

Denim Strips: The Secret to a Better Wax?

BY HEATHER MUIR, BEAUTY NEWS EDITOR, MARCH 17, 2015, 9:00:00 AM



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I've been getting my bikini line waxed at Shobha—a salon in New York City—for almost five years, so I pretty much know the drill. Strip down, get into compromising positions, grit my teeth, repeat. But at a recent appointment, my technician whipped out long denim strips—they looked like someone took scissors to a pair of blue jeans—instead of the white pieces of cloth she normally uses to remove my hair. Since the waxing table is generally the last place I want to be surprised, I immediately freaked out and (politely) demanded an explanation. She smiled and said sweetly, “Good for men’s back hair—good for you.”

Oops! Yes, I may have coarse, dark hair, but this still wasn’t easy to swallow. But after getting over the initial embarrassment, I was pleasantly surprised to find that my waxing was a lot less painful and faster than usual. According to Shobha founder Shobha Tummala, this is because “denim doesn’t make the skin ‘jump’ as much as thinner fabrics like muslin.” Hmm. We asked dermatologist Francesca Fusco for her take, and while she noted that “the denim cloths have more fibers and a denser weave than linen or muslin, which makes them better at grabbing and pulling out hair,” she didn’t think this would necessarily make waxing any less painful. Yet my session definitely was. Wondering if it was the power of suggestion, or if the secret to waxing is in the genes? You can [buy the reusable strips](#) and try them for yourself.