

**SUGAR WITH**



**BROUGHT TO YOU BY**  
SHAYNAE WALCOTT



# Hey Sweet,

So you've been thinking about creating a side hustle or changing careers and working within the sustainable side of beauty?

Well look no further,

Welcome to Sugar With Shay (SWS), a variety of courses that will teach you the art of sugaring, whilst providing an abundance of support and guidance, with turning your side hustle into a full-time profitable business, with Sugaring Educator Shay.

Sweetest regards,

*Shay*

Shaynae (Shay) Walcott  
Founder, Sugar With Shay

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# WHY SHAY CHOSE SUGARING?

When thinking of starting a side hustle in beauty, I knew that I wanted to provide a service that was different, better for the environment and kinder to the skin. When I found sugaring, sugaring ticked all those boxes for me and I haven't looked back since- that was 3 years ago.

With minimal resources (and a lot of hard work), I was able to turn a new learned skill from my cousin's front room into a profitable business with a team of six (and counting), open a small but loveable studio space and move into a new office where our new online home will live. Not to mention becoming a Sugaring educator, mentor and business consultant.

Sugaring has literally changed my life! I'm so grateful for all of the opportunities this sweet, sticky paste has given me, and it may do the same for you if you simply take the leap and become a Sugarista!





# WHY NOT LEARN THE ART OF SUGARING?

Sugaring is an all-natural, vegan and cruelty-free hair removal technique that has been practiced for centuries, originating in the Middle East. Although it isn't new, it has recently and very quickly become a favourite beauty treatment in the UK and US.

Not only is it cleaner and greener than waxing, but it also has long-lasting effects.

Our courses are built to teach you the art of sugaring on the body and intimate area, offer you extra support after gaining accreditation, and start up business coaching - assisting you to turn your new skill into a successful business.

Find out everything you need to know about sugaring [here](#).

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# ABOUT THE COURSES

Sugar With Shay (SWS) teaches a variety of Tamara's Sugar courses, whether you're a complete newbie to the beauty industry or an experienced beauty therapist, there's a course for you.

## TAMARA'S SIGNATURE SUGARING CERTIFICATION

Are you a complete newbie with no professional hair removal experience? This is an ideal course for beginners.

On this course, you'll learn the art of sugaring on full legs, underarms, lip, brow, chin and basic bikini. You'll gain access to Tamara's Sugar Online Hair Removal Theory Course before your live training session, and access to The Sugarista's Body Sugaring Support Group on Facebook, where 240+ global sugaristas are present. It's the perfect space to network and gain support.

After gaining your certification we also offer access to a free online 'Sugarista2Sugarista' Catch Up Call with other sugaristas, where you can review and discuss anything you would like to recap. The call will be intimate, and you'll be able to get direct and in-depth feedback from Shay.

To take this course you'll need to purchase your starter Sugaring Kit from Tamara's Sugar UK ([link here](#)). The kit includes their pre and post products: Pre-sugar Cleanser, Drying Powder, After Sugar Lotion and Soothing Oil. You'll also get 2x sugar pastes (Smooth & Strong), 1 box of biodegradable gloves and a double Deo warmer. You'll need to apply to open an account, and once you've made payment to attend an SWS class, you will then be able to apply for a pro account to purchase your kit.

The course is fully accredited meaning that upon completion of the course, your new qualification is fully insurable.

We DO NOT offer insurance with any of our courses however, we can go through some insurance options with you during training should you wish.

# ONE DAY SUGARING BOOTCAMP

**Are you already a beauty therapist or an experienced waxer?**

**This course is perfect for those who have already completed a waxing course.**

On this course, you'll be able to build upon your pre-existing skills. This course includes 3 hours of online theory, 3 hours of online instructional training and 8 hours of classroom training.

On completion of this course, you'll have access to a free online 'Sugarista2Sugarista' Catch Up Call with other sugaristas, where you can review and discuss anything you would like to recap. The call will be intimate, and you'll be able to get direct and in-depth feedback from Shay.

## INTIMATE SUGARING

**Already have your sugaring accreditation and want to learn intimate sugaring?**

Intimate treatments are the most popular in the sugaring industry. This course will give you all of the skills, tools and technical knowledge needed to conduct Hollywood's and Brazilian treatments. Offered in a 121 or group format, this course is 6 hours long, including a number of case studies and a final exam.

