Become An Expert

EPILFREE STUDY GUIDE

Follow this guide to ensure that you give your clients' the optimal Epilfree experience!

EPILFREE®

SO SIMPLE | SO EFFECTIVE

EPILFREE **WITH LASER** LIKE RESULTS

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

EPILFREE
INTRODUCTION

A Revolutionary Permanent
Hair Removal Treatment
for Salons and Spas.

EPILFREE®

SO SIMPLE | SO EFFECTIVE

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 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.

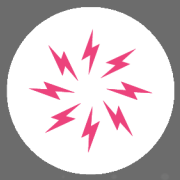
- A revolutionary permanent hair removal treatment.
- It combines the simplicity of use with exceptional results.
- Results are equal to laser without limitations and excessive costs.
- A professional product used in the salon or spa.
- Can only be applied by certified professionals and therapists.
- 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 color 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 Colors & 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 aging, 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-aging 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 colors.
- 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 color 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

Brazilian Results after 8 Epilfree Treatments

100% NATURAL

100% NATURAL

EPILFREE PRODUCT TRAINING

All the detailed product knowledge you require for a thorough understanding.

EPILFREE®

SO SIMPLE | SO EFFECTIVE

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.

WAXES TO USE **WITH EPILFREE**

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

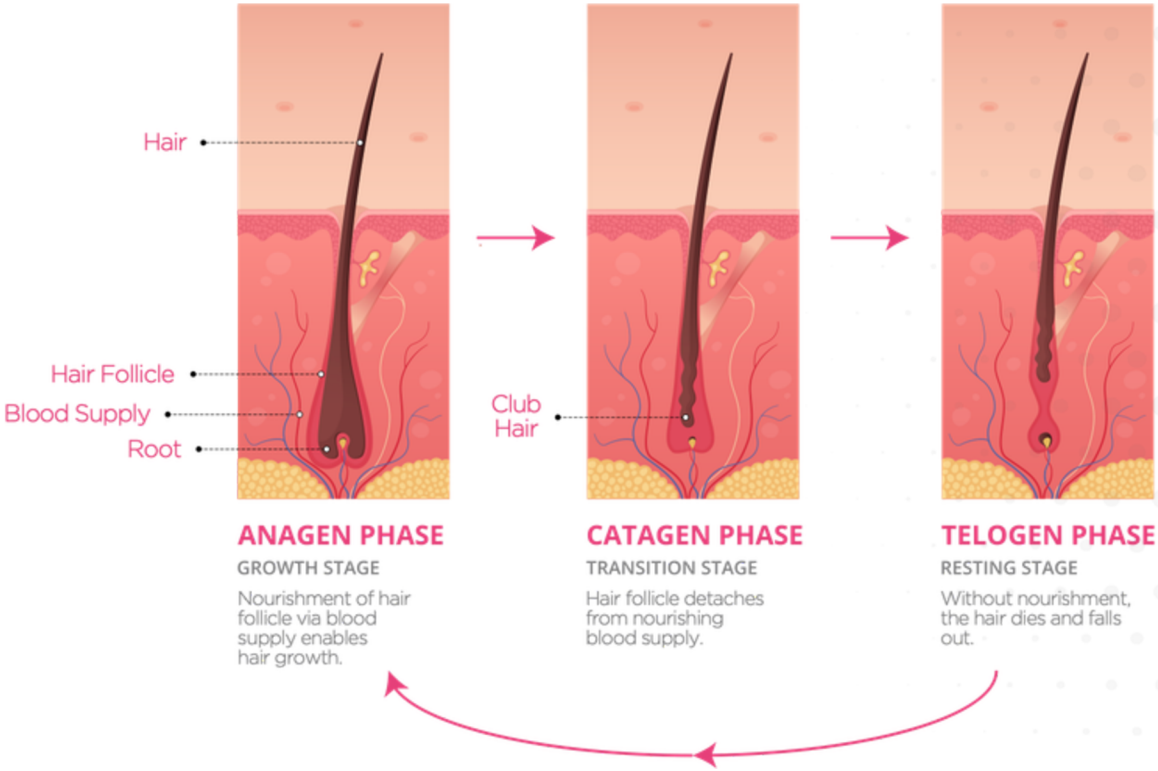
Ensure your wax is free from rosin, rosinate, resin, oils and beeswax by carefully checking the label. Some synthetic resins are acceptable, but verify with the manufacturer that they are not rosin-based. Synthetic resins with a plastic base are most suitable.

