

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."**




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

 **Hydrate** – Lightweight, fast-absorbing formula restores moisture.  **Heal** – Tea tree oil and chamomile work together to calm irritation.  **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."

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?*

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

Q: *Will it make my skin oily?*

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

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

✓ **A:** *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."**

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

1️⃣ **Cleanse** – Removes sweat, oil, and bacteria **without stripping moisture**. 2️⃣ **Calm** – Lavender & eucalyptus oils **soothe and refresh** post-wax skin. 3️⃣ **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!"

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 **Soften** – 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!"

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

1️⃣ **Dry Brush** – Exfoliates dead skin to reveal a soft, even texture. 2️⃣ **Detox** – Stimulates lymphatic drainage & boosts circulation. 3️⃣ **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!"

🔑 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.** 🚀