



# FELICIA SULLIVAN

Author, Foodie, Rockstar

[ABOUT ME](#) [ABOUT THE BOOK](#) [BUY THE BOOK](#) [EVENTS](#) [PRESS](#) [READ MY WORK](#) [ON MY BOOKSHELF](#) [CONTACT](#)

~ Frédéric Fekkai Goes Au Naturel for Spring

## shobha: my chewbacca days are over!



Every three weeks I undergo a dramatic transformation. I leave my house, incognito, a miniature version of Chewbacca, and race to the nearest salon. After thirty minutes of tears, anguish, and humiliation (so much hair! those short hairs!), I emerge with a face nearly free of facial hair. Every three weeks I loathe blondes and

the fact that they can blithely go months without waxing. And every three weeks I squirm and tear under the glare of an overhead lamp. Suffice it to say, I've been waxing for nearly fifteen years and the experience is nothing less than traumatizing. And we'll say we talked about my attempts at at-home hair removal, but really we won't. I'll spare you the flashbacks of hair patches, hardened wax, bleeding and bruising, which haunt me still.

After a recent facial peel, when Holly, my esthetician, warned me that I couldn't wax for a month - I'll spare you the visual of what would happen should I ignore her advice - I responded with a look resembling horror. Not waxing would be impossible; I'd have to stay indoors for a week or leave the house with a scarf wrapped around my face should passersby mistake me for the lovable Chewy. That's when Holly mentioned threading and my interest was piqued. For those of you who are not familiar with the procedure: Threading is a centuries-old method of hair removal with origins in Arabia and South Asia, in which the thread acts like a mini-lasso that is twisted and pulled along the area of unwanted hair, lifting the hair follicle directly from the root. So when I queried a few of my astute beauty friends for the best spot in NYC, and many sang the praises of Shobha, I decided to get lassoed!

Home to New York City's natural hair removal experts since 2001, Shobha provides sanitary hair removal treatments, including threading, sugaring, and waxing, with a strict emphasis on customizing removal options based on their clients' comfort and skin sensitivity. Devoted to a standard of impeccable hygiene, the salon is known for their No Double-Dip Policy for hair removal treatments. And if you've ever visited a nail salon for your maintenance wax, you know that this is a rarity.

As soon as I entered the Soho location, I was immediately greeted by their warm, inviting staff, and offered a delicious selection of teas (herbal, and varieties that target the shakras). After relaxing in sumptuous couches, soothed by the yogic decor, Tahira, my specialist promptly seated me and we discussed the treatment. After a brief facial analysis and considering my sensitive skin, Tahira applied a topical lemon-scented lotion to my upper lip, which numbed the lip, making the threading easier to bare. Make no mistake, threading isn't for the weak at heart. It was downright painful, however, I'm willing to wait in a chair for the incredible benefits, which include (and I'm bolding the miracle parts and making notes were applicable):

**\*The ouch(less) factor** - threading is found by many to be much less painful than waxing (ed: while I can't say that I agree with this, note that I have very sensitive skin, so threading may indeed hurt less for those with normal complexions) since threading only targets the individual hairs, skin irritation is kept to a minimum, unlike waxing, which often causes unnecessary stretching & removal of the face's delicate top layers of skin.

**\*An art of perfection** - threading is very precise & allows specialists to have greater control over which hairs are removed than waxing, resulting in a better brow shape for you!

**\*Au naturale** - threading is 100% natural, there are no artificial waxes, chemicals, or invasive techniques used.

**\*They take it all off** - even those short stubbly hairs can be removed, giving you the option of avoiding that bothersome grow-out period. (ed: believe me when I say that this is SO TRUE!)

**\*The taming of the flame** - minimal redness occurs after threading! (ed: YAY! I didn't have to hide under a hat or wrap my hair around my face after leaving the salon, as per usual with waxing)

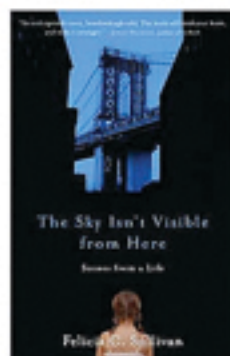
**\*Anti-acne** - most people who breakout from waxing tend to have much better results with threading. Also, threading is dermatologist-recommended for individuals who are currently using skin-thinning medications like Accutane and Retin-a.

**\*Wrinkle prevention** - warning: waxing can tug, pull, stretch, & even remove the delicate skin on your face, eventually facilitating the development of wrinkles! But threading does none of this!

The entire treatment took moments, and Tahira applied rosewater to reduce any potential redness and irritability. And for the first time after a hair removal treatment, I experienced absolutely no redness, no soreness, no skin peeling, and no breakouts. And there was not a single hair to be found on my lip - cue the miracle lyrics, if you please! I will definitely be returning - possibly with a sedative.

If you live in New York, I definitely suggest a visit to Shobha, which operates out of three convenient locations (Midtown east & west, Soho). For more info on their treatments, pricing, and locations, [visit their website](#).

This entry was posted on Monday, March 2nd, 2009 at 3:06 pm and is filed under [fab finds](#). You can follow any responses to this entry through the [RSS 2.0 feed](#). You can [leave a response](#), or [trackback](#) from your own site.



Order my memoir! Pretty Please!

[Amazon.com](#)

[Barnes & Noble](#)

[Booksense.com](#)



Australian Edition

Sign Up for Recipes, Book Updates & Other

Private Notes

GO

Privacy by SafeSubscribe™

For Email Marketing you can trust

### TWITTER UPDATES

Check out:

<http://www.mediabistro.com/>

[/mediajobsdaily/](#)

about a minute ago

Search

### CATEGORIES

[bookbum](#)

[daily murmurs](#)

[eco living](#)

[fab finds](#)

[fashion & style](#)

[foodie gal](#)

[get crafty](#)

[the writing life](#)

[Uncategorized](#)

[WRITERS REVEALED](#)

### ARCHIVES

[March 2009](#)

[February 2009](#)

[January 2009](#)

[December 2008](#)

[November 2008](#)

[October 2008](#)

[September 2008](#)

[August 2008](#)

[July 2008](#)

[June 2008](#)

[May 2008](#)

[April 2008](#)

[March 2008](#)

[February 2008](#)

[January 2008](#)

[December 2007](#)

[November 2007](#)

[October 2007](#)

[September 2007](#)

[August 2007](#)

[July 2007](#)

[June 2007](#)

[May 2007](#)