

What is Epilfree?



EPILFREE INTRODUCTION

A Revolutionary Permanent
Hair Removal Treatment
for Salons and Spas.

EPILFREE®
SO SIMPLE | SO EFFECTIVE



EPILFREE **WITH LASER** LIKE RESULTS

Enhance your waxing routine
with Epilfree & get lasting
laser like results.

THE CREATION OF EPILFREE

“Interestingly, one of the side effects when testing the ingredients chosen for healing of skin disease was that the hair in the treated area didn’t grow back!” - **Dr. Yoel Konis (PhD)**

Epilfree started in 2005 (19 years ago) by our founder Dr. Yoel Konis (PhD). He was developing a medication for Eczema and noticed on their trial patients that their hair stopped growing. That’s when he had the idea to pursue this new discovery and that was the beginning of the creation of Epilfree.

The Epilfree Treatment was developed as a new alternative to the other methods for removing unwanted hair for the long term.

Dr. Konis is an international pharmaceutical & cosmetic research scientist, an expert in his field for the past 40 years.

He launched the Epilfree 1st Generation in 2006. It was called the ‘Next Generation’. Since the launch in 2006, he has changed the Epilfree formulation 4 times, in order to get it to be 100% natural. Anytime there was a change or new ingredient that becomes available, that is being trialed, he gets in on it, constantly innovating the Epilfree formulation.



WHAT IS EPILFREE?

Wax | Activator | Toner



It is based on a unique, scientifically formulated combination of natural plant and herb ingredients that work synergistically to create a mechanism that targets the new hair cell at the base of the empty Anagen follicle and stops the duplication of cells. This action stops the energy to the mitochondria, therefore after 6 hours, the treated follicles will be destroyed and will no longer work.

- A revolutionary permanent hair removal treatment.
- It combines the simplicity of use with exceptional results.
- Results are equal to laser without limitations and excessive costs.
- A professional product used in the salon or spa.
- Can only be applied by certified professionals and therapists.
- It is used after waxing, sugaring, threading or tweezing.
- Consists of 2 serums that work on the empty Anagen follicle.
- A completely different modality than laser, IPL or electrolysis.
- Since it works on an empty follicle, hair colour does not matter.
- It is effective on every skin type and over tattoos.
- It does not cause sun damage or pigmentation on the skin.
- It is safe, effective and 100% natural.

CHARACTERISTICS OF EPILFREE



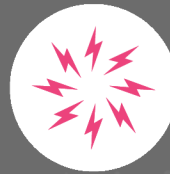
All Hair Colours
& Skin Types



All Ages &
Genders



All Areas
of the Body



No Side Effects
& Pain Free



No Sun Damage
& Pigmentation



Safe for
Tattoos



100% Natural
& Hygienic



Cost
Effective



Time
Efficient



Scientifically
Formulated



Permanent
Hair Removal



Professional
Treatment



Tested to Use
on Sensitive Skin



Not Tested
on Animals



Chemical-Free
& Non-Toxic

EPILFREE

KEY INGREDIENTS

All our 100% natural ingredients are sourced from the world's finest suppliers to ensure optimal results.

- EUCALYPTUS Enhances circulation, promotes healing, decreases hair growth.
- LADY'S MANTLE Antimicrobial, combats ageing, promotes skin firmness.
- LAVENDER Enhances preservative efficacy against bacteria.
- ROSEMARY Minimizes irritation from hair removal.
- LIQUORICE Calms skin, decreases irritation, boosts inhibition of cells reduction.
- UREA Exfoliates, conditions, enhances skin absorbtion.
- BAYBERRY Decreases cell division.
- VINE TEA Inhibits follicular growth during Anagen Phase.
- ORIENTAL RAISIN Inhibits follicular growth during Anagen Phase.
- USNEA BARBATA Disrupts cell division by deactivating mitochondrion.
- CHELEDONIUM MAJUS Inhibits cellular proliferation.
- BOSWELLIA SERATA Inhibits extracellular signal phosphorylation.
- CETRARIA ISLANDICA Disrupts cell division by deactivating mitochondrion.

ADDED SKIN BENEFITS WITH EPILFREE

Epilfree features the remarkable inclusion of Lady's Mantle, a key ingredient renowned for its exceptional skin benefits, alongside its hair growth inhibiting properties.

