

## waxu, the UK's fastest growing intimate waxing brand is now officially available internationally.



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.

This month waxu's team of intimate waxing professionals travelled to Iceland to provide waxu express intimate wax training to the therapists at Snyrtistofan Hrud, a beauty salon based in the heart of Reykjavik. An established and highly reputable salon, Snyrtistofan Hrud offers a wide range of premium treatments and waxu has been hand-picked as their dedicated intimate waxing partner.

Moving into international markets was the natural next step for waxu and is inline with the business's overall growth plan. "From the beginning my goal was to give women everywhere access to the best intimate wax experience possible."

States Gemma Cafferkey, waxu's owner and founder. "We're really proud of our products and we want to give exceptional therapists the opportunity to share them with exceptional women everywhere, not just in the UK and I am thrilled that we have been able to expand so quickly."

waxu products are only available to salons who have been trained and approved by waxu to carry out their treatments and Gemma's dedication to this brand value is evident in the hand training of the therapists at Snyrtistofan Hrud. "waxu promises women the best intimate wax of their lives and we're 100% committed to training every therapist who works with our products, regardless of how far we have to travel!" Continues Gemma. "This will not change as the brand grows and spreads further afield."

Following their highly success launch into the market last September, waxu is growing at an exponential rate. Word of waxu's Signature treatment 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's website at [www.waxu.co.uk](http://www.waxu.co.uk)

