

## Wakse tells customers to skip the salon and kick-up their feet

By **Laura Shirk** on October, 23 2019 | Fragrances, Cosmetics, Skincare & Haircare



The first of its kind to enter the travel retail market, Wakse is making over the at-home waxing experience

With the tagline: *Made by two hairy guys*, Wakse introduces the new-era of at-home-waxing. Founded by Shayan Sadrolashrafi, creator & visual mastermind, and Andrew Glass, beauty expert & innovator, the brand brings luxury, VIRAL social media appeal and trend-based products to the cosmetics category and elevates the often painful and unpleasant customer experience. The first of its kind to enter the travel retail market, Wakse is already building a strong following on social media thanks to its stylish how-to video.

Available in rose gold and gold, the scented beads offer effortless hair removal and soothing natural extracts. The team created a TR exclusive set in concise packaging. With the wakse hard wax and melting pot in hand, the brand encourages customers to skip the salon and kick up their feet at home. Simply pour the wax beads into the bowl, place in the microwave and apply to hair. The honey-like consistency dries + cools on skin, so no need for strips - or mess. The best part: 100% vegan & cruelty free.

Rose Gold: with calming essential oils scented like chocolate, the wakse Rose Gold hard wax beans

are a deliciously luxurious waxing experience; natural rose gold mica, aloe extract, chamomile extract

Gold: with calming essential oils scented like pineapple, the wakse Gold hard wax beans are an exquisitely luxurious waxing experience; natural gold mica, aloe extract, chamomile extract

The product is available in two-sizes: 12.8 ounces (the perfect amount for face and body application) and 4.8 ounces. Each jar comes with a reusable spatula inside the container. Simplistic packaging design allows the vibrant colors of each wax to stand out and glow within the jar. With flexible non-stick silicone walls for easy cleaning, the melting pot is reusable, microwave safe and sold separately.

Leaving skin soft and clear, the gender-neutral product helps to cut down on regular trips to the salon and save money. With new innovations coming soon, Wakse is currently distributed across Canada, USA, Australia, UK and Europe.

Domestic listings include: Neiman Marcus, Nordstrom, Urban Outfitters, House of Fraser, Mecca, Planet Beauty and CVS