

THE MIRROR METHOD

Structured Symmetry for Speed Waxing

✿ spa order

Today's Agenda

1. Intro to Spa Order and Dermwax
2. The Industry Problem
3. The Mirror Method Explained
4. Time Management & Revenue Booster
5. Real Life Example: Brazilian Wax
6. Live Q&A

Today's Team



Kyla Sampson

Head Educator



Julia McCord

Esthie & Business Owner,
SPA0 Brand Ambassador



Gracie Sanchez

Inside Sales
Account Manager



Christine Vulpescu

Marketing Manager



Emily Johnson

Education Manager

Julia McCord

The Wax Bar, Long Island, NY

- **8+ years** of beauty industry experience
- Owner of **The Wax Bar**, Long Island
- Hard Wax **Educator & Esthie Mentor**
- Specializes in **Eyebrow and Brazilian** waxing
- Offers full body waxing services
- Known for seamless, efficient waxing techniques
- Spa Order **Brand Ambassador**



Kyla Sampson

Spa Order In-House Educator

- **Licensed esthetician** | 8 years
- Professional **Certified Laser Technician** | 14 years
- **Dermwax Specialist** | 4 years
- Expert in **hair removal, lasers, and microneedling**
- **Apothecary owner** specializing in a holistic approach to skin health
- Curator of **organic skincare products**
- **Educator and mentor for student estheticians** entering the esthetic and laser industries



welcome to spa order

Who we are

Spa Order - The Makers of Dermwax

As the **creators of Dermwax**, we built a strong foundation in the professional wax market — and that success inspired us to grow.

We're expanding our product lineup and education to better **support the diverse needs of our esthetician community**.

Every Esthie is unique, and they deserve **solutions** made with them in mind.



What we stand for



Trusted Quality.



Professional Savings.



Empowering Esthies.

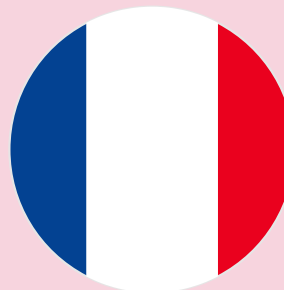
dermwax

dermwax

- Hard & Soft Wax, Waxing Supplies
- Quality, performance, and reliability
- European-manufactured hard and soft waxes and waxing supplies for consistent results
- Trusted by estheticians who need dependable products
- Created to support professionals as they grow and care for their clients



Spain



France



Italy

the industry problem

what we're dealing with..

- Rushed Services
- Missed Patches
- Inconsistent Timing
- Overlapping Application
- Fatigue from Inefficiency
- Over-detailing one side (which can lead to skin lifting/tearing)
- Letting conversation disrupt flow
- Working by convenience instead of structure

