

BELMORA Spa & Salon Inc.

Body Sugaring

who we are

Our Mission Statement

BELMORA SPA & SALON INC is committed to the creation of simple, effective solutions for the beauty and wellness industries. Innovative products combined with customer care excellence, ensures we realize our goal of not only meeting, but also exceeding market expectations.



benefits

Pure and Natural Ingredients

Wax has many chemical ingredients, mostly resins and preservatives.

Sugaring paste is made from 100% NATURAL INGREDIENTS with no testing on animals and with no harmful side effects caused by allergic reactions. It is so natural you can EAT it!

It Is Not Hot

Wax must be heated to a very high degree in order to become liquefied. This amount of heat can cause burning and scarring. It also causes swelling in the tissues, which makes hair removal difficult. Long-term use can breakdown the underlying connecting tissues, especially in the lip and brow areas, which is associated with wrinkling.

The Advanced Sugaring Paste is applied at body temperature making it safe for spider veins and varicose veins since it will not increase blood supply. The Strip Sugar is heated to approximately 73-77°F less than wax. Used properly, your skin will never get burned.

It Is Easier To Clean Up

Since wax contains resins, after waxing; the client is usually left feeling sticky. Sugar can be easily

cleaned up with water - clients never feel sticky after treatments.

It Will Not Stick To The Skin

Wax has been known to remove more than just the hair, since it can adhere directly to live skin cells, which makes waxing painful and irritating. Wax cannot be applied to an area more than once (twice maximum).

Sugar cannot adhere to live skin cells. It will remove the hair and exfoliate the dead skin cells, thus making it safe for dry itch eczema and dry psoriasis, but leaves the new skin intact. This means less discomfort to you, and less trauma to your skin. It is gentle enough to go over the same area more than once when necessary to remove the shortest and most coarse hair, without causing skin damage or irritation

It Will Not Break As Many Hairs

One of the most common problems waxers face is early re-growth due to broken hairs. Waxing can leave 15 - 30% breakage behind. This problem is usually caused, not by the esthetician, but by the wax used. Since wax hardens on the hair, it has the tendency to break it off at the surface, rather than pull it out.

Using our Advanced Sugaring Technique, the paste wraps around the hair shaft making it pliable, while seeping below the mouth of the follicle and lubricating the hair to make the extraction more complete and gentle.

It Is More Sanitary

Cross contamination in a waxing room is always a danger, especially since bacteria will grow inside of a wax jar.

The sugaring paste is hypoallergenic and non-comedogenic. Sugar helps control cross-contamination. Since our paste has such a high concentration of sugar, bacteria cannot breed in the jar. Sanitation is increased when Essential Tonic and latex gloves are used in conjunction with our anti-microbial skin cleanser (Precept).

Sugar was used to heal wounds during the Civil War as it helps to prevent infections while promoting healing.

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Tampa, FL 33612

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myths

Myth: *Sugaring is unsanitary.*

Sugar is a preservative. The high concentration of sugar in our sugaring paste prevents bacteria from breeding as well as cross-contamination. Our system uses maximum sanitation procedures.

Myth: *Clients leave the salon sticky.*

Professional Body Sugaring paste contains no resins or chemicals and is water-soluble. Any sugaring paste remaining on the skin can simply be washed off. The client leaves feeling clean and smooth.

Myth: *Hair will grow back thicker and darker.*

On the contrary, hair will grow back more refined and thinner. Our sugaring technique removes hair from the bulb. When the new hair grows back, it is much finer and lighter in color.

Myth: *Diabetics cannot be sugared.*

The sugaring paste is not ingested during treatment unless chosen to be. The **Professional Body Sugaring** system does not require the paste to be hot, therefore is considered safe for most diabetics. Also, our sugaring paste does not contain resins, which can tear the skin and pose a problem to a diabetic.

Myth: *Sugaring is a fad.*

There are too many men and women who have experienced the incredible results from **Professional Body Sugaring** treatments to even remotely consider **Professional Body Sugaring** a fad. Every single day of every year more people seek us out and switch from other methods.

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Advanced Technique Vs. Waxing

Sugaring	Waxing
? 100% natural	? All wax products contain resins, even what is called "sugar wax"
? No resin or chemicals	? Resins adhere to live skin cells
? Water soluble - will never ruin clients clothes	? Very difficult to clean up - solvents are required along with tremendous effort
? Will never adhere to live skin cells	? Can burn, bruise the skin
? Will never burn skin as it is barely luke warm	? May burn skin when heated too hot
? Bacteria does not breed or survive in sugar	? Bacteria breeds in wax
? Natural healer to skin	? Damages fine tissue cells
? Will not damage delicate facial skin tissue from long term use	? May damage facial skin tissue over long term use

? Removes hair in direction of natural growth	? Can only be removed in opposite direction of natural hair growth
? Very little (if any) discomfort	? Painful to client and traumatizing to the skin
? Removes hair after 2 to 3 days growth (less than 1/8")	? Requires 1/4" re-growth minimum
? Will assist in diminishment of ingrowns	? Creates ingrown problems
? Can sugar areas with spider veins and varicose veins or diabetics and dry itch eczema	? Cannot be treated with wax
? Skin is left feeling soft and clean, even before aftercare	? Clients usually feel uncomfortable for a period of time
? Never hardens, even if left on skin	? Treatment must be done with time efficiency so as not to dry on skin

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history

The earliest references to hair removal came from the ancient civilizations of Mesopotamia, Egypt and Greece. Early writings out of Mesopotamia tell of kings asking that women be brought to them clean and smooth, i.e. hairless. Ancient Egyptians place a high importance on aesthetics and cosmetics. Egyptian hieroglyphics describe how slave girls serving Pharaoh were expected to remove their body hair. Hair on the body was considered unclean by the upper class. Possibly through a fortuitous accident, the method of using sugar for hair removal treatments was developed.

