

Personal Touch Body Waxing Takes Good Care of Clients

By Lisa Rogers

For years, Selene Serquen, Mercedes Campos and Julie Osorio worked together. One day, the friends decided they wanted to own their own business together and the result is Personal Touch Body Waxing, 5900 S.W. 73 St., Suite 101 in South Miami.

The friends had all worked as top notch body waxing consultants. In fact, Campos was featured in Allure Magazine in 2005 and Osorio was featured on t.v. in a segment called "Odd Jobs."

They all take tremendous pride in their work. They make sure they use the finest wax, a mineral based hard wax.

"The wax hurts less than honey wax," Serquen says. It is also guaranteed not to irritate or cause allergic reactions. Even so, they also have a hard wax that they use for sensitive skin. Although heated, the wax is not hot enough to burn skin.

Personal Touch consultants also use special lotions to help sooth the skin after a treatment so that the client can be party ready right after they leave the salon.

Personal Touch clients include both women and men. For women, the most popular treatment is the



From left to right: Selene Serquen, Silvana Alvarez, Mercedes Campos, Julie Osorio are the consultants at Personal Touch Body Waxing.

Brazilian body wax. For men, its hair removal on the chest and back. At Personal Touch, clients can get full leg waxing, full bikini, back, face, buttocks, full arms, eye brows (both cleaning and shaping), chin, sideburns, ears and nose.

Although Personal Touch has been open only since February first, eighty percent of the consultant's clients came with them to their new location and they have picked up new clients as well.

"We do very well," Osorio says, adding that each waxer sees 15-20 people per day.

One of the reasons for the grand start is because clients are aware that the consultants are dedicated to their work and they care about cleanliness and the comfort of their clients. They stress they take care of customers the way they would want to be taken care of themselves. It must work because they have customers who have been with them for five to seven years.

All the consultants have many years of experience – Osorio has been a waxing consultant for seven years, Serquen and Campos for five - and they are all licensed and insured.

The owners say they have to establish good relationships with their clients because they deal with intimate areas of the body.

"Some men even do the private areas," Serquen says.

Among the precautions Personal Touch consultants take are the use of gloves by the consultants and the use of fresh sticks with each application. The women stress that the wax is never recycled. It is always thrown away after use on a client. For more information, call 305- 662-9201.