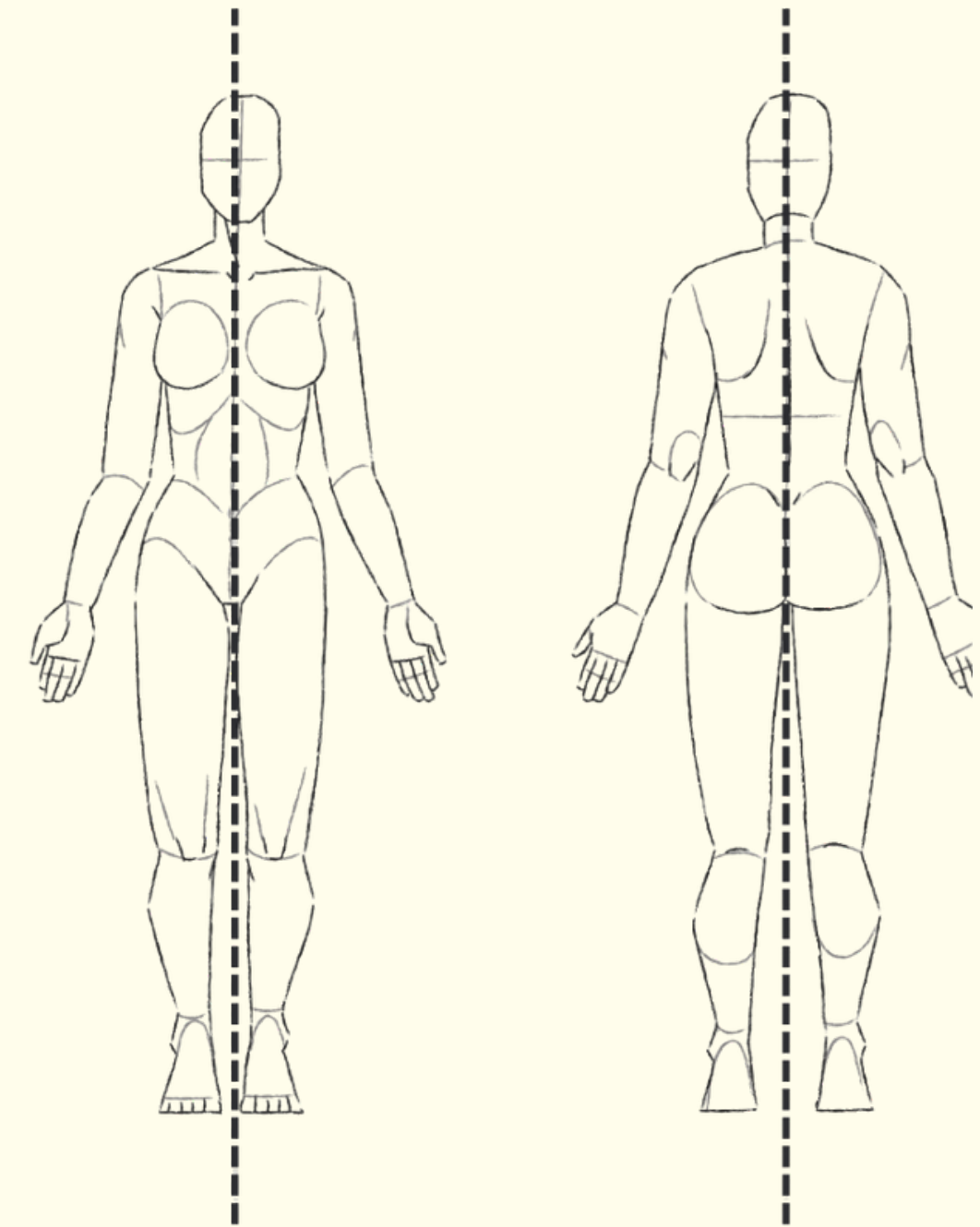


the mirror method

The Body Mirrors Itself

The body is bilaterally symmetrical:

- Left reflects right, inner reflects inner, outer reflects outer
- The sternum, navel, and pubic line — these create a natural divide
- Hair growth patterns often follow mirrored directions
- Waxing should follow the anatomy



Instead of waxing sporadically:
We follow structure.
We divide by midline.
We treat each half as a reflection.

