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Sugaring NYC strives to make hair removal as pleasant as possible

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One Taekwondo Academy is kicking into gear in 2022



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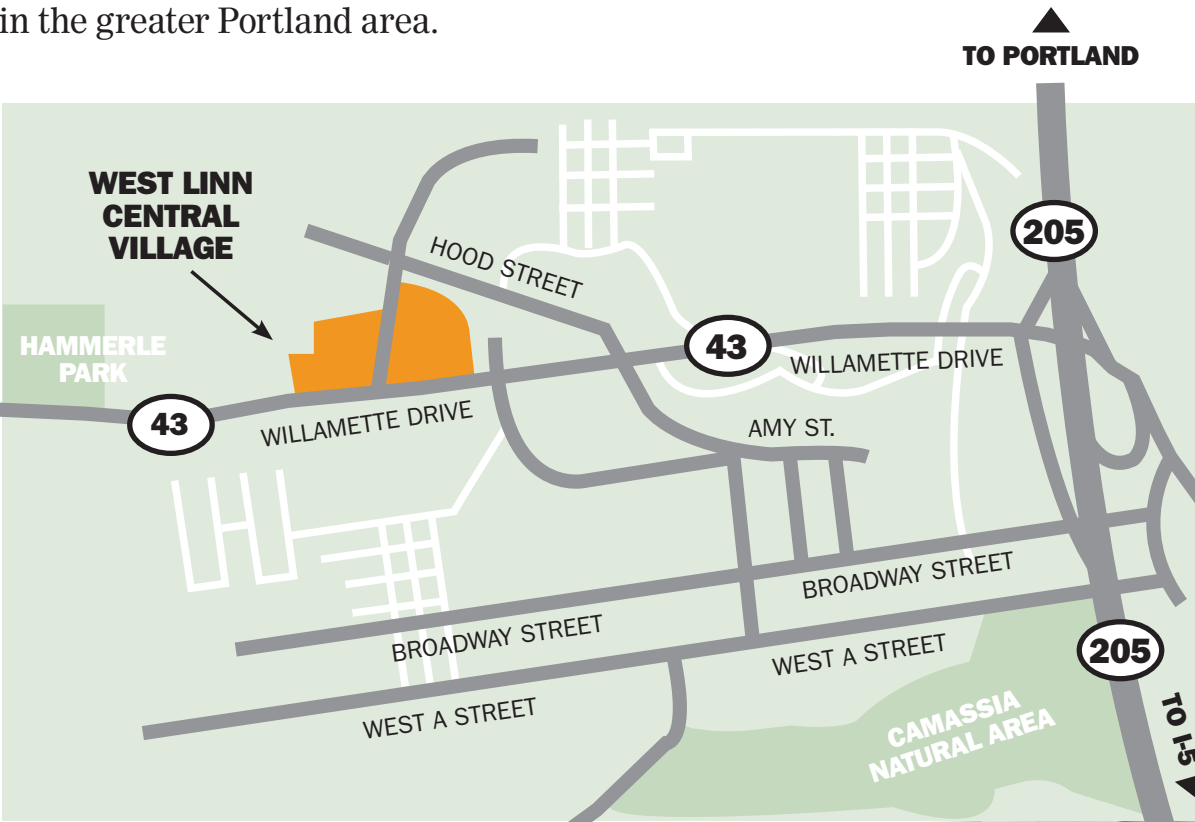
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West Linn Central Village is an open-air urban center with a “town square” feel in the heart of historic West Linn, Oregon. Prominently located on State Highway 43 (Willamette Drive) this upscale retail center is perfectly positioned to serve one of the most well-educated and affluent areas in the greater Portland area.



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On the cover: Owner Sejal Patel and Manager Hollie Blubaum stand in the lobby of the new Sugaring NYC location in the business center.

Photo by Jonathan House

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Photographs of West Linn Central Village courtesy of Gramor. Some photographs supplied by Dreamstime.

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Sugaring NYC uses the less-painful sugaring process to remove hair.

Taking the pain out of hair removal

Sugaring NYC opens in West Linn Central Village

Story by: COREY BUCHANAN
Photos by: JONATHAN HOUSE

Sugaring NYC, which offers an innovative and less painful approach to hair removal, has set up shop in West Linn Central Village. The store, which opened in December, conducts hair removal using a sugaring technique and provides other services like eyelash lifts and brow eliminations.

Franchise owner Sejal Patel is invigorated by the opportunity to open the shop in West Linn.

“It’s a great community. It’s family oriented. It’s a good place for us so we’re happy to be a part of West Linn,” Patel said.

Patel’s inspiration for opening the shop derived from her sister, who is readying the opening of her second Sugaring NYC location in Arkansas. And Patel thought the all-natural nature of this ancient Egyptian technique would fit like a glove in the Portland area.

“I’m excited about it because it’s all natural and I know folks in Portland love that. Everyone hates getting waxed and getting burned. This is all natural. You don’t get burned. It’s a lot less painful than all the other alternatives such as lasering and regular waxing so I was excited to bring that here because there aren’t many chains that do sugaring in the area,” Patel said.

