



## BREE GOLDWATER

### Smooth Operator

**A**s the owner and head aesthetician at BOX, a body-waxing boutique, Bree Goldwater gets to know her clients well. Really well. In fact, word of her gentle touch and expert technique spread so fast, Goldwater is now booked solid by hundreds of Las Vegas women (and men) seeking the ultimate in Brazilian beauty.

Growing up in Southern California and Seattle, Goldwater took a shine to skin care, but it was while getting her beauty license in Las Vegas that the trendsetter made dare-to-bare waxing her true calling.

"I was the only one doing full Brazilians on people," Goldwater says. "Then I just started doing shapes and colors and would just experiment. I set up a comfy little bed at home, and I would offer my friends tons of wine, and they would just stick it out for two hours while I learned how to do everything perfectly."

As she honed her craft, Goldwater was dreaming big. Seven years later, after stints in the restaurant world and at other salons, BOX, her new 1,200-square-foot apothecary/day spa was born. With hardwood floors, upholstered furniture, chandeliers, top-of-the-line products from all over the world and just two plush treatment rooms, the chic space broke the Vegas mold. "I wanted something really dramatic. Cozy, but different from what you'd find just anywhere."

And for Goldwater, a 32-year-old married mother of a three-year-old daughter named Silver, business inside BOX is booming.

"My clients are pretty over the top. They've got their waxing every three weeks, their manicure-pedicure every two or three weeks. I grew up in Seattle, and it's just not like that," Goldwater explains. Besides, waxing isn't just for strippers and supermodels anymore. "It's really for everyone, men and women, from 18 to 60, your everyday people."

Expansion plans and a potential BOX product line are the shape of things to come for the ambitious Goldwater. The possibilities are endless. "I love it. I love the challenge of having my own unique business. It fuels my fire."

—Kate Bennett

#### JUST THE FACTS

**What's the most popular wax you're doing lately?**

"In addition to the typical Brazilian bikini, I'd have to say that nostril waxing is super popular."

**Favorite Las Vegas restaurant:**

"Tableau at Wynn Las Vegas. I am such a huge fan of [chef] Mark LoRusso. His fillet is amazing—he marinates it for a full day. It's just yummy."

**Best place to shop in town:**

"Talulah G. But on the flip side, I'm a deal finder. I'm addicted to the hunt, so with Talulah, it's really only when there's a sale."

**Where do you see yourself in 10 years?**

"Just hopefully spending a lot more time with family. And hopefully the business will be a lot larger, with other locations."