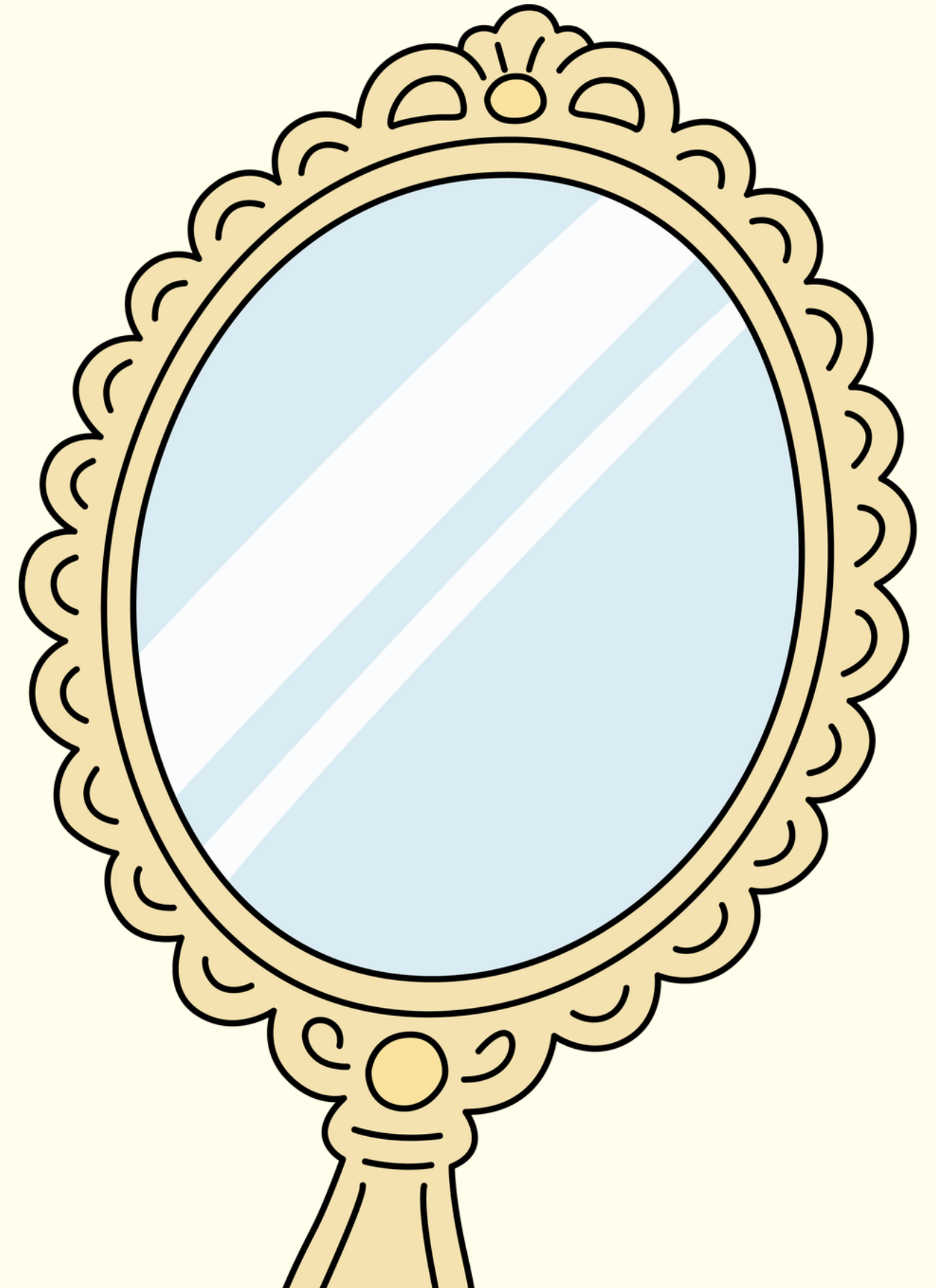
The Mirror Method

The Mirror Method is a structured waxing system based on the body's natural bilateral symmetry.

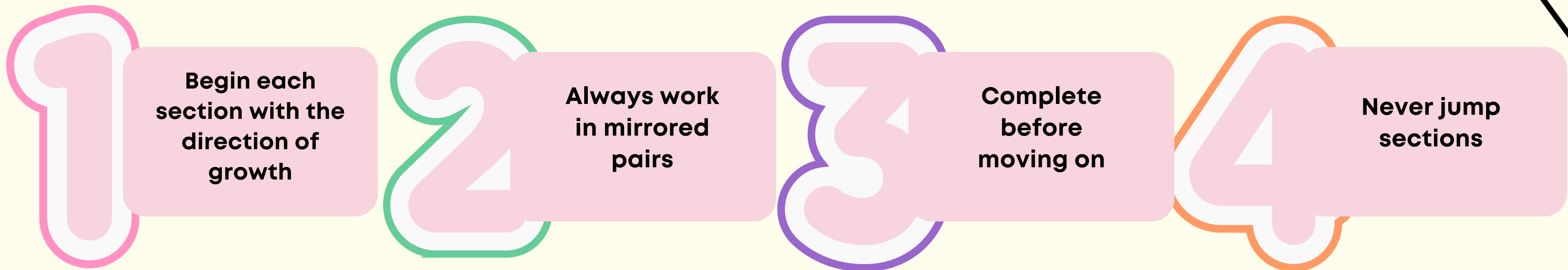
By treating the body in mirrored sections, estheticians reduce missed areas, increase thoroughness, improve time management, and create consistent results every single appointment.

This method allows you to:

- Work smarter — not harder
- Eliminate backtracking and overworking areas
- Develop predictable service timing
- Master speed waxing without sacrificing precision



The 4 Rules



How Mirroring Prevents Missed Areas

By Eliminating....