Patel added that West Linn was a good fit in part because it has the typical demographic that might enjoy hair removal (women between the ages of 20 and 65

who have some discretionary income). However, Sugaring NYC can do hair removal for men as well.

The hair removal process first includes an evaluation from an esthetician. Then, they powder and clean the skin before applying the sugar paste — which consists of sugar, lemon and water. Lotion is applied after the removal.

“If you get soft waxed or hard waxes you always go against the hair growth so when you pull it it hurts more. This (the sugaring technique) is toward

the hair growth so it’s less painful,” Patel said, adding that clients also don’t feel sticky afterward as the substance dissolves. Manager Hollie Blubaum further noted that sugaring can lessen hair growth over time.

The bright pink West Linn location includes a reception area, a stand for products like scrubs, creams and mascara and five rooms where the hair removal process takes place. Patel added that staff cleans and sanitizes rooms between clients.

The owner said the store is offering 25% off sugaring services in January and that she is planning to launch a membership program in February. Right now, the goal is to get the word out as much as possible.

“We felt like we were super dead (at first) but we’re seeing an influx of people coming in and hearing about us. We’re doing a lot of marketing online and on Facebook. Our focus right now is to let people know we’re here, excited and ready to see them,” Patel said.

For more information on Sugaring NYC, visit www.sugaringnyc.com.



Sugaring can reduce hair growth over time, according to Sugaring NYC Manager Hollie Blubaum.



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One Taekwondo Academy brings back sparring, self-defense training

The academy tries to provide useful training for its students



Self-defense training is a key part of taekwondo.

Story by: **COREY BUCHANAN**
Photos by: **JAIME VALDEZ**

Classes at One Taekwondo Academy in West Linn Central Village are starting to feel relatively normal again.

While students in the program spent much of the pandemic practicing techniques over Zoom, in-person classes are back in session and the academy has re-introduced important elements in self-defense training and sparring as well as more team-bonding activities and competitions.

“It’s really nice to be able to do the full taekwondo experience as it continues to open up,” instructor Michael Morris said. “Some people are pretty apprehensive of putting kids in a room with lots of other kids and some folks are starting to come out and re-engage. We’re ready for anybody who is ready for us.”

Morris said the academy once again works on more practical self-defense drills like how to fend off wrist and collar grabs and then deliver a counterattack. These drills prepare students for potential real-life scenarios.

“The two best scenarios are to avoid something bad happening and then get away as fast as possible. Those are always the best outcomes and then if you have to engage with force for whatever reason knowing how and what works and what’s practical can be beneficial,” Morris said.

The instructor added that self-defense training can lead students to hold their

head up high and walk through life with more confidence.

As for sparring training, Morris said combat drills between students are invaluable in terms of teaching students spatial awareness, control, accuracy and dealing with pressure.

“Doing sparring class helps you feel what it’s like to have pressure put on you in that way and still figure out how to stay calm, see the situation for what it is and be able to respond appropriately,” Morris said.

“
It’s really nice to be able to do the full taekwondo experience as it continues to open up.

- Michael Morris, instructor

The instructor added that the academy follows state guidelines and mask mandates and that the overwhelming majority of people associated with the program who are eligible are vaccinated. He acknowledged the recent rise in COVID-19 cases and felt that people should assess risk for themselves.

“We do have to do what we can to keep each other safe and also recognize we’re over two years into this mess and we can’t as a business and a place for people to learn these skills, we have to provide that space somehow,” Morris said.

The academy is also starting to bring back things like birthday parties, pizza night and other community-building activities. The proliferation of COVID-19 cases could affect this development, Morris added.

For more information on One Taekwondo Academy, visit www.one-taekwondo.com.



Instructor Michael Morris interacts with students in a taekwondo class.

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Mathnasium helps students struggling after online schooling

Online learning leaves some students with gaps in their understanding of math

Story and Photos by:
HOLLY BARTHOLOMEW

Mathnasium West Linn Director Jozef Zaragoza has seen the toll that online schooling has had on students' learning over the past two years.

Zaragoza, who has worked at Mathnasium for nearly 10 years but became director of the West Linn location in October, said the impacts of online learning are different from student to student.

But many students who come to the math learning center struggled without individual, face-to-face help at school. Though schools returned to in-person learning, many students were left with learning gaps.

"A huge problem that surfaced during online learning was that many students weren't getting the attention that they required to understand the concepts," Zaragoza said.

At Mathnasium, instructors work with students to identify those gaps in understanding and develop an individual learning plan to address those needs.

Zaragoza said Mathnasium begins its work with each student by giving them an assessment that corresponds to their grade level.

"Our level one assessment covers all the topics we feel students should know and understand by the time they finish the first grade," he explained.

One common gap Mathnasium instructors see in older students stems from calculator dependency. Zaragoza said by the time students get to high school, many are used to using a calculator for help.

"A lot of the older students who come through our doors are lacking those fundamental skills like mental multiplication and division," he said.

