

# Authentic Brazilian Waxing by Andreia

BY JEWEL HAZELTON

**A**re you looking to feel smooth and sexy before you hit the beach this summer? Don't miss Atlanta's premiere waxing boutique, Waxing by Andreia, owned and operated by Atlanta's Queen of Wax, Andreia Longshore.

Longshore is a Brazilian native who moved to Atlanta in 2000 when she met her husband, Jeff, while grocery shopping. She has been in the waxing business since she was 13, when she started working in her Aunt's salon.

"After meeting my husband and deciding to stay, I was surprised by many salons I saw that claimed to do Brazilian waxing that could not even POINT to Brazil on a map!" she says. "I decided to offer *authentic* Brazilian waxing, and we now serve thousands of clients a month at our four locations."

With waxing boutiques in Marietta, Alpharetta and Buckhead, the Longshores plan to expand to other areas in metro Atlanta in the near future. Services are for both men and women and include tanning, skin care and facial services. Clients are encouraged to book an appointment in advance, but walk-ins are accepted at all locations.

"Eighty-five percent of our clients are women, but our male clientele is growing," Longshore says. "We are Atlanta's premiere waxing boutique. No one likes the chore of shaving and tweezing. I help my clients feel smooth and sexy by removing unwanted hair. Our authentic Brazilian waxing is fast, affordable, comfortable and lasts three to six weeks. My staff and I provide a superior waxing experience by delivering extraordinary personal service and exceptional value."

When I told a friend of mine that I was going to a Brazilian waxing salon, she said, "It will change your life." I laughed and replied, "Yeah right, how?" She told me that once I had a Brazilian wax, I would never go back to my normal routine.

As I pulled up to the shopping center, I noticed a hot neon pink Volkswagen bug with a woman in a bikini on the side of the car. In big bold letters it read *Brazilian Wax by Andreia*, \$35. I have to admit I was a little nervous about getting a Brazilian wax, because I have heard so many horror stories from people who went to other salons and had bad experiences.

Andreia greeted me and escorted me into one of the lounges. When she asked me if this was my first time, I laughed and told her that I was scared that it was going to hurt. She assured me that there would be little pain, so I took a deep breath and let her proceed. We chatted the entire time, and she told me that the best part of her job is the people.

"I love meeting new people," she says. "I love helping them through a new experience as well as seeing my long-time clients that have become friends over the years."



Andreia Longshore

After 15 minutes she was finished, and I was ready to go in the sun. At Waxing by Andreia they guarantee a quick and simple service. Most clients are finished in 30 minutes. My experience was life changing, but in a good way. There was very little pain and she was done in a matter of minutes.

"It is not what we leave, it's what we take away," Longshore says. "Front, back or everything in between, it's up to you." They use imported organic hard wax from Brazil that goes on thick, smooth and warm where it enters the follicle, allowing the hair to be pulled out by the root. Hard wax is much easier on the skin than strips with sticky waxes, and it results in less pain. "Our success is not just from offering a unique service or our special skill," she says. "I give the credit to God who has really blessed us."

It comes as no surprise that she has been voted Best of Atlanta for three years. "It is our specialty and we're fast," she says. "I've been called Atlanta's Queen of Wax because for me, as a Brazilian, waxing is not a sideline, it's my passion."

*For more information including locations, visit [www.brazilianwaxbyandreia.com](http://www.brazilianwaxbyandreia.com).*

