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HAIR TODAY, GONE TOMORROW

New Growth Removal Product Could Revolutionize \$2 Billion Year Industry

You could say getting rid of unwanted hair is a growth industry.

Women and men spent more than \$2 billion last year having unsightly follicles removed from their faces, armpits, legs, back, ears and other places by various means, the most popular being Laser, IPL or electrolysis.

Other topical creams and ointments like the well-known Nair promise to take away hair, but none of them have been known to do so permanently.

Until now.

"Seeing is believing," says Anna Marie Lubow, who runs the Wolfsong Day Spa in Idaho Falls, Idaho, about Epilar, an enzyme-based, two gel system developed by a team of Danish doctors and biochemists and introduced to the stateside market last October at the International Esthetics, Cosmetics and Spa Conference in Orlando. "I'm a total skeptic. It sounded too good to be true. It's the only product of its kind on the market. Most of the chemical hair removal products on the market tend to be very surface. They don't get at the root of the hair like Epilar does."

The Epilar System incorporates Trypsin, a protein used in the process of reducing hair growth which does not interact with other substances or structures in the skin and does not enter the circulatory system. Epilar consists of two gels massaged into the waxed skin area, where they proceed to destruct the cells located at the bottom of the follicles when the hair is in its growth phase, not only eliminating the hair, but preventing it from returning.

"The results were every bit as effective as laser removal, but the cost savings for the consumer were considerable," says

Joanne Latona, who runs Point Pleasant Therapeutic Massage and Skin Care in Fort Lauderdale, FL. "Everyone who has used Epilar has had at least a 25% reduction in hair growth, and some as much as 60% after just three or four treatments." Lubow says she's seen a "40% decrease in hair over just a three-month period."

Latona had even gone so far as to bring an MD into her spa to do laser hair removal, even though she had misgivings about her liability insurance, before discovering Epilar at a skin care show last year. "Unlike laser hair removal, Epilar is not restrictive as far as skin color. It's a great hair removal option for people with light skin and fine hair or those with dark skin and dark hair. We had the physician here for a month, but my clients didn't feel comfortable with using the machine, and this is even before we knew about Epilar."

Lubow points out that laser hair removal has inherent risks, like scarring, hyper pigmentation and certain hair colors. "It doesn't work well with blondes," she says, "and there are a lot of them here in Idaho."

She adds that is effective with the removal of such notoriously difficult tasks as post-menopausal chin hair, armpits and the bikini line, "though I don't necessarily recommend it for a Brazilian cut..... that would be more of a

fashion statement."

Anna Marie Lubow found out about the Epilar System from the cosmetic and skin care trade magazine *Les Nouvelles Esthetique* and promptly bought four kits to try it out. Both she and Latona put the product to the ultimate test - using it on themselves.

"The side of my face I used the Epilar on from the beginning has less hair than the side I had removed by laser," says Latona. Lubow uses it on her armpits.

Both estheticians agree that offering Epilar to their patients has been a boon for their bottom line. "I'm all about customer service," says Latona. "I'm not worried about losing business. I'd rather have satisfied clients."

"Word is getting around and now clients are calling me requesting the treatment," says Lubow. "The change has been dramatic. By building relationships with my clients, I'm getting more and more referrals."

For consumers who have been battered with miracle cures, Epilar almost seems too good to be true, but don't tell that to either Latona or Lubow. They're believers.

"I have used it for every conceivable part of the body," enthuses Latona. "And nobody's stopped the treatments yet."

"I bought enough to last me through the end of the year," says Wolfson's

Wolfson's Lubow. "And I'll continue to purchase and offer it. It makes my clients very, very happy. As far as I can tell, this one isn't smoke."

Though it will certainly require a mirror for the Epilar System users to admire their now-smooth and hairless skin.

Roy Trakin



Picture 1 was taken before the 1st treatment, picture 2 was taken before the 4th treatment and picture 3 was taken before the 7th treatment. Interval between need for treatments increased from 3 weeks to 5 weeks.

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