

nkd

More than just Lip Service!

Despite waxing being the most popular beauty treatment in this country, it can be surprisingly difficult to get a good wax; meaning one that is quick, thorough and pain-free, or as pain-free as pulling hair out from the root can be. Luckily, salvation has arrived in the form of nkd, which markets itself as Nottingham's first and only specialist waxing & threading boutique for men and women. Despite opening just one year ago the boutique has already executed 1,500 Brazilians and Hollywoods (its speciality), de-haired 1,200 legs, shaped 2,300 eyebrows by waxing and threading and de-fuzzed several hundred gentlemen's private areas!

According to owner, Rebecca Dowdeswell, nkd is all about convenience. "I deliberately chose a prime city-centre location for the boutique. Waxing is not pampering or relaxing like a facial or a massage. Nowadays it is viewed as an essential maintenance treatment, just like a haircut, but on different parts of your body! Because of where we are, and the efficient, no-fuss service we offer, clients can be in and out within 20 minutes for a quick Hollywood or half leg wax, before they go and do some shopping, meet friends for lunch, or get back to work. Our after-work appointments (the salon is open until 7pm on Tuesdays and Fridays and until 8pm on Wednesdays and Thursdays) are especially popular."

In this case, no-fuss does not mean no-frills. All nkd treatments start with cleansing oil to begin with and moisturising oil and cooling gel to finish. Furthermore, nkd is one of the few salons in Nottinghamshire to use new generation 'hot wax.'

"For intimate and bikini waxing, hot wax is far superior to conventional strip wax," says Rebecca. "It sticks to the hair, not the skin, so does not pull like strip wax does. This means better results, less discomfort and far fewer ingrown hairs." Hot wax is much more expensive than traditional strip wax, which is probably why most salons haven't adopted it yet, coupled with the fact that therapists need additional training to learn how to use it.

Another way in which nkd sets itself apart

from the competition is the high proportion of male clients it attracts. Unusually, its website has several pages dedicated to male waxing (www.nkdwaxing.com/men) in which all male waxing treatments are explained, along with an extremely comprehensive FAQ section.

Rebecca comments, "Our male clients really appreciate the level of detail we provide on our website as it prevents them from having to ring up or come in and ask what they may see as embarrassing questions."

One might imagine that a waxing boutique would be busiest in the summer at the height of holiday season. "Far from it," says Rebecca. "Clients are already booking in their droves for a number of reasons this Christmas. Some are looking for some seasonal sparkle with a difference in the form of the bikini jewels we stock, which are the perfect festive complement to a Brazilian or Hollywood wax (see the topiary pages of nkd's website for more details!) The brand new ranges of false lashes we have in are also proving extremely popular, especially as we can apply them in-salon if the client wishes."




"Because false lashes and eyebrow threading go hand in hand, we have just launched an eye makeover package especially for the Christmas Party season. This package can transform a face, combining an eyebrow reshape (by either waxing or threading) a brow tint, and the application of some false lashes. With a treatment time of just 35 minutes, this is one party preparation that everyone can, and should, find the time to fit in!"

nkd Waxing, 6 Bridlesmith Walk,
Nottingham NG1 2HB
0115 9241454

15% off waxing & threading treatments
for all new customers this Christmas

nkd



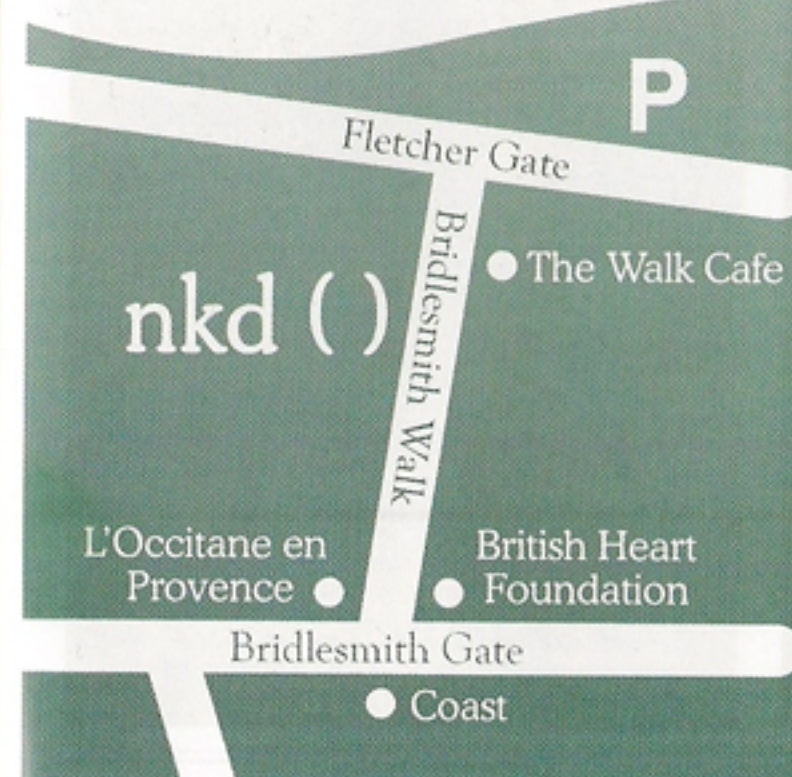
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Terms & Conditions apply see below.



6 Bridlesmith Walk,
Nottingham, NG1 2HB
0115 9 24 14 54
www.nkdwaxing.com

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Terms & Conditions
1) You must be a new client to claim to qualify for this offer
2) 15% off all waxing & threading treatments, subject to availability
3) Offers runs Monday - Friday 10am - 5pm. Valid from 1st December
2010 - 31 January 2011