

# LAS VEGAS REVIEW-JOURNAL

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## BIKINI BEAUTIFUL

“A new treatment gives personality to your bikini area”

It's a given that good grooming is essential to having great hair, but what about hair care down there? Clearly an unkempt look is intolerable no matter where it is. And these days it's not enough to give the bikini area a good trimming – styling is now involved.

If you're looking for something that doesn't require a lifetime commitment, a good waxing usually lasts about four to six weeks. The level of discomfort, however, is kicked up a notch.

“If you're doing the hair on your labia, the pain level is intense.” Said Jamie Lee Metz, owner of Jamie Lee Metz Advanced Aesthetics, LLC. “There's no way around it.”

But, Metz added, waxing the hair on the backside is virtually painless.

Metz prices run from \$15 for the “Bottoms Up”™ (just the bottom) to \$60 for “Above and Beyond,”™ which is everything.

Other designs consist of “The Runway,”™ (a small strip), “Sideburns,”™ (sides only), “The Martini Glass,”™ (smaller upside down triangle), “Sweet Heart,”™ (yes a heart) and “Think Outside the Box,”™ (a tiny box reminiscent of Hitler's mustache). Waxings take about 45 mins form start to finish.

Well attuned to the fact bikini grooming isn't your ordinary spa treatment, Metz and her staff are sensitive to their client's apprehensions.

“We have them strip down and then we keep them in as comfortable a position as possible,” said Metz who opts for a sideways laying down position as opposed to the down on all fours, many spas favor.

“They’re already pretty vulnerable and it can be pretty awkward if you’ve never done it before.”

Metz, says most of her clients are between 30 and 40 years old and are career women. Their reasoning for grooming their bikini areas vary from hygiene purposes to simple vanity.

“Honestly a lot if it’s about the lingerie thats out today,” she said. “I mean who wants to put on some beautiful Victoria’s Secret lingerie and have two poufs coming out on the sides?”