Random Sectioning *Inconsistency*

Working without a structured pattern leads to uneven results and unpredictable timing.

If your pattern changes every appointment, your results will too.



Jumping Around *Poor Time Management*

Switching between zones disrupts workflow, increases mental load, and slows overall service time.

More decisions = slower performance.

Efficiency isn't about moving faster — it's about moving forward



Backtracking *Overworking the Skin*

Revisiting completed areas increases irritation, wastes product, and compromises skin integrity.

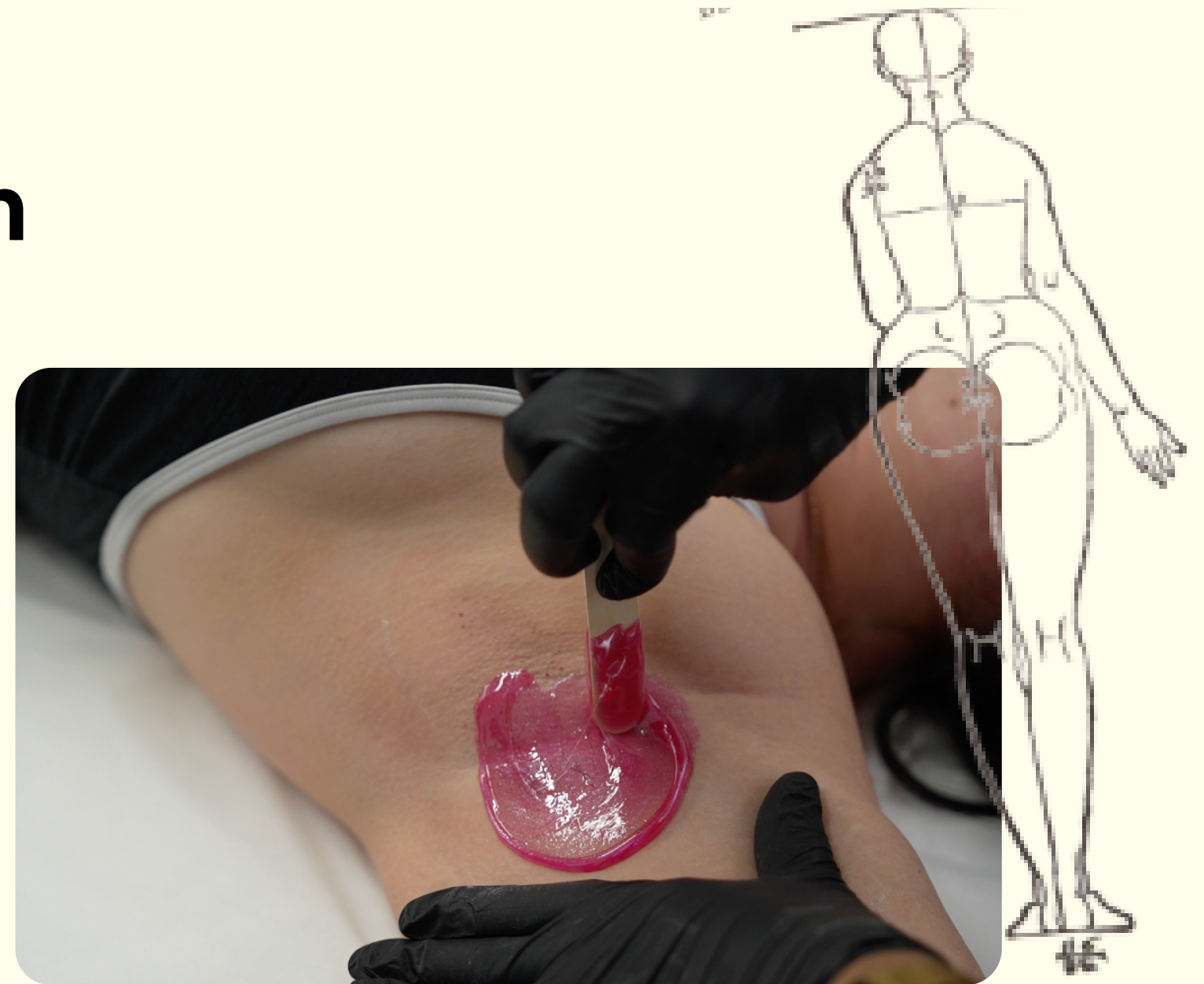
Every time you go backward, you add trauma.