The British Museum's famed Department of Egyptology displays copper and bronze razors and tweezers from as far back as 1900 B.C., including one combination razor/hair cutter/trimmer from about 1450 B.C. These methods however, were still primitive and painful. During the reign of the Turkish Empire, the harem was an important part of court life and the removal of body hair was considered an art.

However, the results of our extensive research determined the current methods were working only to a limited extent. It was found that this ancient art of hair removal could provide permanent, satisfactory results with benefits that would far exceed the more commonly used method, if it could be modified to become commercially acceptable.

Belmora has searched the global market for an advanced art of body sugaring. We have found a paste and unique technique to meet the needs of every skin type, hair color and texture.

Sugaring as the solution

The Professional Body Sugaring paste is a 100% natural, safe and gentle solution to hair removal for women, men and children. The art of professional body sugaring has grown in popularity in salons and spas over the past decade.

Sugaring offers numerous unique and diverse benefits. The most important advantage is very fundamental: The Professional Body Sugaring technique extracts hair in its natural direction of growth and does so when the hair is still in the early growth stage (referred to as the anagen stage).

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Questions and Answers about Body Sugaring



What is Professional Body Sugaring?

Professional Body Sugaring is a hair removal system using a specially formulated sugar paste.



How does Professional Body Sugaring compare to waxing?

It doesn't. It is far superior! Please review the Advanced Sugar Technique VS Waxing comparison table.



Is it 100% natural?

YES! You can even eat it!



Does it really work?

YES! You will notice a difference in hair texture, color and density after the first treatment.



Is it very painful?

NO! Our sugar paste is skin friendly and water-soluble. It does not contain resin. All waxes contain resin, which adheres to live skin cells, making waxing treatments very painful.



How long can you go between treatments?

Initially six to twelve weeks. This will vary with each individual. The length of time between treatments will increase with each treatment.



What parts of the body can be sugared?

Basically, all body parts can safely be sugared with the exception of eyelashes and inner ears. We do not recommend sugaring men's beards.



What is the overall benefit?

Without the risk of burning, bruising or damage, you are left with very soft, clean and hairless skin.



Is the Professional Body Sugaring hair removal treatment expensive?

NO. A Professional Body Sugaring treatments are comparatively priced with other hair removal methods. However, extended periods of time between **Professional Body Sugaring** treatments makes our system much more economical.

THE TOP 10 BENEFITS OF BODY SUGARING

1. Unlike waxing, body sugaring is 100% free of resins and chemicals, never burns, never adheres to live skin cells, and acts as a natural healer for your skin.
2. Body sugaring is clean and water-soluble—unlike waxing, it does not involve applying resins or chemicals that can adhere to live skin cells and require solvents to clean up.
3. Body sugaring gives superior results with very little (if any) discomfort—skin is left feeling soft and clean, even before Aftercare.
4. With body sugaring, there are no more spatulas, no more cotton strips, and no more rushing to remove wax before it dries on the skin!
5. Body sugaring is safe to use on areas with spider veins, varicose veins, dry-itch eczema or people with diabetes.
6. Body sugaring will actually assist in the diminishment of ingrown hair (unlike waxing, which can actually worsen ingrown problems)
7. It's never necessary to heat the sugar to a high temperature and risk burning the skin. Sugar is applied at a slightly warm, very comfortable temperature.
8. Unlike waxing, body sugaring will not damage delicate facial skin tissue over long-term use.
9. You can have body sugaring with as little as 2 to 3 days of growth—less than 1/8" (unlike waxing, which requires a minimum 1/4" of growth)
10. With Body sugaring, hair is removed in the direction of natural grown, minimizing the discomfort, damage and early re-growth experienced with waxing.

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What does this mean to you as a client?

- ✍ Hair can be removed at 1/16", eliminating the need to wait for unsightly growth length between treatments.
- ✍ Removing hair in its natural direction eliminates unnecessary discomfort and irritation.
- ✍ Removing hair in its natural direction also reduces or eliminates hair breakage. No more broken hair results in the elimination of ingrown hairs (bumps) and early growth between treatments.
- ✍ No more disrupted follicles (link to diagrams), a major cause of unsightly infected ingrown.
- ✍ Earlier refinement in hair texture, along with faster reduction in hair growth due to hair extraction in the early anagen stage.
- ✍ Exfoliates dry skin cells. Skin tone and texture can be dramatically improved.
- ✍ The Aesthetician has more confidence when treating delicate, intricate areas, such as the eyes, upper lip and mature skin.
- ✍ No more burning skin.
- ✍ No more bruising.
- ✍ The ability to go over an area several times to extract even the most stubborn hair.
- ✍ Professional Body Sugar paste will not stick to live skin cells.
- ✍ No more hair breakage.
- ✍ The ability to be smooth and hair free even during the summer months.
- ✍ No more spatulas, cotton strips and special dissolvent.
- ✍ Safe for varicose veins, spider veins and diabetics.
- ✍ Safe and very good for dry itch eczema.

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