Tried and Tested in the US market.

- **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
- **BELLA KISSA** | Rice Cream & Vina Strip Wax
- **MERMAID** | Signature Series Hard Wax
- **ITALIA** | Homme (Silver) Hard Wax
- **STARPIL** | Starsoft Hard Wax
- **WAXNESS** | Lavender, Bikini Lotus, Italian Velvet, Russian Pearl, Charcoal, Tattoo & Royal Crystal Hard Wax
- **WAXNESS** | Argon & Russian Pearl Wax Cartridge

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 colors including blonde, red and grey.
- It is effective on all skin colors 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 | 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 colors including blonde, red and grey.
- It is effective on all skin colors 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 colors including, blonde, red and grey.
- It is effective on all skin colors 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 colors including blonde, red and grey.
- It is effective on all skin colors 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.

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.

TREATMENT PROCESS & **CLIENT EXPECTATIONS**

Managing client expectations is crucial for optimal results.

- Ideally, hair reduces with each treatment until fully gone. Initial reduction may be followed by periods where new hair cycles in, appearing as if no progress is made.
- Review the Epilfree Disclaimer Form with your client, and kindly request their completion and signature to confirm their understanding of the Epilfree treatment process and their expectations.
- Review the Epilfree Release Form with your client, and kindly request their completion and signature to authorize the capture of Before-and-After photos at each treatment. Additionally, assist in creating a photo album on their mobile device to track treatment progress.
- Results and the number of treatments needed vary greatly. Patience is crucial; hair must be in the Anagen Phase to be effectively treated.
- Facial Areas: Treatments every 14 days (e.g., 14, 28, 42 days).
  Intimate & Body Areas: Treatments every 21 days (e.g., 21, 42, 63 days).
- Explain the long-term commitment to a series of treatments. On average, 12 or more treatments are needed. Clients should anticipate a couple more treatments. (See next page for Hormonal Clients)
- Focus on delivering high-quality treatments rather than controlling hair growth patterns. Adhering to proper protocols ensures effective results.
- Educated clients are your best advocates. Ensure they understand the process to help spread positive word-of-mouth.
- Client responses to Epilfree treatments vary, similar to laser treatments. Managing expectations is crucial for client satisfaction in a world of instant results and high cosmetic expectations.

HORMONAL HAIR & **CLIENT EXPECTATIONS**

Managing hormonal client expectations is crucial for optimal results.

HAIR GROWTH & HORMONES

Hair growth and hormones walk a journey together, hand-in-hand, so any effect of the hormones will directly affect the hair growth cycle.

HORMONAL CONDITIONS

- PCOS: Polycystic Ovarian Syndrome
- HRT: Hormone Replacement Therapy
- Hirsutism
- IVF: In Vitro Fertilization Treatment
- Endometriosis

HORMONES & EPILFREE EXPECTATIONS

Any hormonal issues a client may have can affect their Epilfree results. This does not mean they cannot use Epilfree; however, it is essential to manage their expectations appropriately. These clients may require significantly more than 12 or even 20 treatments. The hormonal hair will eventually become manageable.

Doctors often inform clients with hormonal facial hair that they will need to manage this condition for the rest of their lives. Epilfree offers these clients reassurance by helping them achieve their desired results.

100% NATURAL

EPILFREE PROTOCOLS

Adhering to these protocols is essential for achieving optimal results for your clients.

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EPILFREE
CLIENT PROTOCOL

Ensure you thoroughly discuss all aspects of Epilfree with your client so they fully understand the entire Epilfree journey.

1. Discuss the benefits of Epilfree versus laser hair removal.
2. Explain what the Epilfree treatment is and how it works.
3. Describe the hair growth cycle and its relationship with hormonal changes.
4. Ensure clients understand what to expect throughout their treatment journey.
5. Outline the Aftercare Protocol and its importance.
6. Go over the Epilfree Disclaimer Form, ensuring it is signed by the client.
7. Explain the Epilfree Release Form, ensuring it is signed by the client.
8. Start the treatment following the Treatment Protocol for optimal results.

EPILFREE
AFTERCARE PROTOCOL

To maximize the effectiveness of Epilfree Treatments, emphasize to the client the crucial role of following these instructions.

