves skin clarity – Magnolia & botanical extracts promote brightness.
- Gentle but effective – No harsh chemicals, just skin-loving ingredients.
- Hydrating & nourishing – Keeps skin smooth, not dry or irritated.
- Targeted treatment – Designed for delicate areas like the bikini line & underarms.

### 🌟 Key Benefits

✓ Fades dark spots & evens out skin tone ✓ Reduces hyperpigmentation in delicate areas ✓ Hydrating & non-irritating formula ✓ Fast-absorbing, lightweight, and non-greasy ✓ Safe for daily use & all skin types

### 💰 Quick Selling Lines (For Clients)

- "Struggling with dark spots? This is your fix—fade them fast!"
- "If you wax, you want your skin to look even and flawless—this makes it happen."
- "Think of this as your brightening treatment for a picture-perfect finish!"

### ❓ Common Client Questions & Responses

Q: *How long does it take to see results?*

✓ *Most clients see improvement in 2-4 weeks with daily use.*

**Q: Can I use this on my bikini line?**

 Yes! It's specifically designed for delicate areas like the bikini line & underarms.

**Q: Do I need to wear sunscreen?**

 YES! Sun exposure can darken spots—use SPF daily to protect your results.

 **Client Trigger: Bright, Even Skin is the Goal**

 Fewer dark spots & more even skin  A smooth, uniform complexion  Flawless results that match their waxed skin

 "Your wax is flawless—your skin tone should be too! This gets you there."

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## **5 Radiance Renew Glycolic Body Wash - Exfoliation for Smooth Skin**

 **Why Clients Need This:**

Exfoliation is **key to preventing ingrown hairs and maintaining smooth skin** between waxes. Dead skin traps hair, leading to **bumps, rough patches, and irritation**. **Pura Vida Radiance Renew Glycolic Body Wash** gently exfoliates with **glycolic acid**, clearing pores and revealing **fresh, radiant skin**—making every wax smoother and less painful.

 "If you want fewer ingrowns and smoother waxes, this is the game-changer."

 **The 3-E Rule: Exfoliate, Even, Enhance**

**1 Exfoliate** – Glycolic acid removes dead skin & prevents clogged pores. **2 Even** – Helps smooth skin texture for a flawless finish. **3 Enhance** – Brightens skin tone and keeps it soft & hydrated.

 **Why It Works (S.H.I.N.E Memory Trick)**

- Smooths skin – Buffs away dead skin for a silky finish.
- Hydrates & refreshes – Won't strip moisture like harsh scrubs.
- Improves texture – Minimizes rough patches & bumpiness.
- Naturally exfoliates – Uses glycolic acid for a **gentle but effective** peel.
- Essential for pre-wax prep – Helps hair lift for a **cleaner wax**.

 **Key Benefits**

✓ Gently exfoliates to prevent ingrown hairs ✓ Brightens & smooths skin tone ✓  
 Helps hair lift for a cleaner, easier wax ✓ Hydrating, non-drying formula ✓ Essential for  
 pre-wax & between-wax care

### 💡 Quick Selling Lines (For Clients)

- "Waxing is smoother when your skin is exfoliated—this does it gently & effectively!"
- "Dead skin causes ingrown hairs—this keeps them away!"
- "Want your wax to hurt less? Prepping with this makes all the difference."

### ❓ Common Client Questions & Responses

Q: *Can I use this every day?*

✓ *It's gentle enough for daily use but 2-3 times a week is ideal!*

Q: *Will this dry out my skin?*

✓ *Nope! Unlike harsh scrubs, this exfoliates without stripping moisture.*

Q: *Can I use this right before waxing?*

✓ *Use it up to the day before, but skip it on wax day to avoid sensitivity.*

### 🔥 Client Trigger: The Smoothest Skin Starts with Exfoliation

✓ Prevent ingrown hairs ✓ Make waxing smoother & easier ✓ Keep skin silky between waxes

💬 "Your wax results are only as good as your skin prep—this is the secret to flawless smoothness!"

## 6 Green Cleanse Body Wash - Daily Maintenance & Soothing Cleanser

### 🔴 Why Clients Need This:

Harsh soaps strip moisture from waxed skin, leading to **irritation, dryness, and more ingrown hairs**. A proper **post-wax cleanser** is essential for **keeping skin balanced, smooth, and irritation-free**. **Pura Vida Green Cleanse Body Wash** is a gentle, nourishing cleanser designed to maintain skin's hydration while keeping it fresh, clean, and wax-ready.

💬 "If you're using the wrong body wash, you're ruining your wax results! This keeps your skin balanced and irritation-free."

### 💡 The 3-C Rule: Cleanse, Calm, Condition

1 **Cleanse** – Removes sweat, oil, and bacteria **without stripping moisture**. 2 **Calm** – Lavender & eucalyptus oils **soothe and refresh** post-wax skin. 3 **Condition** – Hydrates & supports skin's natural balance.

