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Wax Me Baby One More Time: a Look at the History of Waxing by [Justine Cricks](#)

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Waxing is mostly associated with the invention of the modern bikini, which took hold of the popular imagination during the 1960s and has since become a permanent fixture during summer. Smooth, hairless skin instantly became the norm as a way to flaunt one's golden tan and well-sculpted body.

A lot of people probably think of waxing as a modern-day practice when in reality, it has been around since Antiquity. The ancient Greeks and Romans were proponents of waxing as a cultural and religious practice as well as for reasons of personal hygiene. Bodily hair in those times was not considered proper for upper class women. It was considered a flaw and therefore deemed socially unacceptable. Women resorted to different methods such as pulling, scrubbing shaving, and waxing to achieve a smooth and hairless physique

Genital waxing, on the other hand, is probably a new concept for western countries. This concept only became widespread in America during the 1990s. Genital waxing, also popularly known as Brazilian wax, eventually gained a global reputation around the mid-2000s. This allows women to remain hair-free and wear the skimpiest bikini without fear.

This popular waxing procedure originated in Brazil among women who wanted to wear the newly invented thong bikinis which left very little to the imagination and therefore required a clean, hair-free look. Today, various painless hair removal waxing styles are available for women to choose from. Some of the most preferred kinds are listed below:

French Wax

French Wax is a style similar to the regular bikini wax in which hair is removed on both sides of the bikini line. Oftentimes, people find this procedure quite excruciating, though certain clinics offer painless hair removal. This enables patient to feel significantly more comfortable during the procedure. Also known as modified bikini wax, it removes some hair from the pubic region and leaves a narrow strip of hair on the upper part of the genitals. This style will work best on women who prefer wearing skimpy bikinis.

Brazilian Wax

This is the most preferred and most popular style of bikini wax today. Also known as Hollywood Bikini Style and Bare Pubic Style, this procedure completely removes the hair from the genitals through painless bikini hair removal. Compared to French wax that leaves a narrow strip of hair, Brazilian totally wipes off everything, leaving the pubic area quite bare. It also removes hair from the buttocks, anus, and vulva.

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