- Anti-ageing miracle preventing cell damage;
- Excellent for curing Eczema, stings and bites;
- Assists in keeping the skin toned;
- Has antioxidants that get rid of free radicals;
- Ensures skin's elasticity is maintained;
- Has styptic properties for healing wounds;
- Keeps the skin conditioned;
- Is a natural preservative and
- Decreases hair growth.

LET'S COMPARE EPILFREE VS. LASER

Epilfree doesn't stand in competition with laser; rather, it complements laser treatments by addressing their inherent limitations.

EPILFREE

LASER

Suitable for All Hair Colors & Skin Types



NOT Suitable for All Hair Colors & Skin Types

Suitable for All Ages & All Areas of the Body



NOT Suitable for All Ages & All Areas of the Body

Free from Side Effects & Pain Free Application



HAS Side Effects & is a Painful Application

No Pigmentation & Sun Damage



CAUSES Pigmentation & Sun Damage

100% Natural & Safe for Tattoos



NOT Natural & **CANNOT** be used over Tattoos

EPILFREE VERSUS LASER HAIR REMOVAL

Epilfree offers a 100% natural, cost-effective alternative to laser hair removal, working on all skin and hair types without the risk of pigmentation or the need for expensive equipment.

- Epilfree offers comparable results to laser hair removal and is suitable for clients with red, blonde or grey hair, tattoos, providing a pain-free solution.
- It is safe for all skin types and made from 100% natural ingredients, unlike laser treatments, ensuring no risk of skin damage or scarring.
- By halting cell duplication in the follicle, Epilfree effectively works on all hair types and colours.
- Epilfree treatments carry no risk of pigmentation or sun damage to the skin or affected areas.
- Suitable for individuals of all ages, Epilfree can be used with potential maintenance required after hormonal changes.
- The treatment is pain-free, time-efficient, and includes soothing post-epilation ingredients, ensuring no side effects.
- Epilfree can be safely applied over tattoos without altering their colour or pigment, effectively targeting the hair follicle.

WHAT IS AN **EPILFREE** TREATMENT?

Epilfree is a revolutionary Permanent Hair Removal Treatment that works in conjunction with a regular wax or sugaring service. It is applied after waxing or sugaring to the treated area. Epilfree gets to work instantly, with exceptional results that are equal to laser but without the limitations or excessive costs. It is safe, effective & 100% natural with no side effects.

EPILFREE AT WORK BEFORE & AFTER

Hollywood Results after 8 Epilfree Treatments



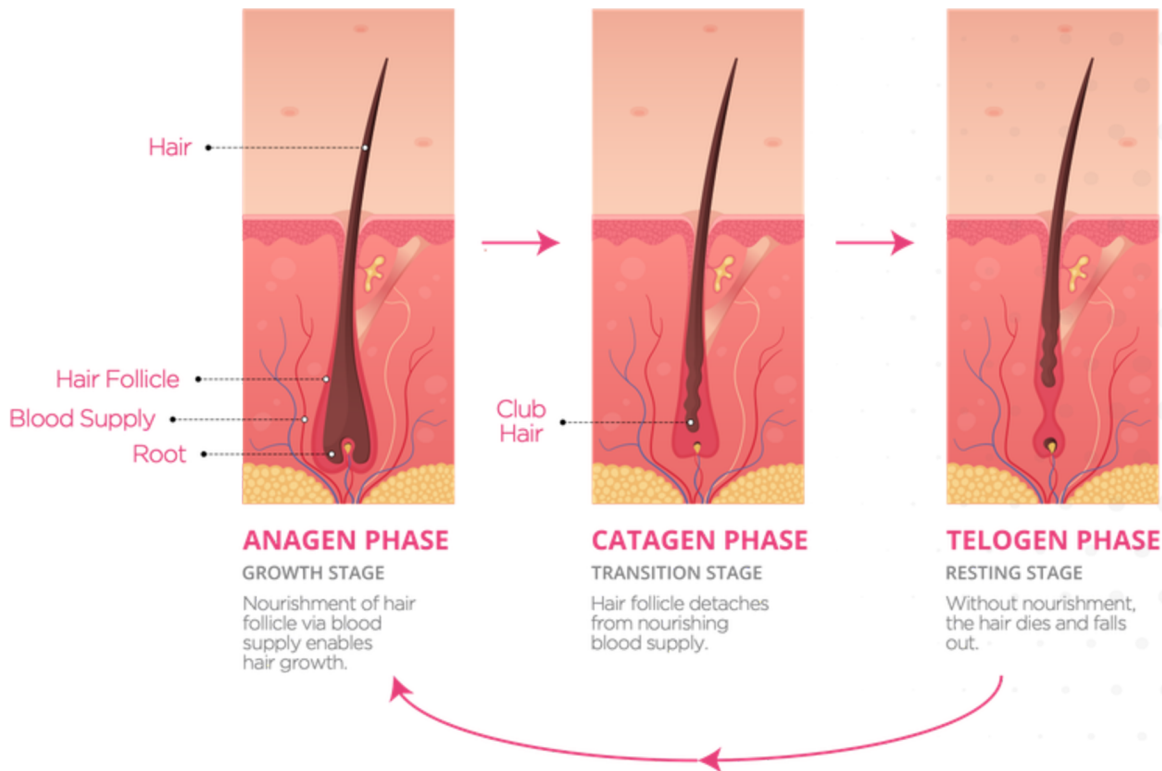
HOW DOES EPILFREE WORK?