## SUGARISTA STARTUP BUSINESS COACHING

On our business startup coaching course, Shay will work with you on your business, from set up and structure to branding and marketing. You will receive 4x 50-minute 1-2-1 online mentoring sessions and a BONUS clinic session where you can discuss anything pertaining to your business. Each session will cover a different section with the aim to help you understand what running a successful sugaring business entails. The sections will be:

- Situational Analysis
- Business set up and structure
- Branding and Marketing
- Financial Guidance (Specific to sugaring businesses)



## SUGARISTA SHADOW DAY

**Already got your sugaring accreditation but want a little extra support in the treatment room?**

After training, you may still want a little extra support whilst working in the treatment room. This service is perfect for those who need a little confidence booster. For the whole day, Shay will shadow your treatments offering you live feedback on your technique, answering any questions you may have, as well as client interaction and ensuring business professionalism. This service can be conducted in your salon/studio, or the S&S studio. However, should Shay need to travel to you, a travel fee will be a surplus.

## TECHNIQUE REVIEW

**Similar to the Sugarista Shadow Day but conducted online!**

We understand that not all our students will be able to travel to us or us travel to you so we present to you the 'Technique Review'. A technique review will be conducted online, where you will send through a variety of videos of your sugaring technique so that it can be assessed and feedback can be offered by Shay. Shay will offer an extensive report, providing you with constructive feedback on how best to enhance your technique.

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# ABOUT YOUR EDUCATOR

Shaynae, also known as Shay is a PR Graduate with a passion for all things business, digital marketing, educating, and sugaring. Based in South East London, Shay has extensive experience in sugaring and a love for teaching. She is also the Community Director of London Sugaring Company and an LSC Educator.

As Community Director Shay's main role is to offer support to new and existing students, as well as offering support to other members of the LSC Educators team.

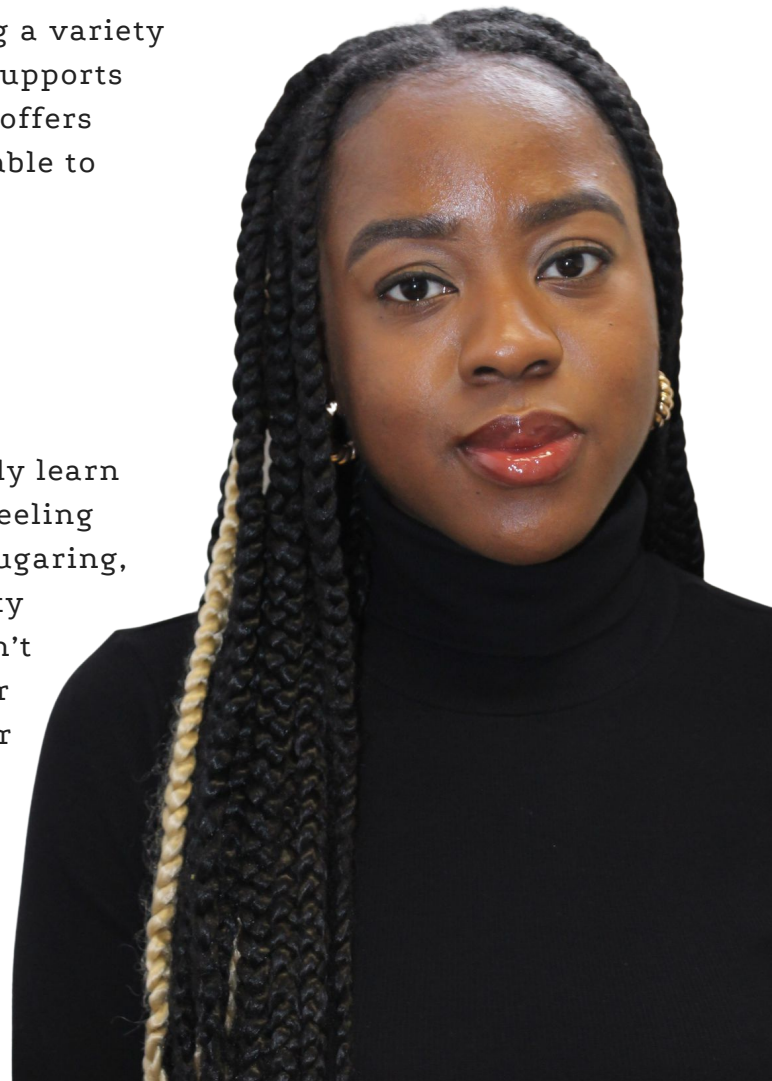
Shay also runs a Sugaring and Spray tanning business Sugared & Sprayed, and has the experience and knowledge to turn a sugaring side hustle into a profitable business.