FOR 6 HOURS AFTER THE TREATMENT:

- **No** bathing, showering or swimming
- **No** oils, powders or lotions
- **No** deodrant or perfume
- **No** make-up
- **No** strenuous exercise
- **Avoid** sweating
- **Avoid** sun exposure for 24 hours
- **No** waxing, tweezing, threading or shaving

BEFORE NEXT TREATMENT:

- Encourage clients to purchase as many treatments/packages as possible.
- Explain that a consistent treatment program will enhance the results.
- The hair length must be between 2.5 to 5.0mm for the next treatment.
- Recommend wearing dark clothing due to the yellow tint of Curcumin.
- Provide clients with an Aftercare Card after their initial treatment.

EPILFREE
TREATMENT PROTOCOL

A tingling sensation is common after applying the product. Epilfree is not to be used on open or broken skin.

1. Clients are advised to shower at least one hour prior to their Epilfree treatment.
2. Take a high-quality photo of the treatment area before every treatment.
3. Place a powder-free glove on your hand.
4. Apply the wax on the direction of the hair growth.
5. Remove the wax strip in the opposite direction of the hair growth.
6. Set the wax strips aside for the client's assessment after the treatment.
7. Apply the Activator A immediately after removing the wax strip.
8. Rub firmly against the hair growth until absorbed into the skin.
9. Remove the last stray hairs with a tweezer.
10. Set your timer for 5 minutes to allow it to open up the hair follicles.
11. Remove the glove and place a new powder-free glove on your hand.
12. Apply the Toner B after 5 minutes & within a 25-minute time frame.
13. Massage firmly against the hair growth until absorbed into the skin.
14. The treated area must be left alone for 6 hours to achieve results.
15. Explain the Epilfree Aftercare Protocol and its importance to your client.
16. Book your client's next treatment at the suggested interval for the treated area.

EPILFREE DOUBLE **WAXING PROTOCOL**

It is essential to use high-quality wax to minimize the need for double waxing, as excessive waxing increases the consumption of the required activator.

1. Proceed with steps 1-8 outlined in the Treatment Protocol.
2. Re-apply the wax on the direction of the hair growth.
3. Remove the wax strip in the opposite direction of the hair growth.
4. Set the wax strips aside for the client's assessment after the treatment.
5. Re-apply the Activator A immediately after removing the wax strip.
6. Rub firmly against the hair growth until absorbed into the skin.
7. Remove the last stray hairs with a tweezer.
8. Proceed with steps 10-16 outlined in the Treatment Protocol.

EPILFREE
PCOS PROTOCOL

Designed specifically for women with hormonal facial hair.

This protocol is specifically designed for women who have been shaving, to help them stop and begin using Epilfree for permanent facial hair removal. For these clients, we cannot promise a set number of treatments. Instead, we must explain that the duration and number of treatments are uncertain, but ultimately, their condition will become manageable or may be fully resolved.

Initially, our priority is to keep clients comfortable and able to proceed with the process. We do not ask them to stop shaving and wait 14 days for treatment. Instead, once they have had their consultation and are ready to begin:

1. Advise the client to prolong the interval between waxing as much as possible.
2. Perform the first treatment when the client can no longer wait.
3. Gradually increase the time between each subsequent treatment.
4. Aim to reach a 14-day interval between treatments.
5. Emphasize the importance of the Epilfree Home Care Kit, designed for at-home spot facial treatments to help extend the time between professional treatments.

EPILFREE
HOME CARE PROTOCOL

Keep Q-Tips, Tweezers and the Home Care Serum in the bag.

1. Ensure your hands are clean or sanitized before starting.
2. Gloves are not necessary for this application.
3. Tweeze the hair, ensuring it is pulled out with the root.
4. Immediately apply a small drop of the serum to the follicle.
5. Repeat the treatment as needed.
6. Always ensure the hair is long enough to pull out with the root.

100% NATURAL

EPILFREE **PRODUCT** USAGE

It's crucial to effectively manage product usage to maximize the number of treatments.

EPILFREE®

SO **SIMPLE** | SO **EFFECTIVE**

EPILFREE
TREATMENT USAGE

To prevent product overuse, it is important to note that the follicle can only absorb a limited amount of serum. Any excess serum will form a residue on the skin's surface, which can be rinsed off after 6 hours.