Every human being has 5 million hair follicles on their body, no matter their race, age or size!

- It targets hair follicles actively growing in the Anagen Phase.
- It does not work during the Catagen and Telogen Phases.
- The Anagen Phase is when the hair follicle is alive, with oxygen and blood.
- After the treatment, the removed Anagen hair follicles will never function again.
- Hair growth cycles vary among individuals and body areas.
- The goal is to wait on the cycles of hair to reduce as they go through the phases.
- During the first treatment, it stops cell duplication of the live Anagen hair follicle.
- Subsequent treatments target untreated hair visible during the treatment.
- Facial treatment intervals of 14 days are suggested.
- Intimate and Body treatment intervals of 21 days are suggested.
- These intervals will optimize results and help reduce the number of treatments.
- The average number of treatments required is 12 or more.
- Some individuals may require more depending on hormones and other factors.
- After hair removal, the Activator is applied immediately to the treated area.
- This opens up the hair follicle 4 times its original size preparing it for the Toner.
- The Activator needs to be timed for 5 minutes before applying the Toner.
- To assist with larger areas, the Activator holds the follicle open for 25 minutes, this allows time to complete the treatment before applying the Toner.
- The treated area should be left undisturbed for a minimum of six hours.

HAIR GROWTH CYCLE AND EPILFREE

Epilfree only works on the hair follicle in the Anagen Phase.



A consistent treatment routine is required of either two-week intervals or three-week intervals as determined by your professional. The reduction happens over a period of time as the Anagen hair cycles in.

WHAT ARE THE EPILFREE KITS?

Facial Care Kit | Intim Care Kit | Body Care Kit

- The active ingredients are specifically formulated for the skin type in the areas.
- The skin and hair types are different in each area.
- The pump and nozzle size varies on each individual kit.
- It is based on the amount of product needed for each treated area.
- These kits are specifically designed for use on the areas they are formulated for.
- Using the incorrect Epilfree Kit will give your clients inferior results.



EPILFREE'S FACIAL CARE KIT

Upper Lip | Brows | Chin | Nose | Ears | Sideburns | Full Face

- Specifically formulated for the type of skin on the facial areas.
- These areas are a different type of skin than the intimate and body areas.
- It permanently reduces unwanted hair without laser with no contraindications.
- The ingredients soften coarse, whisker type hair as well as vellus facial hair.
- Works on all skin types and hair colours including blonde, red and grey.
- It is effective on all skin colours with no chance of hyperpigmentation.
- The active ingredient concentration is lower due to the sensitive facial skin.
- Hormonal issues in women can be treated with great success.
- Using the incorrect Epilfree Kit will give your clients inferior results.



EPILFREE'S INTIM CARE KIT

UnderArms | Bikini Sides | Brazilian | Hollywood | Stomach Line

- Specifically formulated for the intimate areas of the body.
- These areas are a different type of skin than other parts of the body.
- It permanently reduces unwanted hair without laser with no contraindications.
- The ingredients soften thick, coarse hair and reduce ingrown hairs.
- It works on all hair colours including blonde, red and grey.
- It is effective on all skin colours with no chance of hyperpigmentation.
- The active ingredient concentration is higher due to the skin thickness.
- Using the incorrect Epilfree Kit will give your clients inferior results.