To break the dependency on calculators and help build conceptual understanding, Zaragoza said all math at Mathnasium is done with paper and pencil.

In younger students, Zaragoza said he's noticed reliance on fingers for counting.

He added that elementary students counting on their fingers for each problem prevents them from mastering basic addition and subtraction.

"For things like double-digit or triple-digit addition, relying on finger counting can take up to two or three, even five minutes for a single problem," Zaragoza said. "A lot of the time, when they are struggling, the frustration comes from them just taking a long time to finish the problem."

While Zaragoza said some students at Mathnasium do well with independent learning and have not been set back in their math learning due to changes wrought by the pandemic, most that come to Mathnasium do much better with face-to-face instruction.

"I think the abrupt switch, for both teachers and students, really threw a screw in all the gears," Zaragoza said.

After schools switched to online learning, Zaragoza said more students sought out help at Mathnasium due to the need for further instruction and students' restlessness from taking classes online.

Parents who are interested in learning more about Mathnasium's services can contact the center at (503) 305-8738 or email westlinn@mathnasium.com.



Jozef Zaragoza and the team at Mathnasium help students struggling with math by identifying and filling in learning gaps.



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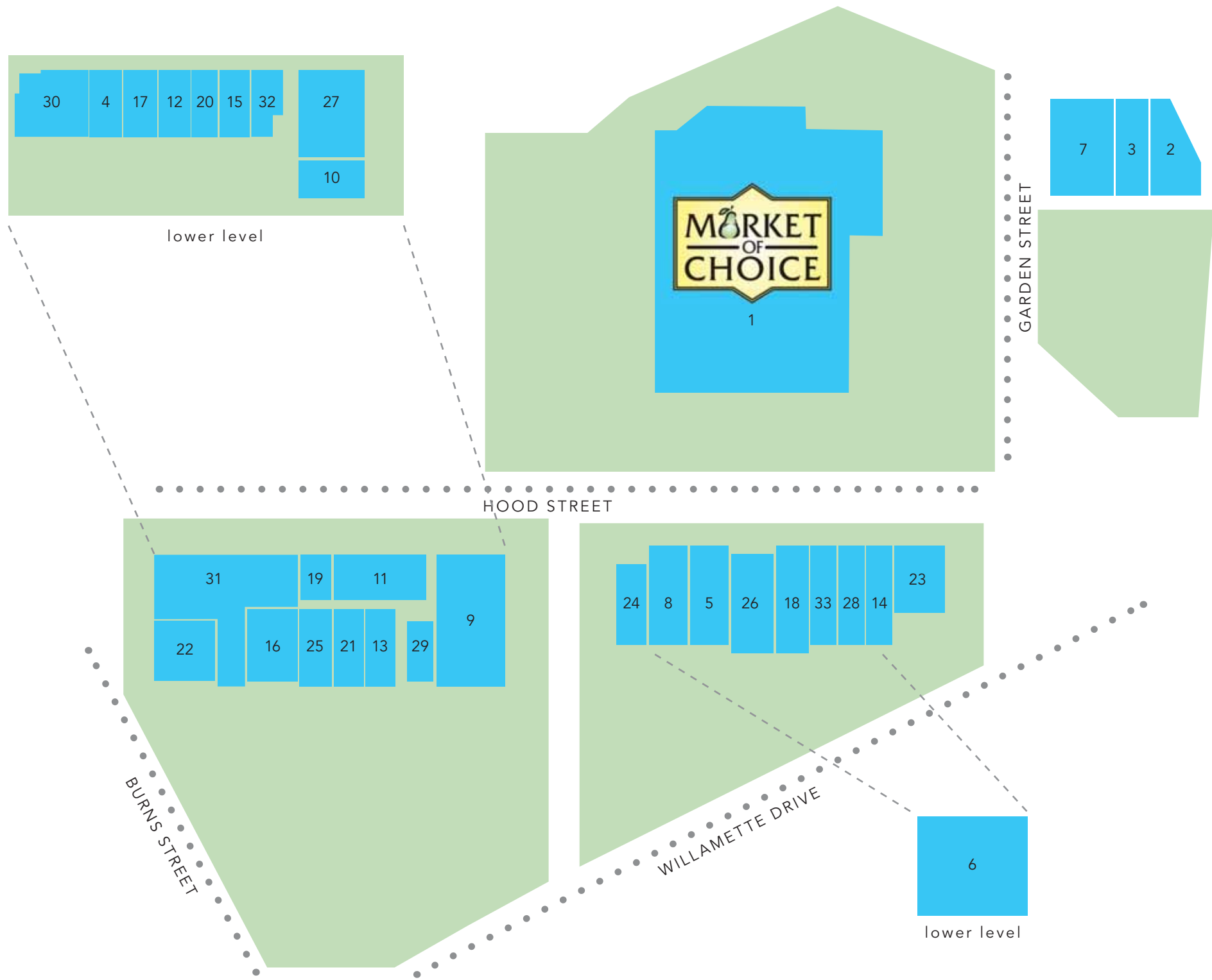
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