

Less wax, less time, less discomfort; More profit, more appointments, more happy clients.

Grow your business with waxu express intimate waxing.



waxu Express Intimate Waxing are delighted to announce that they will be debuting at Professional Beauty North on Sunday 20th and Monday 21st September at Manchester Central.

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

Intimate Wax treatment combines their high performance wax formula with their advanced waxing technique to deliver the best intimate waxing service on the market.

'We've spent years perfecting our completely unique wax blend, using only the finest ingredients to really care for women's skin. Today, our signature treatment combines this incredible formula with a new, advanced waxing technique developed by our therapists. It's the ultimate waxing experience and once they've tried it, our clients tell us there's no going back. They come to us from all over the UK, and the waxu revolution is growing fast', states Gemma Cafferkey, Founder of waxu Express Intimate Waxing. Word of waxu is spreading and women all over of the country are asking for waxu to come to a salon near them.



Fully committed to training every therapist who works with their products to ensure that the waxu experience really is incredible every single time, waxu are now opening up the brand and offering their product and advanced training to salons around the country.

With waxu, therapists can achieve extraordinarily smooth results, faster than ever before. This translates to real and measurable business benefits:

- An incredibly close, comfortable express intimate waxing service with virtually no discomfort. waxu clients come back again and again giving salons a loyal and regular client base
- A high performance wax formula which sets thinly and moulds to the contours of the skin so salons only need to use a small amount to achieve incredible results, saving money on wax
- An advanced waxing technique which is faster and more thorough than ever before increasing the number of waxing treatments that can be performed per therapist / per hour, increasing turnover

'With the waxu brand behind them, salons can charge anywhere between £30 and £45 for our Signature Intimate Wax treatment,' continued Gemma, 'and with our combination of advanced wax formulas and specially developed techniques, experienced therapists can turn around up to 4 waxes an hour, increasing daily revenue.'

As well as showcasing their capsule collection of 4 luxurious products at the show, waxu will be carrying out a product demo on the Professional Beauty Live Stage on Monday 11.00 - 11.30am and will be offering their Signature Intimate Wax treatment in their own private waxing room on stand.

If you're a waxing professional who is proud of your reputation, wants to offer an exceptional intimate waxing service to your clients and is keen to grow your business, visit waxu on Stand B65 at Professional Beauty North to find out more.