EPILFREE'S BODY CARE KIT

Arms | Legs | Chest | Stomach | Back

- Specifically formulated for the type of skin on the body areas.
- These areas are a different type of skin than the face and intimate areas.
- It permanently reduces unwanted hair without laser with no contraindications.
- The ingredients soften the hair and reduce ingrown hairs.
- It works on all skin types and hair colours including, blonde, red and grey.
- It is effective on all skin colours with no chance of hyperpigmentation.
- The active ingredient concentration is more dense for the body skin.
- Using the incorrect Epilfree Kit will give your clients inferior results.



WHAT IS THE EPILFREE HOME CARE KIT?

It is a Spot Facial Treatment that is used in conjunction with the Professional Facial Care Treatments, developed specifically for hormonal clients to use at home.

- It is a scientific formulation specifically designed to use in-between treatments, specifically for women who are shaving their face.
- It's also used as a maintenance treatment for clients to use at home.
- Do not use it on the entire face or large area.
- The application can only be done on small areas as a spot treatment, due to the extreme high concentration of the active ingredients.
- It's a completely different formulation to the Professional Epilfree Kits.
- It does not replace the Professional Treatment, but works together with it.
- It can be used for any stubborn hairs on the face and ingrown hairs on the body.

EPILFREE'S HOME CARE KIT

A Spot Facial Treatment

- Specifically formulated for the type of skin on the facial areas.
- It permanently reduces unwanted hair without laser with no contraindications.
- Works on all skin types and hair colours including blonde, red and grey.
- It is effective on all skin colours with no chance of hyperpigmentation.
- The hair must be long enough to pull out with the root.
- The serum is applied after tweezing.
- The active ingredient concentration is extremely high.
- Hormonal issues in women can be treated with great success.



WAXES TO USE WITH EPILFREE

The wax used with Epilfree is crucial for achieving optimal results.

Ensure your wax is free from rosin, rosinate, resin, oils and beeswax by carefully checking the label. Some synthetic resins are acceptable, but verify with the manufacturer that they are not rosin-based. Synthetic resins with a plastic base are most suitable.

- CIRÉPIL | Cristalline Hot Wax
- CIRÉPIL | Cartouche Fiorella Strip Wax



- LYCON | Lycotec White Strip Wax
- LYCON | Lycotec White Hard Wax
- ITALWAX | Pink Pearl, Crystal, Orchid, Coral, Argan & Full Body Hard Wax
- ITALWAX | Pink Pearl, Crystal, Orchid, Coral, Argan & Full Body Strip Wax

EXPERIENCE THE **PROFESSIONAL** BENEFITS OF EPILFREE

Make more profit by earning over 8 times your investment!

- Get new client referrals for Epilfree.
- Gain loyal and happy clients.
- Clients see amazing results and value for money.
- Clients keep rebooking and start Epilfree in other areas.
- Clients give you referrals for new clients.
- Epilfree converts a service client to a treatment client.
- Therapists start earning more, creating job satisfaction.

WILL I LOSE MY EXISTING WAXING CLIENTS?

Not at all, you will gain even more from your waxing clients!

- Epilfree attracts and keeps clients interested in permanent hair removal, preventing the need to turn away potential customers.
- It expands your business by appealing to those seeking permanent hair removal, offering a variety of services beyond traditional waxing.
- Epilfree seamlessly integrates with waxing, increasing revenue, especially among men, as clients are more willing to wax additional areas.
- It's a solution for individuals with excessive hair growth, providing confidence and freedom from constant hair-related concerns.
- Epilfree emphasizes client loyalty by encouraging consistent treatments, reducing the likelihood of clients seeking similar services elsewhere.
- Attracting clients unsuitable for laser treatments, Epilfree complements laser procedures for those who haven't achieved desired results.
- Serving as a complement to electrolysis, Epilfree reduces hair before the more extensive and expensive individual hair removal process.
- Epilfree appeals to individuals who shave, offering an end solution beyond a lifetime of waxing.
- It's a non-painful, cost-effective, and risk-free option without the need for expensive equipment or monthly maintenance fees.
- Epilfree is an added revenue stream, especially for those seeking a solution for rapid hair growth, addressing a significant concern for many people.

EPILFREE®
SO SIMPLE | SO EFFECTIVE



www.epilfreeaus.com