

THE CARLSBAD / LA COSTA



# NORTH COUNTY TIMES

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## 'Smooth' start

Jessica Cantrell, owner of Carlsbad salon Wax 'n' Go, offers clientele affordable facials, peels, makeup applications and waxing.

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35 CENTS TAX INCLUDED



BILL WECHTER / STAFF PHOTOGRAPHER

Jessica Cantrell, owner and operator of Wax 'n' Go, waxes customer Kim Shariff's legs recently at the Carlsbad salon. Cantrell opened the shop in 2004 and grossed \$8,000 for the year.

## Salon off to a smooth start

JESSICA MUSICAR

FOR THE NORTH COUNTY TIMES

Keeping up one's appearance can be as expensive as it is habitual, especially when salons and beauty spas charge big bucks for facials or a simple lip waxing.

And that is exactly what new business owner, Jessica Cantrell didn't want to pass on to her customers: large prices for beauty.

The owner and sole aesthetician of Wax 'n' Go, a by-appointment-only skin care and waxing salon, Cantrell, 20, said it seemed ridiculous to charge more than \$5 for an eyebrow wax and similar procedures.

"You don't need to charge up the wazoo for a service like that," Cantrell said. To ensure that her fees are lower than nearby competition, Cantrell said she has researched prices at other salons to make sure hers are always less expensive.

Tucked away in the Old World shopping center in Carlsbad, Wax 'n' Go is a one-room operation decorated in pink and yellow. Within its walls, clients of the male and female persuasion can get full body waxes, or any parts in be-

### STANDOUT FACTS



**Name:**  
Wax 'n' Go  
**Address:** 630 Grand Ave., Suite C, Carlsbad  
**Phone:** (760) 434-1999  
**Web site:** www.wax-n-go.com  
**Year established:** June 2004  
**Products and services:** Body waxing, facials, peels and makeup application  
Number of employees: 1  
**Size:** 390 square feet  
**Gross sales:** \$8,000 for 2004

tween, as well as various facials, peels and makeup applications. Cantrell offers an array of specialty facials including aromatherapy facials and the "Glacier Ice Treatment," a series of three facials that is designed to tighten tissues and refine pores.

Most facials cost about \$65, and waxing prices depend on the size of the body part. A full-leg wax costs \$25. In the nine months it has been open, Cantrell said the business has quickly attracted a loyal clientele of about 65 repeat customers.

Among her clients is Es-

condido resident, Elaine Leffler, who started seeing Cantrell in July. She said she first heard of Wax 'n' Go from Cantrell's mother, Laura, and was intrigued that such a young woman had started up her own shop.

The opening and current success of the salon is owned in part to Cantrell's mother, who has served as the young woman's backer. Cantrell said without her financial and emotional support she might not have been able to realize her dream so soon.

Cantrell's path to the waxing business began when she took a stage make-up course at Palomar College. She said she liked it and hoped to become a make-up artist. After graduating from Palomar in 2003, Cantrell began to attend the Palomar Institute of Cosmetology and found she had a special knack for hair removal.

Cantrell said she decided to start up her own budget salon when friends began complaining about the high prices of beauty shops. Within the first few months of operation, Cantrell said the business grossed \$8,000, but expects it to jump to \$50,000 for 2005.