

# EPilaser



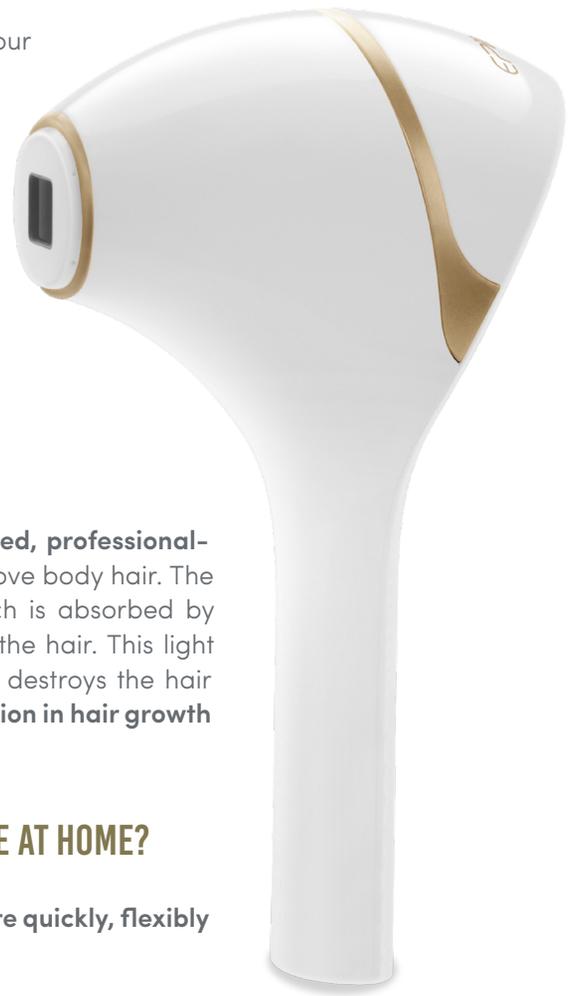
**PERMANENT FULL-BODY  
LASER HAIR REMOVAL, NOW FROM  
THE COMFORT OF YOUR OWN HOME!**

**PRESS KIT**

**EPILADY®**

# EPILASER IS THE LATEST HIGH-TECH MARVEL FROM EPILADY: IT IS THE FIRST FULL-BODY LASER HAIR REMOVAL DEVICE AVAILABLE FOR THE GENERAL PUBLIC.

Do you wish you had a permanent solution for your unwanted body hair? Until now, the only effective way to achieve this has been **laser hair removal, which you could only have done by going to a dermatologist or beauty salon**. Thanks to Epilady, the pioneer of high-quality hair removal, you can now do it yourself from the comfort of your living room using the **EPILASER, a safe, high-performance device that's a breeze to use**. EPILASER provides a **gentle treatment that eliminates body hair once and for all**, leaving your skin smooth and clear.



## HOW DOES LASER HAIR REMOVAL WORK?

**EPILASER is a revolutionary device that uses advanced, professional-quality infrared laser technology** to permanently remove body hair. The device sends out a high-intensity beam of light which is absorbed by the dark pigments (melanin) in the shaft and root of the hair. This light is converted into heat as it absorbs, which ultimately destroys the hair follicle – this results in a **permanent and reliable reduction in hair growth after several sessions**.

## WHAT ARE THE ADVANTAGES OF USING THE DEVICE AT HOME?

With the EPILASER, you can remove your body hair **more quickly, flexibly and cheaply** than you would at a medical practice.

### EPILASER

- 👍 You can do the treatment **in the comfort and privacy of your home**, at any time of day, in the evening or during the week. **You can take the device anywhere.**
- 👍 **You don't need to space out the sessions.** After 12 weeks of treatment at two sessions per week, you will already see a noticeable reduction in hair growth.
- 👍 **There's no need to avoid sunlight**, so you can keep your treatment going during the summer and while you're on holiday.
- 👍 The device costs just **€899.99** and **can be shared with others.**

### LASER TREATMENT IN A MEDICAL PRACTICE

- 👎 **You have to make an appointment and fit it into your already busy schedule!**
- 👎 A full course of laser treatment usually takes **9-12 months, with sessions spaced out by up to 8 weeks.**
- 👎 Medical laser hair removal is **contraindicated after exposure to sunlight** or on tanned skin.
- 👎 A complete package – including the legs, bikini line, underarms and face – can cost as much as **€2,000!**

## WHY CHOOSE EPILASER?

- ✓ **The large 3 cm<sup>2</sup> window is ideal for treating all areas of the body**, from the most extensive areas such as the legs and back to the face as well (note: the device must not be used on the neck or eyes).
- ✓ **The device is entirely safe.** It has four integrated sensors, which must all be in full contact with the skin. This means that, if the device is positioned incorrectly, it will not emit its beam of light.
- ✓ **The device comes with three adjustable light intensity settings** depending on how sensitive the area to be treated is and the number of treatment sessions left to do.
- ✓ **The device is suitable for almost all complexions** (skin phototypes 1 to 4, from very fair to olive) and naturally dark hair. The device will not be effective on white, grey, blonde or red hair that contains little or no melanin.
- ✓ **It is light and easy to handle.** Thanks to its ergonomic design, the EPILASER can be easily transported in its carry case, so you can keep your treatment going when you're on the go.
- ✓ **It recharges in 3 hours** using a USB cable or mains charger, and has enough battery life for a full weekly treatment over large areas, depending on the intensity.



## EPILASER VS INTENSE PULSED LIGHT

Based on professional laser technology, the **EPILASER emits a light beam that is much more accurately focused than devices using Intense Pulsed Light (IPL)**, which have more dispersed and less precise flashes. The laser **destroys the hair root, preventing the hair from growing.** Conversely, Intense Pulsed Light simply weakens the hair root, which means that results take longer and the hair always grows back if left to its own devices.

The other significant advantage of the EPILASER is **its unlimited service life, unlike IPL devices** that use bulbs that often last for 250,000 to 400,000 flashes. The EPILASER will continue to emit its light beam for as long as it is charged.

€899.99

Available in  
specialist shops,  
marketplaces and  
from [EpiladyFrance.com](https://www.epiladyfrance.com)

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## EPILADY

Since its creation in 1986, the Epilady name has been synonymous with high-quality hair removal. That very same year, Epilady launched the first ever electric epilator, thereby revolutionising hair removal and giving women all over the world access to a cost-effective, safe, and efficient alternative to shaving and waxing.

Over the years, Epilady has continued to lead the sector with its technological advances, innovative designs, and dedicated customer service. Today, Epilady has developed well beyond the original spring-loaded epilators that made it famous (although the brand still offers them!), now offering a range of devices to suit everyone. The brand owes its success to its affordable prices, convenience, effectiveness and lasting results, which have won over the more than 35 million women across the world who own an Epilady.

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