The Psychology of the Pattern

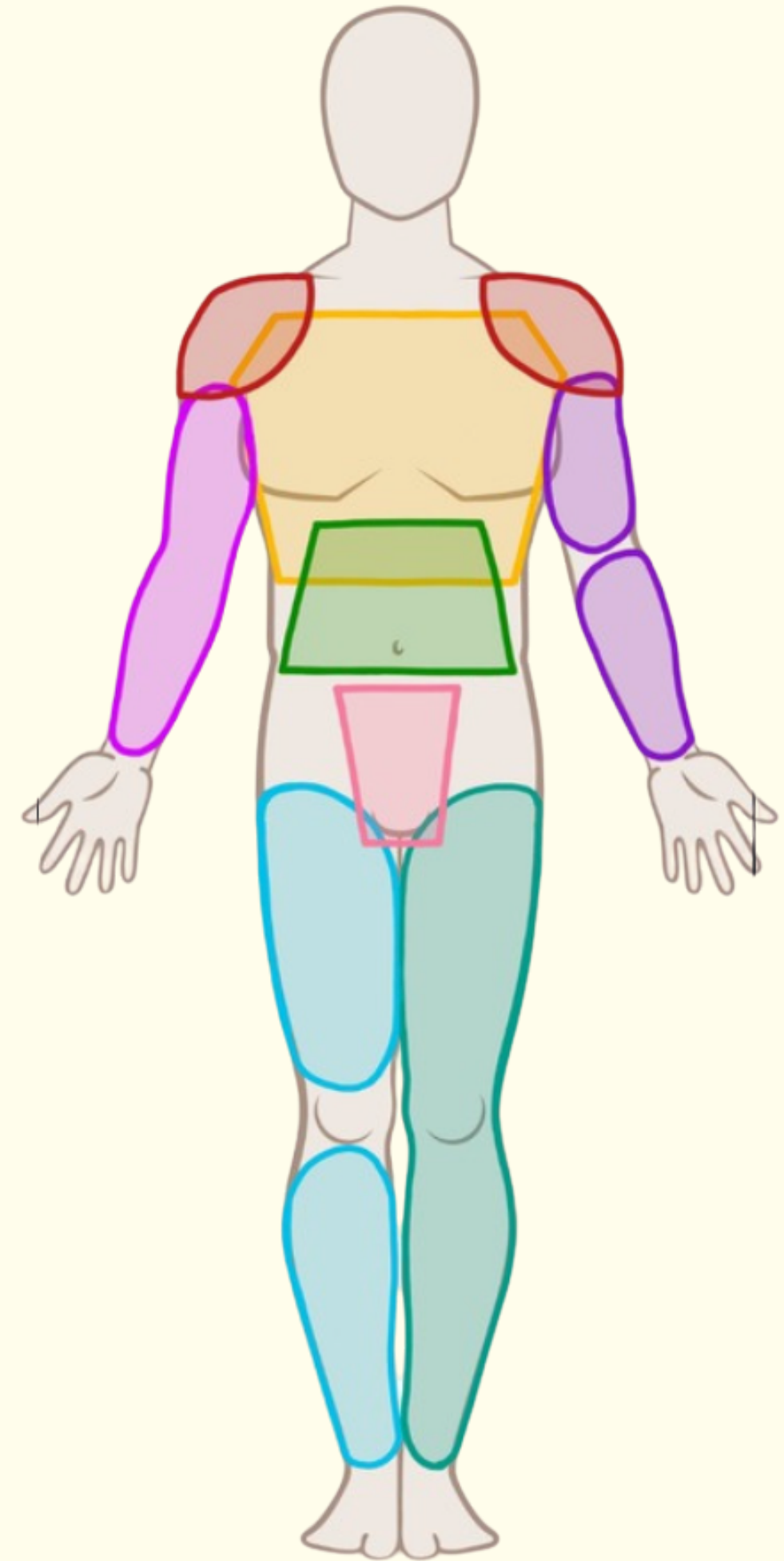
- The brain LOVES symmetry
- Repetition increases speed
- Predictable order reduces mental fatigue
- Systems create consistency

When you remove decision-making, you increase efficiency



So Why The Mirror Method?