Not only is she enthusiastic about teaching, but her speciality as an educator is understanding what it takes to bootstrap a business with minimal resources and cash flow into a popular brand, with a strong team, community and clientele.

Shay's style of teaching is integrative, using a variety of coaching and hands-on techniques that supports students to learn most effectively. She also offers business and coaching support and is available to travel.

## *A message from Shay*

'If you choose to learn with me, you'll quickly learn that my hands-on approach will leave you feeling confident. You'll learn the ins and outs of sugaring, as well as how to troubleshoot through sticky situations - pun intended. My support doesn't end when the course ends, I constantly offer support to all of my students well after their training ends and am dedicated to educating the best Sugarista's around.'  
Learn more about Shay [here!](#)



# TESTIMONIALS

Here's what some of Shay's students have to say about learning the art of Sugaring!

## SUGARED BY ARCHIE

I did my intimate sugaring training and part of the business boot camp with Shay. Not only is she a phenomenal teacher, she is also an incredibly kind and warm person. Her advice is specific and helps you improve leaps and bounds in a short amount of time, all whilst maintaining a calm and enjoyable learning environment. The best thing about Shay is that she truly wants everyone to win, and having a chance to meet her, let alone be taught by her, is a blessing for any woman wanting to start a business. I absolutely loved being taught by Shay and she is a great inspiration to me on both a business and personal level.

## SUGAREE

I have been taught by Shay during my Body Sugaring course and Intimate Sugaring course, and I have thoroughly enjoyed being her student. From beginning to end, she was incredibly patient and reassuring; understood how my mindset could influence my performance and troubleshooting methods to overcome this. Shay took the time and care to ensure she demonstrated exceptional hygiene and sanitation throughout the classes, and always gave me a nugget of wisdom from her experiences to propel my business onto the next level.

