

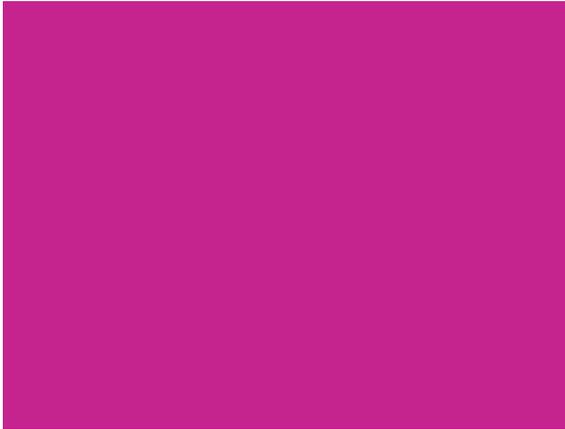
A portrait of Debi Lane, a woman with long, straight blonde hair and bangs, wearing a black blazer and a large, ornate necklace. She is looking directly at the camera with a neutral expression. The background is a plain, light-colored wall.

ENTREPRENEUR SPOTLIGHT

DEBI LANE

DARE TO BE BARE:
LUNCHBOX (A WAXING
SALON)

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▶ When faced with flaws, you have two options: Embrace them or fix them. Unwanted body hair is more easily fixed than embraced, so if you're tired of the stubble and irritating bumps from shaving, perhaps it's time to take the plunge and give waxing a try. Gaining rave reviews around the Treasure Valley, and a recent winner of our very own iAMF awards for Best New Business & Entrepreneur of the Year, the LunchBox waxing salon offers waxing services specifically designed for the ultimate spa experience.

We've all heard ouch(!) horror stories about waxing, which can make it seem like an intimidating method--especially when your face and other intimate areas are concerned. But at the LunchBox, your comfort and modesty are their number one priority. By attempting to remove the pain stigma associated with waxing, the LunchBox wants to change the way you look at hair removal – forever. Their team of intensively trained, certified specialists provides each guest with care, confidentiality and respect. Held to the highest clinical standards, the LunchBox features ultra-clean, urban contemporary rooms, disposable table and body covers, and single-use waxing utensils (no double dipping!). Everything about the salon is geared toward making you feel comfortable in a normally uncomfortable situation, and their 90% client retention proves it's working.

Owner, Debi Lane, conceived the idea for the LunchBox while perfecting her own unique waxing technique in Ketchum, Idaho. As the demand and popularity for waxing grew, Debi decided to launch her own vision of a perfect waxing salon in Ketchum in 2009. By December 2010, the LunchBox had opened its second location in downtown Boise, and a year later, a third in Eagle. Primarily growing by word of mouth, the LunchBox has become one of the most lauded businesses in both the Wood River & Treasure Valley. Excited to expand, plans are slated for a fourth location in Portland, Oregon in January 2013. "We believe in doing one thing, and doing it well," said Debi. "I attribute that mission to our success."

Competitively priced, the costs vary depending on the area being waxed. Regular customers receive special pricing and offers, and appointments are easily made and managed online. If you've been wary of waxing up until now, it's time to give the LunchBox a try! They promise it will be the most pleasant waxing experience you've had, and if by chance you aren't pleased with the results, they promise (jokingly!) to put the hair back on.

For more information or to book online, visit www.lunchboxwax.com or call 1-866-333-9163 to find the nearest location.