



THE WAXING ACADEMY
SKILLED AND PROFESSIONAL

THE WAXING CONFIDENCE SCRIPT GUIDE

Consultation & Client Comfort Scripts for Estheticians

Learn exactly what to say before, during, and after a waxing service to build trust, reduce client anxiety, and create a five-star experience.



PRESENTED BY SMOOTH BODY WAX CENTER

INTRODUCTION

One of the biggest challenges new wax specialists face isn't learning how to wax—it's knowing what to say to clients.

The right words can help clients feel relaxed, informed, and confident in your abilities. This guide provides professional scripts you can adapt to your personality while maintaining excellent customer service. Remember: clients don't expect perfection. They expect confidence, communication, and care



SCRIPT 1: GREETING A FIRST-TIME CLIENT

"Hi, I'm ____! It's so nice to meet you today. Have you ever had a wax service before?" (Allow them to answer.)

"Perfect. Before we get started, I'm going to ask a few questions about your skin and hair growth, then I'll explain exactly what we'll be doing today. If you have any questions at any point, please let me know."

Why it works:

- Welcoming
- Professional
- Opens communication
- Reduces anxiety

SCRIPT 2: BEGINNING THE CONSULTATION

"Tell me a little about what brings you in today."

Follow-up questions:

- Is this your first wax?
- When was your last wax?
- Are you currently using Retin-A, Accutane, or prescription exfoliants?

- Have you had any recent chemical peels or laser treatments?
- Do you have any allergies or skin sensitivities?
- Have you experienced any reactions from waxing before?

Then say:

"Thank you for sharing that information. Based on what you've told me, here's what I recommend for today's service ."



SCRIPT 3: EXPLAINING A BRAZILIAN WAX TO A NERVOUS CLIENT

"I know many first-time clients feel a little nervous before a Brazilian wax, and that's completely normal." "My job is to guide you through the process and keep you as comfortable as possible. I'll explain positioning as we go, and we'll work together step by step."

"If you need a moment to take a break, adjust, or ask questions, just let me know."

Why it works:

- Normalizes nervousness
- Establishes trust
- Gives the client control

SCRIPT 4: WHEN THE CLIENT SAYS THEY'RE SCARED

Client:

"I'm nervous."

You:

"I completely understand. Most people are a little nervous the first time."

"The good news is the anticipation is usually worse than the actual service. I'll talk you through everything and before you know it, we'll be finished."

SCRIPT 5: DURING THE FIRST WAX STRIP

"Take a slow breath in for me ."

".and exhale." (remove strip)

Follow with:

"You did great."

"That's usually the part everyone worries about most."

or

"See? You're already through the first section."

Why it works:

- Gives direction
- Creates encouragement
- Keeps energy positive

SCRIPT 6: MAKING CONVERSATION DURING THE SERVICE

Safe topics:

- Vacation plans
- Pets
- Favorite restaurants
- Hobbies
- Weekend plans
- Local events
- Movies and television

Questions:

"What do you like to do when you're not working?"

"Do you have any summer plans coming up?"

"Any fun vacations planned this year?"

Avoid:

- Politics
- Religion
- Finances
- Personal relationship issues



SCRIPT 7: WHEN THE CLIENT APOLOGIZES FOR HAIR GROWTH

Client:

"Sorry, I know it's bad."

You:

"No need to apologize at all. This is exactly what we're here for."

or

"Trust me, I've seen it all. Your hair growth is completely normal."

Why it works:

- Removes embarrassment
- Reassures the client
- Builds trust

SCRIPT 8: WHEN THE CLIENT IS SELF-CONSCIOUS

Client:

"I'm embarrassed."

You:

"Please don't be. I look at waxing the same way a dentist looks at teeth or a hairstylist looks at hair. This is what I do every day."

"My focus is simply helping you get great results."

SCRIPT 9: DISCUSSING AFTERCARE

"Your skin may be slightly sensitive for a few hours, which is completely normal."

"For the next 24-48 hours I recommend:

- ✓ Avoid hot tubs and saunas
- ✓ Avoid intense exercise if possible
- ✓ Avoid exfoliation
- ✓ Wear loose-fitting clothing when possible

After a few days, begin gentle exfoliation to help prevent ingrown hairs."

SCRIPT 10: REBOOKING THE CLIENT

"To maintain the best results, I typically recommend coming back every 4-6 weeks."

"Let's go ahead and reserve your next appointment while you're here so you can get the time that works best for you?"

SCRIPT 11: TURNING A FIRST-TIME CLIENT INTO A LOYAL CLIENT

Before they leave:

"You did amazing today."

"Thank you for trusting me with your service. If you have any questions over the next few days, please don't hesitate to reach out."

"I look forward to seeing you again."

BONUS: CONFIDENCE PHRASES EVERY WAX SPECIALIST SHOULD USE

Instead of:

"I think."

Say:

"What I recommend is."

Instead of:

"I'm sorry."

Say:

"Thank you for your patience."

Instead of:

"This might hurt."

Say:

"You'll feel some quick pressure and then we'll be done."

Instead of:

"I'm new."

Say:

"I'll be guiding you through each step today."



FINAL REMINDER

Clients remember how you made them feel long after they forget the service itself.

Speak with confidence.
Communicate clearly.
Stay professional.
Create comfort.

Those skills will build a loyal clientele faster than any marketing strategy.
Ready to become a confident wax specialist?

Enroll in the Waxing Workshop and learn:

Brazilian waxing techniques
Speed waxing methods
Client retention strategies
Real-world treatment room confidence