Every section is completed in mirrored pairs to ensure balance, thoroughness, and speed.



time management & income

Time Management

BEFORE The Mirror Method

FULL LEG
45 - 60 MINUTES

BRAZILIAN
20 - 30 MINUTES

UNDERARMS
10 - 15 MINUTES

UNABLE TO BOOK ADD ONS

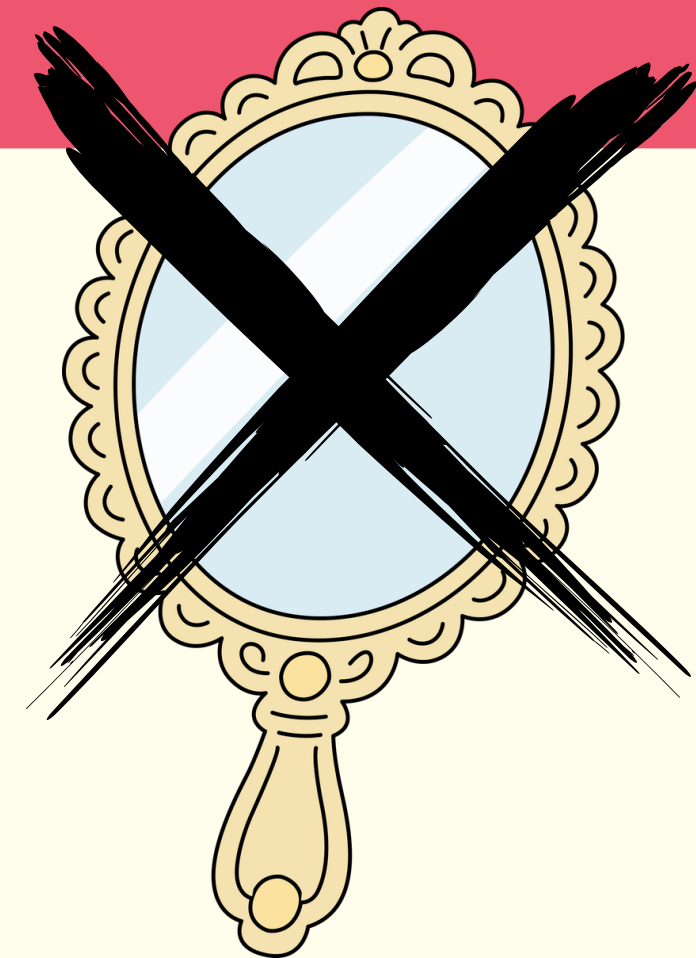
Last minute client requests declined

LOW CPD

(Clients Per Day)

LESS AVAILABLE APPOINTMENT TIMES

A single client is booked for a large amount of time



Time Management

AFTER The Mirror Method

FULL LEG
30 - 45 MINUTES

BRAZILIAN
7 - 15 MINUTES

UNDERARMS
5 - 7 MINUTES

BOOK ADD ONS

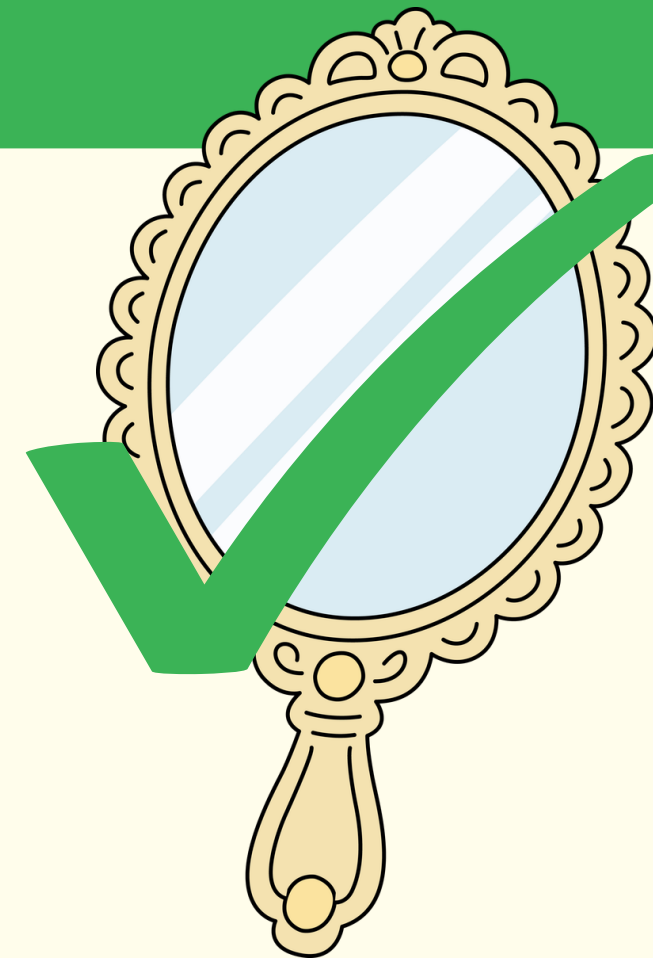
Last minute client requests with time to spare

