

✿ spa order

THE SOFT WAX METHOD

With Tori Herrera



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Introduction: Tori Herrera

Tori Herrera

The Waxing Queen

Hi, I'm Tori Herrera.

I've been a **licensed esthetician** for over 18 years, a **co-owner of a beauty school**, and I've had the honor of rewriting the hair removal chapter for Milady.

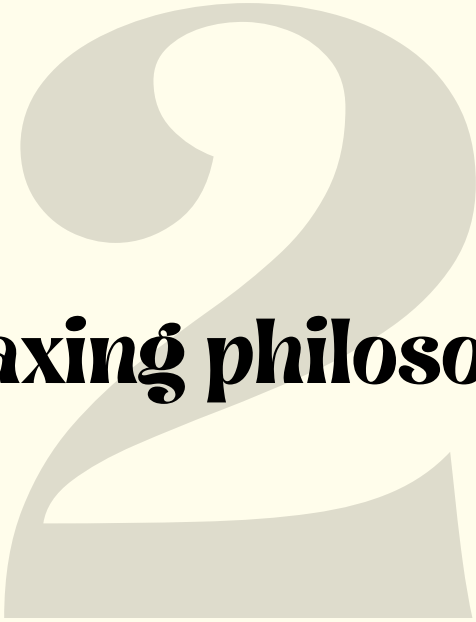
I am also a **multiple-time Waxter of the Year** and currently serve as the **Director of Waxing for Skin Games**.



For more than a decade, I have trusted Spa Order's Dermwax in my treatment room.

Every technique, every service, and every system I teach is rooted in **real experience, results, and consistency**.

This guide is exactly how I approach soft waxing in my business, from technique to profitability.



my waxing philosophy

my philosophy on waxing

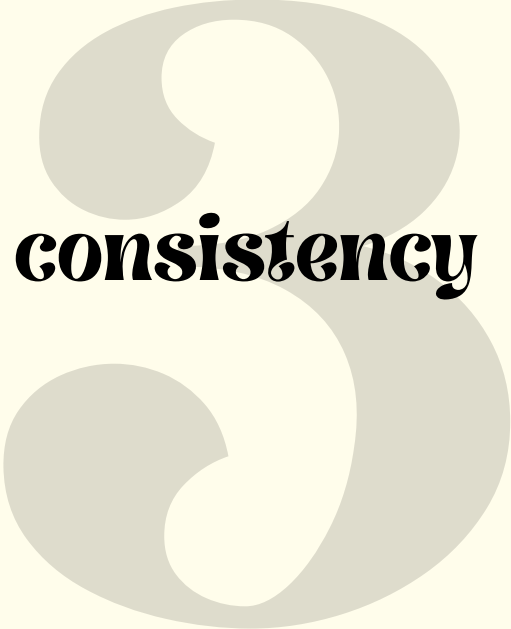
**Waxing is not just Hair Removal.
*It is a System.***

Your technique, your product choice, and your application directly **impact your results, your client experience, and your profit.**

When done correctly, waxing should be **efficient, comfortable, and highly profitable.**



Teaching a Brazilian Soft Wax Class with Spa Order at Be+Well Beauty & Wellness Show in New York City, March 2026



wax consistency

the ideal consistency

The foundation of great waxing starts with **consistency**.

Your wax should never be too thick and never too thin.
The perfect consistency is similar to **pancake batter**.

Here is how I check it:

- When I pick up wax on my stick, I should be able to **control it for about three seconds** before it drops back into the pot.
- If it runs immediately, it is too thin.
- If it sits heavy and does not move, it is too thick.





**Thin Application =
Thick Profit**

technique

This is where most estheticians go wrong.

If you want to increase your profit, you need to decrease your product usage.

I always say this:

In order to have thick profits, you need **thin application**.

Instead of using the flat side of the stick, I **use the spine of the stick**.

The Spine

The spine allows you to stretch and spread the wax ultra thin across the skin.

You get maximum coverage with minimal product.



Flat Side

If you use the flat side, the wax sits heavy, does not stretch properly, and you end up wasting product.



Another key habit:

Use everything on your stick before you toss it.

Every application should be intentional and efficient.



pre & post care

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my go-to pre & post care

Before Waxing

I always start with a cleanser.
My go-to is the **Dermwax Pre and Post Wax Cleanser**.

It removes dirt, oil, sweat, and debris.
Anything left on the skin can prevent proper adhesion, which leads to poor results and more passes.

Clean skin equals better grip and better results.



Before Waxing

Step two, I like to apply **Dermwax Pre Wax Powder** after cleansing to absorb oils and keep the skin dry.

This helps the wax **grip the hair** instead of the skin, making the service more effective and comfortable.

Powered by corn starch, baking soda, and silica, it creates the **perfect base for better adhesion**.

my go-to pre & post care

After Waxing

I always finish with **Dermwax Calendula Post Wax Oil.**

This product is a must for me.

It calms the skin, helps repair, and leaves the client feeling soothed and cared for. It also smells amazing, which enhances the overall experience.

This step is also where you **show your client that you care about their skin** and their safety, not just the service.



My Favorite Retail Product

One of my favorite retail products—and a great one for your clients to take home—is **Dermwax Elite Ingrown Solution.**

I recommend applying it whenever **bumps, ingrowns, or irritation** occur, and daily for ingrown-prone skin.

It's formulated with **arnica, lactic acid, and glycolic acid** to gently exfoliate and soothe, without parabens or sulfates.

A large, light gray, stylized number '6' serves as a background element, centered on the page. It has a thick, rounded stroke and a small loop at the top.

how to price like a pro

how I price like a pro

Let's talk about numbers.

This is where technique and product quality come together to create real profit.

Using Dermwax soft wax, I can perform approximately **16 Brazilian services from one can.**

If I charge \$65 per Brazilian, that equals:

\$1,040 in revenue per can

The cost of one can is about \$17.

That margin is only possible because I can **apply the wax ultra thin** without compromising performance.

If your wax is too thick or inconsistent, your cost per service increases dramatically.

Your **product should support your profitability**, not eat into it.





choosing the right wax

choosing the right wax

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.

Italy has strict regulations around ingredients and manufacturing processes. That means consistency, safety, and performance.

When you choose lower quality products or products from sources with less regulation, you risk:

- Inconsistent ingredients
- Fillers that affect performance
- Potential safety concerns for your clients

***I do not cut corners when it comes to quality.
And because of that, my clients trust me.***



the importance of your supplier

One of the most valuable tools in your business is your distributor.

For me, that is Spa Order.

I have been a client for over 15 years.

They provide:

- Reliable, high quality products
- Educational resources
- Programs like Subscribe and Save
- Ongoing support whenever I need it

Your supplier should be a partner in your business, not just a place where you buy products.



final thoughts

final thoughts

Everything I do in my treatment room comes down to three things:

- ✓ Consistency
- ✓ Efficiency
- ✓ Quality

When you **combine the right technique with the right products**, you create better results for your clients and **stronger profits** for your business.

This is not just theory. This is what I use every single day.

If you **master thin application, understand your numbers, and commit to quality**, you will see a transformation in both your services and your income.

I would love to see you and your business grow!
Let's connect on Social Media!



[@thewaxingqueen](https://www.instagram.com/thewaxingqueen)





Contact Us

 www.spaorder.com

 sales@spaorder.com

 833-907-1791

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