

NOTTINGHAMSHIRE

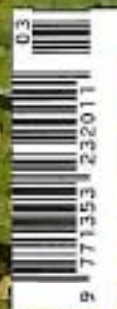
Incorporating Nottinghamshire Life

Today

March 2010

£2.95

Conserving the Idle Valley
The Society for All Artists
Thomas Cranmer, Martyr
Nottingham's Surgeon-Sculptor



by KATHERINE TAYLOR

Get smooooooth

If a job's worth doing, it's worth doing well, or - even better, get an expert to do it for you. Particularly when it concerns beauty... and even more so when it comes to waxing! Have you ever tried to get into position, apply the wax, whip it off, try not to look, then realise not only are you not smooth yet, but you've also got a veneer of wax stuck to your skin? Ladies and gentlemen - salvation awaits at nkd - Nottingham's first and only waxing boutique. *Nottinghamshire Today* paid a visit to find out what the low down is.

First off, the salon is tucked away so discretion is guaranteed. Inside, a pristine, white interior is accented by a centrepiece modern chandelier and the tone is set immediately: this is a salon like no other. You're here because you want to emerge silky smooth without any hassle and this is exactly what you get. There's a whole list of services available, you may already know exactly what you want, but if not, the therapists will advise, or if you're online, you can browse the choices before you go. This is where the 'boutique' part comes into play - nkd are all about an individual choice. You may just want your eyebrows threaded or your legs waxed, or, on the other hand... you may be feeling adventurous...

I met with owner Rebecca Dowdeswell, who told me more. "We're not like your average beauty salon here, we realise our customers are busy people who simply

don't have time for fuss, but still want the best results," she says. And she's well placed to say so as Rebecca herself is no stranger to sleek, smooth, high performance models - she started out her career as a writer for the automotive trade! Following her global travels, she had her 'Eureka!' moment when she realised Britain was missing something. "I used to live in Brazil where there are convenient waxing specialists seemingly on every street corner. So, here we are in Nottingham city centre!

"I've chosen only high-grade products for my salon, for example, we use hypo-allergenic, Perron Rigot hot wax which sticks to the hair not to the skin, without fabric strips, so there is less breakage. After-care is important too, so we use a blend of cooling and soothing gel and essential oils for the skin, but probably most importantly, our therapists are specialists at what they do." Which I would undoubtedly agree with as, during my visit, I watch a couple of treatments taking place - it's time to bust some myths. Waxing or threading, in the hands of an expert, doesn't really hurt. It's a fleeting 'pinch' and any redness afterwards, when carefully managed, soon disappears. The result is lasting, silky smooth skin -



This customer gets her eyebrows threaded in her lunch break

wherever you wish to have it. The process here is quick, but not rushed and I notice how the therapist puts their client at ease before, during and after their session. Such is the popularity of nkd that Rebecca has already implemented a loyalty scheme. Not bad for a business that opened just at the end of November.

"You name it, we wax it!" adds Rebecca, "We offer something different here, for people with busy lives, for both men and women, for people of all ages."

Space here does not allow for me to list all the services available at nkd, and I was just about to mention their optional pubic topiary... so pop in to the salon at 6 Bridlesmith Walk, appointments are not always necessary, call on 0115 924 1454 or visit nkdwaxing.com for more details