

HEALTH PROFILE

By Susan Wilinski, photo by Dan Epstein

The Wax Den

Offering Guests Smooth Skin in Style & Comfort

Dr. Janine “Jae” Allen is an educator. After teaching for eight years, she decided to change direction completely by opening The Wax Den in Bloomfield in 2012. Even though the venue is vastly different than a classroom, Allen is still utilizing her teaching skills by training every cosmetologist she employs and assuring that everyone who visits the Den will have a safe and relaxing experience.

“Our team consists of licensed cosmetologists and estheticians,” says Allen. “Every ‘wax artist’ is personally trained by me in proper technique. They get theory and hands-on education with a practical exam before they can work as part of the team. We educate each guest about the specific processes during the service to ensure they leave healthy and pleased.”

Cosmetology has interested Allen for two decades. “I stepped out on faith with less than \$1,000 and built The Wax Den out of hunger and passion,” Allen explains. She was driven by her love for the beauty industry since age 16. The beginning of her career in the beauty industry was focused on hair care and styling, but states, “I wanted to specialize in one area and ‘wow’ people who walked through my doors.” Fast forward 17 years and the founder and CEO of The Wax Den attributes her business success to making sure to care for each and every guest who walks through the door. “I strive to make a difference.”

While The Wax Den offers the full range of waxing services to men and women that include face, arms, legs and back, the specialties are the Brazilian and brows. First-time “guests,” which is what The Wax Den calls its clients, might be nervous about the procedures. Allen wants



every guest to know that health, safety and comfort are her concerns to ensure satisfaction and return guests.

“We ensure that our services are safe for our guests by following proper infection control procedures from beginning to end,” assures Allen. “By our actions, guests take notice and are able to relax and enjoy their services. We use completely new sticks that have never touched the wax or another guest’s body.”

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According to Allen, waxing is one of the fastest-growing services in the beauty and salon industry as many people wish to remove unwanted body hair.

“The benefits of waxing include smooth, hair-free skin. As the hair grows back you can expect it to be softer and finer. Eventually, some guests will have less hair to wax over time because it literally doesn’t grow back in certain areas,” she says.

But it isn’t all about the business of waxing at the Den. As the name suggests, it’s also about comfort and seclusion as guests are welcomed with refreshments and escorted into a private waxing suite. For guests who are looking for something a little out of the ordinary, they can add some body bling or share their waxing experience with friends.

“We offer Swarovski crystals for the body to add a sexy ‘bling’ to skin. Another service we offer is HD body art, which is a gem quality glitter used for creative designs anywhere on the body. Something really fun are our Wine, Wax, Relax parties geared toward women who want to share a girls’ night out, a memorable bachelorette party or just want to get together for a great time.”

After all, “What could be better than cocktails, hors d’oeuvres and Brazilian waxing with great friends?” she asks.

The Wax Den

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