

Join waxu, the UK's fast growing intimate wax brand at Professional Beauty North.

waxu Express Intimate Waxing are delighted to announce that they will be exhibiting at Professional Beauty North on Sunday 18th and Monday 19th September at Manchester Central.

One year on from waxu's debut at Professional Beauty North 2015, the waxu revolution is growing fast. As well as being the waxing brand of choice for over 50 salons throughout the UK, waxu is now also available internationally. Moving into international markets was the natural next step for waxu and is inline with the businesses overall growth plan. "From the beginning my goal was to give women everywhere access to the best intimate wax experience possible." States Gemma, "I'm thrilled that we have been able to expand so quickly and am extremely excited to move forward into our second year with such a strong base and loyal following."

Designed, developed and manufactured in Britain and proud to be accredited with the Made in Britain marque, waxu is the UK's only dedicated intimate waxing collection. 'We've spent years perfecting our completely unique wax blend, which has been developed specifically for the intimate area. It is hands down the most premium, stable and highest performing intimate wax available in the market.' states Gemma Cafferkey, Founder, waxu Express Intimate Waxing.

In order to ensure that the waxu experience really is incredible, every single time waxu products are only available to salons who have been trained and approved by waxu.



Once qualified waxu therapists benefit from:

- Start-up kit including everything you need to begin offering waxu express intimate waxing
- Access to the full range of waxu express intimate waxing products with easy online ordering
- Ongoing support and training to to keep your service 100% ahead of other waxing therapists
- Access to branded promotional material
- FREE Therapist Finder listing on the waxu website
- Real business benefits

As well as showcasing their capsule collection of four luxurious intimate waxing products and extensive range of 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 worth £150+VAT / person.

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 only dedicated intimate waxing brand visit waxu at Stand C45.

waxu Business Benefits

An incredibly close, comfortable express intimate waxing service with virtually no discomfort means that 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 and helping to increase your turnover.