

waxu, the UK's fastest growing intimate waxing brand is set to further accelerate their growth at Professional Beauty London.



Following their highly successful debut at Professional Beauty North in September, waxu Express Intimate Waxing are delighted to announce that they will be exhibiting at Professional Beauty London on 28th & 29th February at London Excel.

waxu is the UK's first dedicated express intimate waxing collection. Designed, developed and manufactured in Britain and proud to be accredited with the Made in Britain marque,

waxu's Signature treatment combines their high performance wax formula with their advanced waxing technique to deliver the best intimate waxing service on the market.

"waxu is totally unique," states Gemma Cafferkey, Founder of waxu Express Intimate Waxing. "It is not just a product, it is a brand and a service. The waxu product range is only available to salons that have been trained by our expert therapists and who have been approved by us to carry out our treatments." continues Gemma. "Once trained waxu therapists can achieve extraordinarily smooth results, faster than ever before. This translates to real and measurable business benefits; less wax, less time, less discomfort, more profit, more appointments, more happy clients!"

With salon's nationwide already offering the service, waxu boasts 100% positive feedback from both salons and their customers. **"I've been waxing for some 20 years now and I am always very interested to learn more. Never did I think that I'd experience 'pain free' waxing to the intimate area - but wow, just wow! I carried out my first treatment on a client on Saturday, she absolutely loved it and was as blown away as I was and I did it in under 20 minutes!"** states Heidi Holdsworth, waxu approved therapist, West Yorkshire.

As well as showcasing their capsule collection of four luxurious intimate waxing products and accompanying branded accessories, waxu will be offering their Signature treatment in their own private waxing room on stand so that therapists can experience waxu first hand. Stand visitors will also be able to take advantage of a choice of three exclusive introductory offers which will only be available at the show. Providing everything a salon or independent therapist needs to set up as a waxu approved salon the packs also include FREE training.

The waxu revolution is spreading fast and women all over the country are asking for waxu to come to a salon near them. If you're a waxing professional who would like to offer an exceptional intimate wax service to your clients and wants to benefit from being part of the UK's fastest growing intimate waxing brand visit waxu at Stand H31.

