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Vacaville

PLAY 4 ALL

magazine

Community, Non-Profits, Local Shopping...
That's Vacaville Magazine!



Nicky Lecher
Franchise Owner, Radiant Waxing

RADIANT WAXING

Nicky Lecher

What's in a name?

by: Daniel R. Austin

What's in a name?" Shakespeare opined in *Romeo and Juliet*. The waxing salon Radiant Waxing, now open at Vacaville Commons, is betting quite a bit. The national franchise group of salons is rebranding, dropping the Lunchbox Wax moniker along with its cheeky brand mascot Ms. Box. Consumer brand experts WellBiz Brands recently purchased Lunchbox Wax and wanted to develop a name that was refined and elegant. But the emphasis on highly trained waxologists offering customers a high-end experience for a reasonable price remains the same, ensuring that this salon by another name is just as sweet. "At the end of the day, I don't think what you call the business makes a big difference," said Nicky Lecher, franchise owner. "It comes down to your team, your loyal guests. But rebranding with a name that says what the business is, Radiant Waxing, should be more powerful and less confusing."

The Vacaville Commons salon is the eighth Lecher has opened in Northern California. She says that one reason her salons have thrived and grown in number is that her waxologists receive extensive training. Each of her team is a licensed aesthetician or cosmetologist, state accredited by the Board of Barbering and Cosmetology, but Radiant Waxing then puts them through rigorous training specific to the use of soft wax. "Training is so critical to us," Lecher said. "A lot of places use hard wax. We have our own soft wax. It takes a lot of skill to use soft wax, and the training is extensive and thorough." The company's elite education program ensures that waxologists understand hair growth and wax patterns that affect the way they apply and

remove the soft wax strip, which results in less breakage, fewer ingrown hairs, and a much smoother wax.

But spend a few minutes chatting with Lecher, and it becomes clear that there is more to the salons' success than a well-trained staff. Behind every Radiant Waxing salon in Northern California stands this accomplished woman. The lawyer slash educator slash former professional tennis player has always had a nose for business, building and selling a custom home construction company and a collection of paint and wine studios before opening her salons. "My first experience with the salons was as a customer, but I'm the type of person that any business I walk into I look around, wonder how many doughnuts they need to sell, how much they could be making and how could you make it better. I fell in love with the concept of these salons and thought it was a tremendous opportunity."

The secret seasoning to Lecher's success, it turns out, is her passion for nurturing relationships, and she says that begins with her team. "Our focus is on the team. Everyone always says the guest is the most important part; I still say the most important part is the team. A happy guest is the result of a happy team." As franchise owner, Lecher sees her most important title is that of CRO: Chief Relationship Officer. And she takes particular pride in her eye for talent. "The most important attribute I look for is someone who can elevate the team. We are big on hiring authentic people, especially those who are nice and kind. We can teach you how to wax, but your parents must have taught you to be kind."

After trying for nearly four years to start a salon in Vacaville, Lecher is delighted to finally be opening in Vacaville Commons. She says she is impressed with how property management has curated a mix of stores for the benefit of the community, and she says the philosophy of the shopping center blends with her philosophy as entrepreneur. "I always knew we would end up here when the timing was right. They've done a great job in honoring the traditional Vacaville community while bringing to the community some updated concepts like Orangetheory and Crumbl. But you've still got traditional stores like your UPS and one of the few remaining Hallmark stores," she said.

Vacavillians looking for a rewarding shopping excursion might consider spending a Saturday at Vacaville Commons, where they will find Radiant Waxing looking to make a name for itself. ■

Radiant Waxing is located at 2080 Harbison Drive, Ste C. in Vacaville. You can reach them by calling 707-522-7115 or visit www.RadiantWaxing.com.



Flip Flops or Heels?

Oh my gosh flip flops. I'm about comfort and speed.

Mountains or Beach?

Use to be mountains now it's beach. With age comes warmth in weather.

If I opened your fridge right now, what would I find?

Probably a lot of expired food.

What's your best dish as a cook?

The ones Peter cooks.

Do you have a motto you live by?

Every act has a consequence. That's what I always said to my kids.

Advice to new entrepreneur?

Ask for help, keep asking questions, and be curious.

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