

Luba Sasowski
WAX Hair Removal Bar

People in the Lower Mainland are heading to the hottest bar in Vancouver, but this time it's not to get a drink, it's to get waxed! WAX Hair Removal Bar, opened in Kitsilano last February by entrepreneur Luba Sasowski, is the place to go to get brows, backs, bikini lines and even derrières waxed clean.

"We specialize in waxing to the highest professional level, with our true specialty being the more risqué, yet very alluring Brazilian or Boyzilian wax," says Sasowski. "Our goal is to keep things light and fun. People grow hair in all different areas - our job is to get rid of the hair professionally without making anyone feel embarrassed or awkward."

WAX Bar's specialization in high quality services and virtually pain-free waxing techniques is already gaining quite the reputation in Vancouver. So where did Sasowski develop the idea to start a business dedicated to hair removal?

When a life-altering event landed Sasowski in the hospital two years ago, she was told by her doctor she most likely would not be able to return to her former job. No doubt, it was a bit of a shock, however, rather than seeing the negative in her situation, Sasowski saw opportunity.

Always very creative and passionate about the beauty industry, she'd had many potential business ideas over the last decade. Whenever inspiration struck, Sasowski would create a file folder for that business. So, when her doctor confirmed that she couldn't go back to work, she pulled out a file that she had been adding to for eight years. It was for a business called "WAX".

Taking the notes and ideas she'd accumulated in that file and turning them into a viable business plan took months of work, but Sasowski's passion and vision for the business pushed her forward. When the plan was ready, all she needed was for someone else to believe in her idea. That's when she came to Women's Enterprise Centre for business advising and a start-up loan.

"I always struggled with being a young woman in business," acknowledges Sasowski. "My age and sex has been questioned on many occasions, but working with Women's Enterprise Centre I was never made to feel that I was too young to succeed."

Sasowski was a finalist for the New Entrepreneur of the Year Award from the Kitsilano Chamber of Commerce this fall and Flare magazine wrote up WAX Bar as Vancouver's new "hair removal hot spot". Success is definitely headed her way.

From turning an idea kept in a file folder into a thriving business, Sasowski learned that it's not all that easy to bridge the gap between an idea and a business. "Don't just dream big, go for it and pursue your dream," Sasowski encourages other entrepreneurs. "But make sure you get your facts and business plan in order first, so that you know if it's a viable business before you dive in."