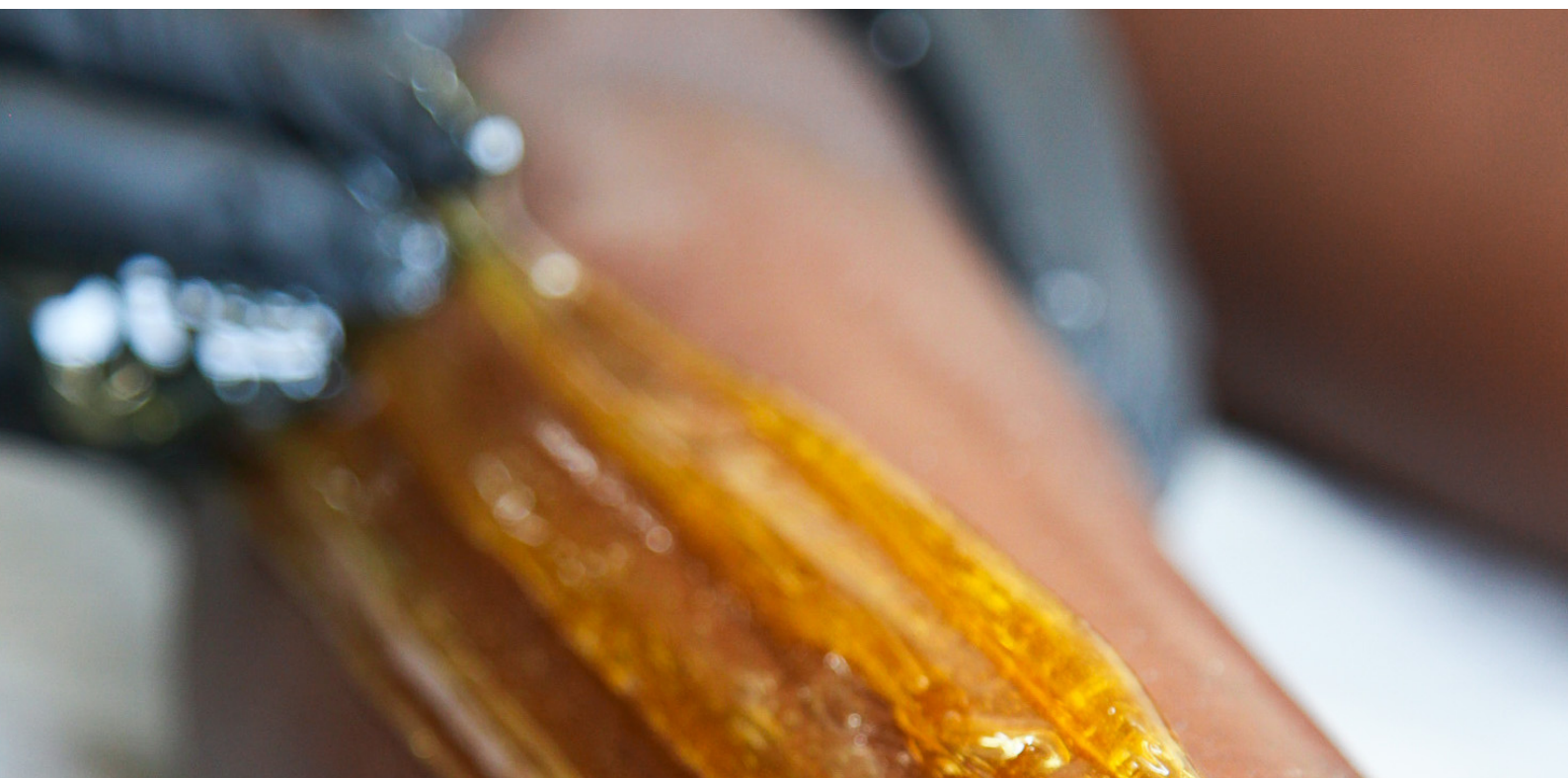
## THE BROWN SUGAR FAIRY

Learning to sugar with shay has been a breeze as she's very detailed in the way that she explains things. She made me feel very comfortable and always available to troubleshoot any obstacles. No question is silly when it comes to Shay as she always has an answer. If you bring an idea to Shay she will maximize it so that you can build something bigger. Shay also challenges her students so that they are more than prepared once they go off and start their own businesses.

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## SUGARMEKELSEY

I am so grateful that I was able to learn sugaring from Shay. She is so thorough from start to finish. I have done my initial training and intimate training with Shay and she has been so supportive since day 1. She was also really helpful with the business aspect of sugaring from insurance, getting clients, what supplies are needed and even booking systems. Shay is very detailed in her follow up reports after training and this was really helpful for me to see areas I needed to work on or improve. I feel so supported by Shay and London Sugaring Company after my training.



## WHY SUGAR WITH SHAY?

- Experienced Sugarista and educator
  - Hands-on approach to teaching
  - Ensures students are comfortable and confident
  - Passionate about seeing all students win!
  - Successful sugaring business owner
  - Offers support after course ends
  - First-hand experience starting a business with minimal resources
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# PRICING

## TRADITIONAL TRAINING

- Tamara's Signature Sugaring Certification - (Two Days) (2-2-1)- £649
- Tamara's Signature Sugaring Certification - (Two Days) (1-2-1) - £799
  
- The Sugaring Bootcamp Course (One Day) (2-2-1) - £499
- The Sugaring Bootcamp Course (One Day) (1-2-1)- £599

## ADVANCED TRAINING

- Intimate Sugaring Course (One Day) - £399
  
- Startup Business Coaching (4 Weeks) - from £249
  
- Sugarista Shadow Day (in-person) - from £99
  
- Sugarista Technique Review (online) - from £99

For pricing on groups and international training, please email:  
[sugarwithshay@gmail.com](mailto:sugarwithshay@gmail.com)





We hope this PDF provides you with better insight into the courses we offer with SWS.

For more information, please email: [sugarwithsay@gmail.com](mailto:sugarwithsay@gmail.com) OR book a FREE 15-minute enquiry call with Shay [here!](#)

We look forward to you joining the sweet sugaring community soon.

With love,

SWS x



SUGAR WITH  
Shay 