### 🚀 Why It Works (F.R.E.S.H Memory Trick)

- Foams gently – No harsh sulfates, just a light lather for a clean feel.
- Refreshes skin – Leaves skin feeling soft & soothed.
- Essential oils – Lavender & eucalyptus help calm irritation.
- Softens & hydrates – Prevents **post-wax dryness**.
- Helps maintain smooth skin – Keeps pores clear and ready for waxing.

### 🌟 Key Benefits

✓ Gently cleanses without drying or stripping the skin ✓ Reduces redness & soothes irritation post-wax ✓ Keeps skin balanced & hydrated for better wax results ✓ Infused with natural essential oils for a refreshing feel ✓ Perfect for all skin types, including sensitive skin

### ⌚ Quick Selling Lines (For Clients)

- "Most body washes are too harsh for waxed skin—this keeps yours balanced and smooth!"
- "The right cleanser makes a huge difference in keeping your wax results flawless."
- "If you wax, you need a body wash that hydrates, not dries you out!"

### ❓ Common Client Questions & Responses

**Q:** Can I use this every day?

✓ Yes! It's made for **daily** use and safe for sensitive skin.

**Q:** Will this help with ingrown hairs?

✓ It keeps your skin balanced & clean, which helps **prevent clogged pores** that lead to ingrowns.

**Q:** Can I use this on my face?

✓ It's designed for the body, but it's **gentle enough** to use on sensitive areas!

### 🔥 Client Trigger: A Proper Cleanser is Essential for Post-Wax Skin

✓ It won't strip or dry out skin ✓ It keeps waxed skin calm & irritation-free ✓ It's a daily essential for long-term skin health

💬 "If you're using the wrong cleanser, you're making your skin work harder. This keeps it soft, hydrated, and wax-ready!"

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## 7 Bad Bitch Oil - The Premium Pre & Post-Wax Hero

### 🔴 Why Clients Need This:

Waxing removes hair but also strips away natural oils, leaving skin vulnerable to dryness, irritation, and ingrowns. **Bad Bitch Oil** is a luxurious, multipurpose oil that **hydrates, soothes, and protects** the skin before and after waxing—keeping it soft, smooth, and glowing. Bonus? It's amazing for **full-body hydration AND hair nourishment**.

💬 "Luxury skincare doesn't stop at your face—this is the ultimate glow-up for your body AND hair."

### 💡 The 3-S Rule: Soften, Soothe, Shine

1 **Softn** – Pre-wax hydration preps skin for an easier wax. 2 **Soothe** – Calms skin post-wax, reducing redness & irritation. 3 **Shine** – Lightweight formula absorbs fast for a **non-greasy glow**.

### 🚀 Why It Works (L.U.X.E Memory Trick)

- Luxury feel – Premium ingredients for a **high-end skincare** experience.
- Ultimate hydration – Deeply nourishes **full-body & hair** without heaviness.
- Xtra smooth – Absorbs quickly, leaving skin **silky, never greasy**.
- Essential glow – Boosts radiance & locks in moisture for **all-day softness**.

### 🌟 Key Benefits

✓ Premium post-wax hydration—locks in moisture & prevents irritation ✓ Softens skin pre-wax for a smoother, less painful experience ✓ Non-greasy, lightweight formula absorbs instantly ✓ Multi-use: Perfect for skin, dry hair, beards, and even cuticles ✓ Infused with nutrient-rich botanical oils for deep nourishment

### ⌚ Quick Selling Lines (For Clients)

- "Hydrated skin = a better wax. This is the ultimate pre & post-wax essential!"
- "If you're skipping this, you're missing out on the smoothest skin of your life!"

- "Glow, hydration, and silky skin—this oil does it all!"

### ❓ Common Client Questions & Responses

**Q: Is this only for waxing?**

✓ *No way! It's a luxury hydrator for your **whole body AND hair**.*

**Q: Will it feel heavy or greasy?**

✓ *Not at all! It absorbs fast and leaves **silky, soft skin**—not an oily residue.*

**Q: Can I use this on my hair?**

✓ *Yes! Smooth a drop onto dry ends or beards for **instant hydration & shine**.*

#### 🔥 Client Trigger: Hydrated Skin & Hair = Ultimate Glow

✓ **Softer, more hydrated skin** ✓ **A radiant, healthy glow** ✓ **Stronger, shinier hair with zero frizz**

💬 "You invested in your wax—now protect your results with hydration that lasts!"

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## 8 Exfoliating Gloves - Easy Exfoliation for Ingrowns & Smooth Skin

### 🔴 Why Clients Need This:

Exfoliation is the **#1 way to prevent ingrown hairs** after waxing, but most people don't do it enough! **Pura Vida Exfoliating Gloves** make it **effortless**—just slip them on in the shower and gently buff away dead skin, leaving skin **soft, smooth, and ready for your next wax**.

💬 "Ingrown hairs? Rough skin? These gloves are the easiest way to fix it—just use them in the shower!"

### 💡 The 3-X Rule: Exfoliate, Extend, Enhance

**1 Exfoliate** – Removes dead skin cells that trap hair & cause bumps. **2 Extend** – Helps waxing results last longer by keeping skin fresh. **3 Enhance** – Boosts circulation, revealing **healthier, glowing skin**.