FACIAL CARE KIT = DROPS | 1 PUMP = 5 DROPS

	A		B
LIP	1	DROP	1
CHIN | 1 PER SIDE	2	DROPS	2
BROWS | 1 PER BROW	2	DROPS	2
NOSE / EAR	1	DROP	1
BROW & LIP	3	DROPS	3
LIP & CHIN	3	DROPS	3
BROW, LIP & CHIN	4	DROPS	4
FULL FACE	6	DROPS	6

INTIM CARE KIT = PUMPS

	A		B
UNDERARM | 1 PER UNDERARM	2	PUMPS	2
BIKINI	2	PUMPS	2
BRAZILIAN	3	PUMPS	3
HOLLYWOOD	4	PUMPS	4

BODY CARE KIT = PUMPS

	A		B
1/2 LEG | 3 PER LEG	6	PUMPS	6
3/4 LEG | 4 PER LEG	8	PUMPS	8
FULL LEG | 6 PER LEG	12	PUMPS	12
1/2 ARM | 2 PER ARM	4	PUMPS	4
FULL ARM | 4 PER ARM	8	PUMPS	8
CHEST / STOMACH MEN	3	PUMPS	3
BACK MEN	6	PUMPS	6

EPILFREE **TREATMENT USAGE** GUIDELINES

Refer to the Epilfree Treatment Usage Chart for product usage per area, but always consider the treatment area and client's size. Avoid overuse or underuse to manage costs and ensure optimal results.

FACIAL CARE KIT

- Refer to the Treatment Usage Chart for the recommended drop usage for facial treatments.
- Dispense a full pump of the Activator and Toner into separate containers to facilitate drop-based application.
- Ensure containers are properly sealed for future use.

INTIM CARE KIT

- Refer to the Treatment Usage Chart for the recommended pump usage for intimate treatments.

BODY CARE KIT

- Refer to the Treatment Usage Chart for the recommended pump usage for body treatments.

100% NATURAL

EPILFREE SALES TRAINING

Utilize our sales techniques to optimize your Epilfree sales to clients.

EPILFREE®

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EPILFREE **OBJECTIVES**

Aim | Purpose | Target | Goal

- Convert clients from other epilation methods to Epilfree.
- Upsell current Epilfree clients to packages or additional treatment areas.
- Achieve a target number of Epilfree treatments sold weekly or monthly.
- Use an entire Epilfree kit within a month.
- Obtain client referrals for new potential clients.
- Show clients Epilfree before-and-after videos to generate interest.
- Meet a specific monetary target weekly or monthly.

SELLING THE BENEFITS **OF EPILFREE**

The characteristics of Epilfree are pivotal in your sales strategy, leverage them to their fullest extent.

- Epilfree works with waxing, sugaring, threading and tweezing.
- Epilfree can only be applied by certified professionals.
- Epilfree is comparable to laser hair removal without limitations or high costs; safe, effective and 100% natural.
- Epilfree is pain-free, suitable for all skin and hair types, safe for use on all body areas, including over tattoos.
- Epilfree is safe for all ages and genders.
- Epilfree has no risk of pigmentation, scarring and damage to the skin.
- Epilfree is composed of natural herbs that stop cell duplication in the hair follicle.
- Epilfree must remain on the skin for at least 6 hours for optimal results.
- Client education is essential for effective marketing of Epilfree.

SELLING EPILFREE **TO YOUR CLIENTS**

Initiate conversations with clients who would benefit most from Epilfree, emphasizing its safety and effectiveness over traditional methods like laser.

Selling Epilfree is straight forward, honesty is key. Create excitement in your salon /spa with flyers, brochures, posters and banners prominently featuring Epilfree. Mention Epilfree as a 100% natural, safe, permanent hair removal treatment that works on all hair and skin types. Here are some conversation starters:

- "Epilfree targets empty follicles, working on all hair and skin colors."
- "Our clients love discovering new treatments like Epilfree."
- "I recently became certified to offer Epilfree in our spa."
- "We now offer a non-laser permanent hair removal treatment called Epilfree."
- "I just had my Epilfree training today and I am so excited to share it with you!"

MANAGING EPILFREE **CONCERNS**

Objections often signal a need for more information. Build trust through education and enthusiasm for the brand.

