



The desire for perfectly-prepped beach skin is no longer the domain of women only, as 90s style made it cool for men to be image-conscious, too

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Photos: Epilar & ImageOne

The quest for hair-free smooth skin began with civilisation, yet thousands of years on, pesky re-growth is the persistent bane of everyone's beauty routine.

Especially when you live in a hot country where bikinis and shorts are the standard dress code for six to seven months of the year, forcing us to bare our flesh to one and all. Even if you simply like to holiday in hot countries, a major part of your preparation will be a visit to a beauty salon to remove unsightly hair growth, before you even consider donning your beachwear. And the desire for perfectly-prepped beach skin is no longer the domain of women only, as nineties style made it cool for men to be image-conscious too.

The absence of body hair has been the barometer of beauty since the Dark Ages

and it's believed that waxing actually began way back with the Egyptians, using a sugar-based mixture, still in use in parts of the world today. The latter half of the twentieth century saw an explosion in the cosmetic industry, and in response to consumer demand a myriad of new hair removal treatments appeared on the market in the form of creams, gels and sophisticated shaving kits. But consumers were no longer satisfied with products that simply removed the hair for a day or a month - they wanted hair-free skin, permanently. The most radical option introduced was laser treatment, a system using ultra-violet light to penetrate the pores and kill hair follicles. However, although this treatment has been improved on it's still not without its critics and, most importantly, is restricted

to use on certain skin types such as olive/dark skin with dark hairs.

Meanwhile, two specialist cosmetologists working quietly in Denmark firmly believed that, as a beauty issue, hair removal should not incur such cost or inconvenience; and so they began research to remove the problem - and the hair - once and for all. That was the objective Dr. Kim Julian and Dr. Jan Renneberg set for themselves and their team more than four years ago, and today the result is available in the form of a new product - Epilar. This amazing new cosmetic cream has just been launched in Spain and Portugal and promises to permanently remove unwanted body hair in just eight to twelve pain-free treatments - the equivalent of eight to twelve months.

So how does it work? Epilar consists of two gels, one an inhibitor and the other an activator: the first gel initiates the process of penetrating and killing the hair follicle, the second eliminates viscosity to ensure smooth application. Epilar is available exclusively from specialist beauty salons, as it must be applied by a professional beautician after waxing or plucking with tweezers, to ensure that hair follicles are clean and empty, and the gels can work effectively. It's also important that regularity is maintained between treatments, to catch hair re-growth at the correct stage.

To date, test trials in Denmark have shown excellent results, with most people experiencing a very significant reduction in hair growth.

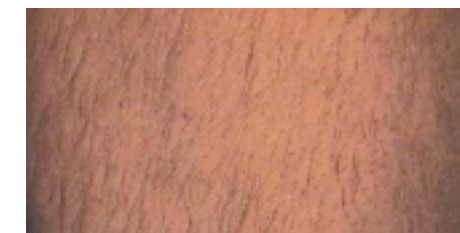
Epilar also offers several advantages over laser treatment, not least the cost - a series of Epilar sessions is significantly cheaper. According to some who have tried it, laser treatment can be quite painful and leaves the skin feeling tender for a number of days after. With Epilar this is not the case, although the same precautions apply as to waxing, such as avoiding exposing the treated area to sunlight, water and other creams for at least twenty-four hours after treatment. Only those with skin types sensitive to waxing are precluded from using Epilar - a small minority.

So far, the distribution of Epilar in Iberia has been awarded to two professional salons and distributors: the Nasari Hair & Beauty Salon in Marbella, Spain and the Sanobia Beauty Centre in Lisbon, Portugal - as the product is still fresh on the market, its availability is limited. Kimmie Birch, the owner of Nasari, has been offering the Epilar treatment to clients for three

months now, and comments, "Naturally some people are sceptical when a product claims to do so much, but all customers who've tried it are delighted so far. I've actually been using Epilar myself now for a number of months, and I can't believe the results. So we'll be approaching salons throughout Spain in 2005 and hope that everyone can benefit from this product very soon!"



Female, 31 years  
Face, right side  
Above before the first treatment  
Below before the tenth treatment



Female, 40 years, leg  
Right side  
Above before the first treatment  
Below before the second treatment



Further information

The Epilar treatment is available from

Portugal  
Eurico Pais  
Sanobia - Centro de Saude e Estetica, Lda  
R. Joaquim Paço D'Arcos, 11  
1500-365 Lisbon  
Tel: +351 217 112 760

Spain  
Kimmie Birch  
Nasari Hair & Beauty Salon  
Marbella  
Tel: +34 952 766 159