

## **SINCE WHEN WAS HAIR REMOVAL SEXY? WELL, SINCE NOW...**

Submitted by: Linda Land Public Relations (LLPR)

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... Because Sugar StripEase is feminine and fun, taking the chore out of de-fuzzing - designed to leave skin touch-me smooth and gorgeous. Sugaring may be a time honoured tradition - but it's been brought up to date for the 21st Century with Sugar StripEase: the perfect, natural alternative to toxic-smelling hair removal creams and messy waxes, which so often trigger skin irritations.

Sugar StripEase's creators have unrivalled expertise in the area of sugaring. (Ssssh, don't tell a soul, but they created the original sugaring product for Body Shop, for 20 years a bestseller.) Based on their insights into what women really want from hair removal, they have now devised the ultimate, new-and-improved sugaring product, with the optimum blend of pure sugar syrups for easy application - and swift, pain-free removal. 'The ingredients may be simple,' explains Rosie Khandwala of Aqua Natural (one half of the husband-and-wife duo behind Sugar StripEase, which is made in the UK). 'But it's vital to get the proportion of ingredients - and the consistency - right...' Traditionally, sugar is blended with lemon juice - but for ultra-gentleness, using their formulating expertise, Rosie and her husband Hafiz have eliminated the lemon - to avoid any risk of skin 'touchiness' or trauma, while remaining ultra-effective.

Sugar StripEase isn't just chemical-free: based on 100% natural ingredients, the exclusive formulation is literally good-enough-to-eat (you could spread it on your toast!), and can be used on all areas of the body - from upper lip to bikini line, legs to underarms. (Sugar StripEase is also BUAV-approved as cruelty-free, with its status highlighted in the Living Without Cruelty handbook.) This skin-softening blend has been formulated to be microwaveable, retaining its heat in the jar so you have plenty of 'playtime' to treat the areas you wish to blitz. The pliable sugar syrup is applied to the skin using natural fabric strips (which make for so-easy removal) - and since these can be washed and re-used many times, Sugar StripEase is the ultimate eco-choice for anyone on a quest for satin-smooth, fuzz-free skin. (Sugar StripEase has a long shelf life, with no need for preservatives.)

Sugaring has been tried-and-tested by women over thousands of years. In Eastern cultures (India, Africa and the Orient), the art is passed down from mother to daughter; in Muslim tradition, the ritual of hair removal is strictly observed for hygiene purposes - and sugaring is used on every zone of the body, effectively tackling even the darkest hair. What's more, if sugaring (as opposed to other techniques for hair removal) is started early, it actually helps to diminish hair growth so that fewer treatments are needed, as we age. Unlike many hair removal systems, Sugar StripEase eliminates the risk of in-grown hairs, as hair re-growth will always be in its natural direction.

The result? Skin is super-soft and smooth as your finest silk underwear. (Which is presumably why Renee Zellweger has chosen it as one of her favourite beauty products...) Sexy? You bet...

RRP: 9.99 BPS on line at [www.sugarstripease.com](http://www.sugarstripease.com)

For Further Information, please contact:

Linda Land

Phone: 020 7700 6673 or 07767253435

Email: [linda@lindalandpr.com](mailto:linda@lindalandpr.com)