- Always offer solutions to address Epilfree concerns.
- Educate clients about the benefits of Epilfree.
- Act promptly, now is the best time to start with Epilfree.
- Showcase your expertise about Epilfree as a certified professional.
- Listen actively, ask questions, and provide informed feedback.
- Compare Epilfree with alternatives like Laser, IPL, or Electrolysis.
- Have package offerings ready to address price objections.
- Address client concerns by explaining the hair growth cycle positively.
- Utilize Epilfree as a supportive treatment solution.
- Offer a complimentary treatment to potential long-term clients.
- Acknowledge and appreciate client feedback.
- Use positive feedback to gather testimonials and referrals.
- Stand out by consistently following up with clients.

CONCLUDING THE **EPILFREE EXPERIENCE**

Consistency is crucial with Epilfree, both for your clients' treatment series and for you as the therapist, as it fosters trust with your clients.

- Establish a relationship and gather post-treatment feedback.
- Set clear expectations.
- Present the vision of a hair-free future with Before & After Videos.
- Discuss treatment options - treatment package or single treatment.
- Ensure client confidence in their decision.
- Emphasize consistency for optimal results.
- Provide an Aftercare Card and schedule their next treatment.
- Follow up before next appointment to demonstrate commitment to their results.
- Maintain transparency about the Epilfree process.

PROMOTING EPILFREE **IN YOUR SALON/SPA**

Extensive marketing of Epilfree on social media platfroms is essential for building brand awareness for your salon/spa.

- Educate your clients to leverage word-of-mouth marketing.
- Utilize printed and digital marketing materials provided by Epilfree.
- Promote Epilfree across all social media platforms.
- Host an Epil-Day Promo to offer free Epilfree treatments and sell packages.
- Boost cash flow by selling 3, 6, 9 or 12 treatment packages.
- Run specials, loyalty programs and competitions to enhance brand visibility.
- Focus on marketing the solution, not just the product.
- Understand seasonal trends to optimize salon/spa growth.
- Create specials and giveaways aligned with seasonal shifts with Epilfree.
- Offer customer-referral discounts both in-store and online.
- Increase marketing efforts during quieter seasons or months.
- Incentivize Epilfree therapists during slower and quieter periods.

100% NATURAL

EPIL-DAY **PROMO** EVENT

Make the most of these events to boost Epilfree profits on the big days.

EPILFREE®

SO **SIMPLE** | SO **EFFECTIVE**

HOSTING AN EPIL-DAY **PROMO EVENT**

For a successful event, make a full day of it by hosting on a Saturday, inviting as many clients as possible, and providing ample snacks and beverages. Include a raffle hamper and/or chances to win other salon treatments.

- Select a date and time for your event.
- Determine which Epilfree packages you will offer.
- Request an invitation and package design from your Epilfree representative.
- Send invitations to all your clients.
- Schedule 8-12 clients in 15-minute intervals for a complimentary Epilfree facial treatment of their choice.
- Decorate a section of your salon/spa with Epilfree marketing collateral.
- Prepare an elegant display of snacks and beverages for your clients.
- Have the Epilfree Disclaimer and Release Forms ready for your clients to sign.
- The therapist will perform the treatment while explaining what Epilfree is and its benefits, leading to package sales.
- Capture numerous photos and videos of the event, and upload them to your social media platforms, tagging Epilfree in the posts.
- Complete the checklist provided by your Epilfree representative to receive your complimentary Facial Care Kit for the event.

EPIL-DAY EVENT **CHECKLIST**

Ensure you complete this checklist on the day of the Epil-Day event. To receive your complimentary Epilfree Facial Care Kit, all items on the checklist must be ticked.

- Attendance of 8 or more clients
- Epil-Day Event list including client names, contact details & purchased packages
- 10 photos showcasing salon/spa logo, clients, marketing display and snacks
- 2 videos highlighting salon/spa logo, clients, marketing display and snacks
- 2 videos of clients expressing their excitement for Epilfree
- 1 video of salon/spa owner discussing the event and their experience
- Posts uploaded on all social media platforms with Epilfree tagged
- Email the event list, photos, and videos to your Epilfree representative

EPIL-DAY EVENT
TIPS FOR SUCCESS

The goal of the Epil-Day Event is to maximize package sales and increase your profits. Here are some tips to ensure a successful event:

- Thoroughly plan the event for optimal success.
- Offer complimentary spa treatments to existing clients for referrals.
- Send invitations via WhatsApp and email.
- Create a lively, party-like atmosphere.
- Encourage clients to purchase discounted packages during the event.
- Provide payment plans for loyal clients.
- Collaborate with nearby businesses for raffle hamper contributions.
- Focus on partnerships with gyms, boutique clothing stores, etc.
- Partner with a non-profit organization, offering a percentage of sales.
- Promote the non-profit collaboration to attract supportive clients.
- Leverage collaborations to enhance brand awareness.
- Request a Home Care Kit for the hamper from your Epilfree representative.

