

## The Secret Women Won't Share

There is a secret that many women share. They don't talk about it with their friends, they don't tell their husbands or boyfriends, some can't even confide in their mothers or sisters. They don't realize how common their predicament is or how sharing it can bring about solutions. We are talking about something that everyone has. It is a completely natural and normal characteristic of being human. Just what is this great secret? ...

Hair. More specifically, unwanted hair. We all love having thick luxurious hair. On our head, that is. But what about having hair in other places? It is unacceptable in our culture for women to have hair visibly apparent anywhere else. Excess hair can appear at any age. Many factors contribute to the appearance of unwanted hair. Genetics, hormone imbalances, peri- and post menopause, thyroid and pituitary conditions and poly cystic ovarian syndrome all can lead to excess hair in unwanted areas.

Dark thick hair on the face, underarms, bikini area, even the arms and legs can be extremely embarrassing for any woman. They shave, they pluck, and they bleach. Few will ever wax because the hair needs to be very long to be removed. Cost and skin or hair color can be prohibitive for laser hair removal. What happens? Women with unwanted hair feel can feel humiliation and shame. This leads to loss of confidence in public and private situations, loss of self-esteem and loss of femininity.

"Sugaring" is an effective alternative form of hair removal. It requires only 1/16 – 1/8 inch of growth for removal, provides immediate improvement in hair refinement and diminishment and can lead to permanency. Sugaring hair removal is 100% natural, contains no chemical additives, no essential oils and no wax resins, virtually eliminating adverse reactions. Hair is removed in the natural direction of growth, eliminating breakage and ingrown hairs. There is no risk of burning, tearing or irritation to the skin because the sugar paste is applied warm, never hot. Massaged into the skin, the past seeps deep into follicles allowing the hair to slide out more comfortably, while improving the condition of the skin by exfoliating dry skin cells.

Sugaring is a great solution for sensitive skin (rosacea, eczema, psoriasis), hair that is dry, brittle or curly and for diabetics and those with varicose veins. It works especially well removing the fine villus hair on women's faces. If you are concerned with unwanted hair, sugaring should be considered. We offer confidential, private consultations and treatments by compassionate estheticians. New clients receive 25% OFF their first treatment.

For more information contact Steel Magnolias Spa and Boutique, 314-822-4450 or at [www.SweetNothingsBodySugaring.com](http://www.SweetNothingsBodySugaring.com).