



The Urban Girl's Manifesto

The ultimate guide to the places women
CRAVE in Atlanta, including more than
125 women you need to know.

First Edition





What are your most popular products or services?
The three B's: brows, bikinis, and Brazilians.

People may be surprised to know...
We mix our own after-treatment oils, and everything is 100 percent natural and organic.

What or who inspired you to start your business?
I was inspired by the desire to bring something unique to Atlanta and position an existing service in a new and exciting way. WAX is a combination of the things I love and do best—creating the perfect space to bring beauty, energy, and style into other people's lives.

Who is your role model or mentor?
My father. He's an architect and has run his own firm successfully for 30 years. He taught me to "do unto to others as you wish to be done unto" not only in business, but also in life. It's something that stays with me always, and I always see myself in our clients.

What is your indulgence?
Pilates classes, champagne, and weekly dinners out with my husband.

WAX

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Sophisticated. Modern. Skilled.

WAX is Atlanta's first waxing studio, offering full-body waxing services for women and men. Committed to the health and cleanliness of their clients, WAX has developed a reputation for having the best products and techniques, and for providing clients with the ultimate waxing experience every time. Perfectly clean. Perfectly modern. Perfectly WAXed.