100% NATURAL

EPILFREE
FAQ

Complete responses to address client inquiries thoroughly.

EPILFREE®

SO SIMPLE | SO EFFECTIVE

FREQUENTLY ASKED **QUESTIONS**

These responses aim to provide concise and accurate information about Epilfree and its application in various scenarios.

Q What does Epilfree do to the hair follicle compared to laser?

A Epilfree kills the live follicle; laser targets the hair, causing potential regrowth.

Q How does Epilfree compare to laser on hormonal clients?

A Epilfree effectively targets follicles in hormonal clients, regardless of hair color or skin type, unlike laser.

Q Is laser not permanent?

A Laser hair removal is not always permanent, while Epilfree offers long-term results by targeting follicles.

Q Why choose Epilfree over laser, IPL or electrolysis?

A Epilfree is suitable for all hair types and colors, poses no risk of skin damage, allows immediate sun exposure post-treatment and is competitively priced.

Q Can Epilfree be combined with other hair removal treatments?

A Epilfree can complement electrolysis but is not used simultaneously; it can follow laser treatments once hair has regrown sufficiently.

Q What is Epilfree?

A Epilfree is a revolutionary post-waxing treatment achieving results comparable to laser hair removal, it is safe, effective, and 100% natural.

Q How does Epilfree work?

A Epilfree uses an activator to open hair follicles and a toner to inhibit hair growth permanently, targeting specific cells and ensuring healthy skin.

Q Will I lose my waxing clients if I start offering Epilfree?

A No, offering Epilfree often attracts more clients who expand their treatments and refer others.

Q Does the Anagen follicle treated with Epilfree stop growing permanently?

A Yes, Epilfree achieves permanent hair removal by stopping growth in treated follicles.

Q Why should the wax have no resin/rosin content?

A Resin/rosin can create a barrier on the skin, hindering Epilfree's effectiveness.

Q Why shouldn't I use a pre-cleanser or powder before waxing with Epilfree?

A These products can create a barrier on the skin, preventing effective Epilfree penetration.

Q The Home Care Kit includes both Activator and Toner but can't be used together?

A The Home Care Kit has a different formulation suitable for spot treatments.

Q Can the Home Care Kit be used alone?

A No, it's designed to complement professional treatments and may cause adverse reactions if used alone.

Q Can clients come for their Epilfree treatments shaven?

A No, clients should not shave between Epilfree treatments as it disrupts the follicle's growth cycle necessary for effective results.

Q Is it okay to turn the client over during treatment if the toner will come off?

A Complete application and treatment on one side before turning the client to avoid toner removal and ensure uniform treatment.

Q Who can receive Epilfree treatments?

A Epilfree is suitable for men and women of all ages and can be used on any treatment area.

Q Can Epilfree be used on children?

A Yes, Epilfree can be used on children as young as 6 years old if they can undergo waxing.

Q Is Epilfree suitable for teenagers and special cases?

A Epilfree is safe for teenagers but may require additional treatments during hormonal changes.

Q Is Epilfree safe for cancer patients?

A Epilfree is generally safe for cancer patients, but it's recommended to consult with their healthcare professional prior to treatment.

Q What are the medical considerations for using Epilfree?

A Epilfree is not recommended during chemotherapy or radiation treatments.

Q Why is Epilfree not clinically proven?

A Epilfree is FDA approved, indicating it meets safety standards. Clinical trials may vary, but FDA approval ensures its safety and efficacy.

Q Can clients using collagen supplements use Epilfree?

A Yes, collagen supplements won't affect Epilfree treatments as it targets the hair follicle.

Q What technology and ingredients make Epilfree effective?

A Unlike enzymes, Epilfree's ingredients selectively inhibit hair growth cells without damaging the skin, and are stable and effective across different conditions.

Q How does Epilfree ensure comfort and safety during treatments?

A Epilfree treatments are pain-free and safe, with no risk of burning or scarring.

Q What are the limitations and considerations for using Epilfree?