### 🚀 Why It Works (B.U.F.F Memory Trick)

- Boosts circulation – Stimulates blood flow for a healthy glow.
- Unclogs pores – Prevents breakouts & trapped hair.
- Fights ingrowns – Gently buffs away dead skin before they form.

- Fast & easy – Takes just **30 seconds in the shower!**

### 🌟 Key Benefits

✓ Prevents ingrown hairs & keeps waxed skin smooth ✓ Gently exfoliates without harsh scrubs ✓ Boosts circulation & skin renewal ✓ Quick & easy—just use in the shower! ✓ Works for all skin types—perfect for body, legs, and bikini area

### ⌚ Quick Selling Lines (For Clients)

- "The easiest way to prevent ingrowns—just add this to your shower routine!"
- "If you wax, you NEED to exfoliate. These gloves make it effortless."
- "Want smoother skin? It takes 30 seconds. No excuses!"

### ❓ Common Client Questions & Responses

**Q:** How often should I use these?

✓ 2-3 times per week is ideal for smooth skin & ingrown prevention!

**Q:** Can I use these on sensitive skin?

✓ Yes! Just use gentle pressure & pair with a hydrating body wash.

**Q:** Do I need to use them with a scrub?

✓ Nope! They work great alone, but you can pair them with **Radiance Renew Glycolic Body Wash** for deeper exfoliation.

### 🔥 Client Trigger: No Exfoliation = More Ingrown Hairs

✓ It's the easiest way to prevent ingrowns ✓ It keeps skin soft & smooth between waxes  
 ✓ It takes less than a minute in the shower

💬 "Waxing alone isn't enough—exfoliation is the secret to smooth, bump-free skin!"

## 9 Dry Bristle Brush - The Luxury Exfoliation Step

### 🔴 Why Clients Need This:

Dry brushing isn't just a trend—it's one of the **most effective ways to exfoliate, boost circulation, and prevent ingrown hairs**. Pura Vida Dry Bristle Brush helps **buff away dead skin cells**, unclog pores, and **stimulate lymphatic drainage** for a **healthier, smoother** complexion. It's the **luxury upgrade** for serious skincare lovers!

💬 "Waxing removes hair—this removes dead skin. Together, they keep you smooth from head to toe!"

### 💡 The 3-D Rule: Dry Brush, Detox, Defend

1 **Dry Brush** – Exfoliates dead skin to reveal a soft, even texture. 2 **Detox** – Stimulates lymphatic drainage & boosts circulation. 3 **Defend** – Helps prevent ingrown hairs & breakouts.

### 🚀 Why It Works (B.R.U.S.H Memory Trick)

- Boosts circulation – Encourages blood flow for a natural glow.
- Removes dead skin – Helps prevent clogged pores & rough patches.
- Unclogs hair follicles – Reduces ingrown hairs by clearing the skin.
- Stimulates lymphatic drainage – Helps eliminate toxins.
- Helps skin stay smooth – Perfect for prepping before waxing.

### 🌟 Key Benefits

✓ Deeply exfoliates to prevent ingrown hairs & breakouts ✓ Boosts circulation for healthier, glowing skin ✓ Stimulates lymphatic drainage to detox & refresh the body ✓ Perfect for pre-wax prep—helps lift hair & prevent irritation ✓ A true self-care ritual that makes skin feel rejuvenated

### ⌚ Quick Selling Lines (For Clients)

- "The easiest way to get softer skin and fewer ingrowns—just brush before your shower!"
- "This is exfoliation taken to the next level—waxing + dry brushing = flawless skin!"
- "If you love smooth skin, this is the secret weapon you're missing!"

### ❓ Common Client Questions & Responses

**Q: How often should I dry brush?**

✓ 2-3 times per week for best results—always before showering!

**Q: Will this be too rough for my skin?**

✓ Nope! Use **gentle strokes** and adjust pressure based on your skin's sensitivity.

**Q: Can I use this on my bikini line?**

✓ Yes, but use **light pressure**—for sensitive areas, try our **Exfoliating Gloves** instead!

### 🔥 Client Trigger: The Best Skin Requires Exfoliation & Hydration

- ✓ It helps remove dead skin, keeping waxed areas ultra-smooth
- ✓ It prevents ingrowns and promotes long-term skin health
- ✓ It's a luxury exfoliation method that feels amazing

💬 "Waxing alone isn't enough—exfoliation is key. Dry brushing takes your skincare routine to the next level!"

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## 🔑 Conclusion: Selling is Educating, Not Pressuring

💬 "Your wax is only as good as your aftercare." When we recommend the right products, we're helping clients avoid ingrown hairs, maintain hydration, and get the most out of their waxes.

- ✓ You're not pushing a product—you're solving a problem.
- ✓ You're not upselling—you're guiding them to the best results.
- ✓ You're not just an esthetician—you're their smooth-skin expert.

💬 "A great wax starts before the wax and flawless skin lasts with Pura Vida." Keep educating, keep guiding, and keep helping clients feel amazing in their skin. 🚀