HIGH CPD

(Clients Per Day)

MORE AVAILABLE APPOINTMENT TIMES

Multiple clients booked within the hour



How This Increases Income

By reducing each Brazilian by 10 mins

6 clients per day
= 60 mins saved

One full hour can now be available
to new or reoccurring clients

You could add:
3 Brazilians
Or 2 Brazilians + 1 Eyebrow
Or 1 Full Leg (+ an add-on)

You've created flexibility.

4 days per week
= 4 hrs saved

Potentially opening up 24
appointments for new or
reoccurring clients

**Up to 96 additional
appointments**
Per Month!

Revenue increase:

If your Brazilian is \$65:
96 additional services × \$65
**= \$6,240 additional revenue per
month**



\$6,240 additional revenue per month

Speed Waxing

Without Sacrificing Quality

Speed $\neq$ rushing

Speed = elimination of wasted motion

The Mirror Method removes wasted motion.



examples

 **For privacy reasons, please do not take photos or screen record during this portion of the webinar.**

Thank you for respecting our model's privacy.

The following videos and photos are intended for educational purposes only.

example: brazilian

Example: Brazilian Breakdown

•
*Outer Bikini
Line*

•
*Inner Bikini
Line*

•
Top & Middle
(Pubic Mound & Shaping Area)

•
Labia Strips

•
Butt Strips



Wax used: Dermwax California Ocean

- Each section starts with a “**downward**” strip being applied in the direction of growth
- After “downward” strips are removed - **REVERSE** strips will be applied in the same section before moving onto the next section (if needed)
- Right-Handed work starting on the RIGHT side of the body in each section
- Left-Handed work starting on the LEFT side of the body in each section



Example: Brazilian Breakdown



Wax used: Dermwax California Ocean

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Dermwax California Ocean

Why You'll Love It:

- Ultra gentle and pliable — perfect for sensitive areas
- Quick melting, fast hardening — reduces wait times
- Residue-free finish for smooth, confident skin

Best For: All skin types, fine to medium hair, full body use

Consistency: Extra-small wax beads, melts into a beautiful, slightly sheer, deep cerulean blue, gel-like for easy application and superior hair grip

Comparable Option: Dermwax California Red



Key Ingredients:

- **Beeswax** — locks in hydration and soothes the skin
- **Lanolin** — deeply nourishes for silky-smooth skin post-wax
- **Paraffin** — enhances skin elasticity and moisture retention
- **Advanced Polymer Blend** — guarantees maximum hair grip for clean, swift removal

Structure creates speed.

Speed creates capacity.

Capacity creates income.

final reminder

We are here to support you.

When choosing a wax, the number one factor should always be **quality**.

Dermwax is **manufactured in Italy**, which is known for having some of the highest standards in cosmetic oil quality and production.

When you choose lower quality products you risk:

- ✗ Inconsistent Ingredients
- ✗ Fillers that affect performance
- ✗ Potential safety concerns



Now It's Your Turn!

Q&A

Exclusive Giveaway

2x 2lb Dermwax California Ocean
Pre/Post Care Bundle

How to Enter:

Tag us on Instagram **@spaorder** and **@thewaxbarli**
and share your favorite part of the webinar in a post
or Story!

**Winners will be
announced via
dm on Instagram**



Contact us anytime.

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