A Epilfree should not be applied to irritated or damaged skin, or over open wounds.

Q How effective is Epilfree on various hair types?

A Epilfree is effective on all hair types and colors, including hormonal hair growth areas, and can soften and reduce hair thickness over time.

Q What can I expect in terms of long-term results and cost with Epilfree?

A Epilfree provides permanent hair reduction and is competitively priced compared to electrolysis and laser.

Q What are key points for a successful Epil-Day Promo Event?

A Carefully strategize the event to maximize its success. Extend invitations to all clients, orchestrate a vibrant atmosphere with festive decorations, marketing collateral and an attractive presentation of refreshments. Utilize partnerships with surrounding businesses and non-profit organizations to amplify brand visibility.

Q How many applications do I get out of my Epilfree Home Care Kit?

A The Epilfree Home Care Kit provides approximately 80 applications.

Q How much product should I use for one application?

A One drop is sufficient to cover an area the area of a chin.

Q Does the Epilfree Home Care Kit only come in one size?

A Yes, it is designed in a compact size for easy storage in your handbag.

Q Are there any side effects when using the Epilfree Home Care Kit?

A The Epilfree Home Care Kit typically has no side effects. However, applying it to large areas may result in slight skin irritation.

EPILFREE
INGREDIENTS

Comprehensive analysis of the 100% natural ingredients in the Activator and Toner.

EPILFREE®

SO SIMPLE | SO EFFECTIVE

DEIONIZED WATER
Enhances active ingredient absorption

PROPANEDIOL
Increases penetration of the active ingredients

DIMETHYL ISOSORBIDE
Exceptionally powerful skin penetrant

USNEA BARBATA EXTRACT
Disrupts cell division by deactivating the mitochondrion (energy source)

UREA
Exfoliates, conditions, enhances skin absorption

CETRARIA ISLANDICA EXTRACT
Disrupts cell division by deactivating the mitochondrion (energy source)

SODIUM HYDROXIDE
Natural alkaline that softens skin and enlarges follicles

XANTHAN GUM
Increases serum viscosity

LADY'S MANTLE EXTRACT
Antimicrobial, combats aging, promotes skin firmness

TETRAHYDROPIPERINE
Highly potent natural skin penetrant derived from curcumin

DEIONIZED WATER
Enhances active ingredient absorption

ALCOHOL
Enhances active ingredient absorption, disinfectant

PROPANEDIOL
Increases penetration of the active ingredients

DIMETHYL ISOSORBIDE
Exceptionally powerful skin penetrant

BUTYLENE GLYCOL, GLYCERIN, LARREA DIVARICATE EXTRACT
Inhibits extracellular signal phosphorylation

BOSWELLIA SERATA EXTRACT
Inhibits extracellular signal phosphorylation

POLYQUATERNIUM 10
Directly inhibits activation of two receptor tyrosine kinases

CHELEDONIUM MAJUS EXTRACT
Inhibits cellular proliferation

XANTHAN GUM
Increases serum viscosity

RHUBARB ROOT EXTRACT
Minimizes irritation from hair removal

PENTHYLENE GLYCOL
Enhances bacterial preservation efficacy

ROSEMARY LEAF EXTRACT
Minimizes irritation from hair removal

LAVENDER FLOWER EXTRACT
Enhances preservative efficacy against bacteria

EUCALYPTUS LEAF EXTRACT
Enhances circulation, promotes wound healing, decreases hair growth

LADY'S MANTLE EXTRACT
Antimicrobial, combats aging, promotes skin firmness

LAURYL ISOQUINOLINIUM BROMIDE
Calms the skin

LICORICE LEAF EXTRACT
Calms the skin, decreases irritation, boosts inhibition of cells reduction

BAYBERRY FRUIT EXTRACT
Decreases cell division

VINE TEA LEAF
Inhibits factors that stimulate follicular growth during the Anagen phase

ORIENTAL RAISIN EXTRACT
Inhibits factors that stimulate follicular growth during the Anagen phase

PENTYLEN GLYCOL & ETHYLHEXYL GLYCERIN
Natural moisturizers with anti-bacterial preservative properties

MAGNOLIA EXTRACT
Natural preservative effective against yeast and mold

SORBITAN CAPRYLATE
Natural moisturizers with anti-bacterial preservative properties

CITRIC ACID
Natural pH Adjuster

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