

Dimples
EST. 1979

Hair Removal

For smooth and beautiful skin!





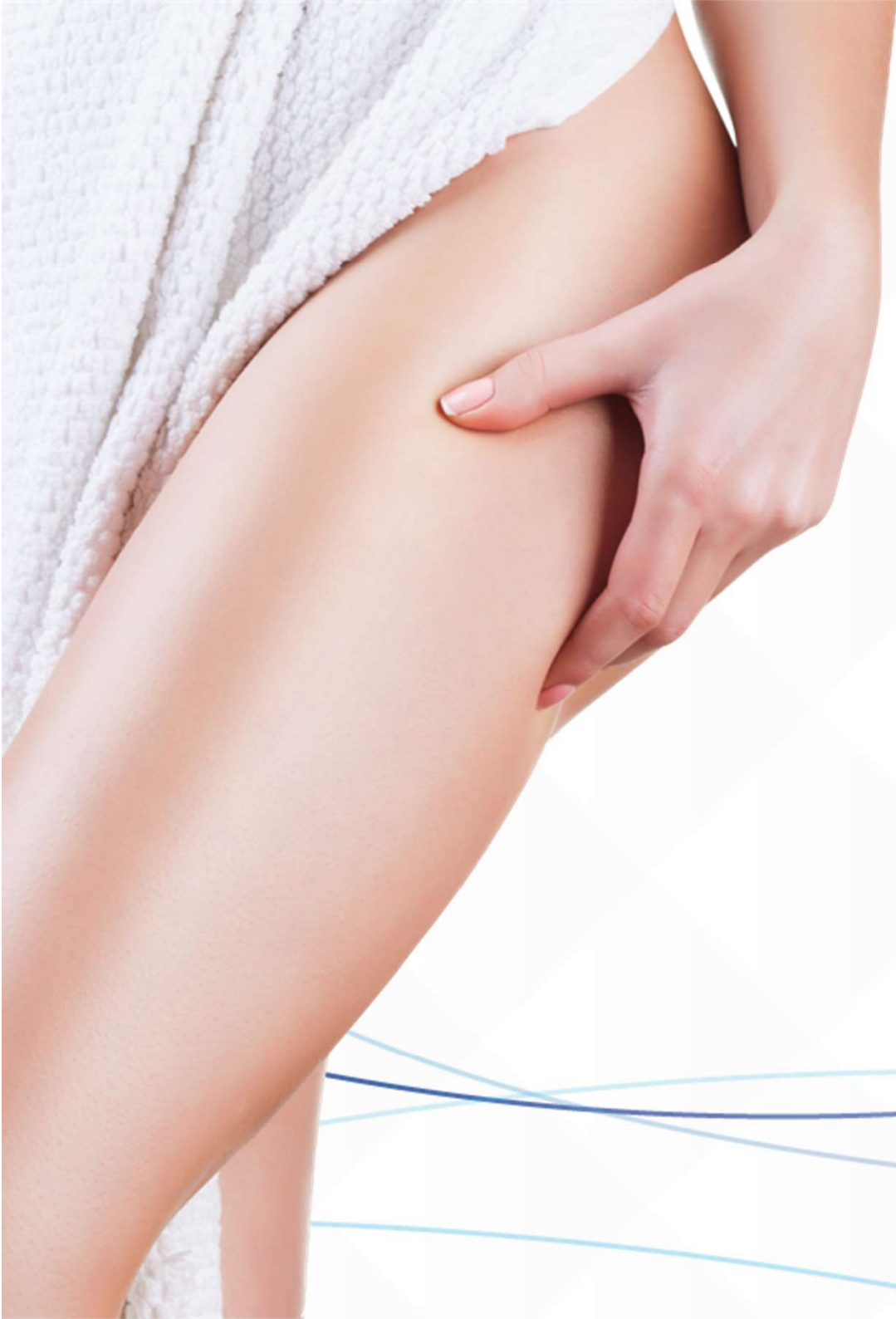
The Brand

A comprehensive and effective hair removal range,
offering solutions for all your depilatory needs.

Established
in **1979**

Trusted by
generations





Core Brand Values

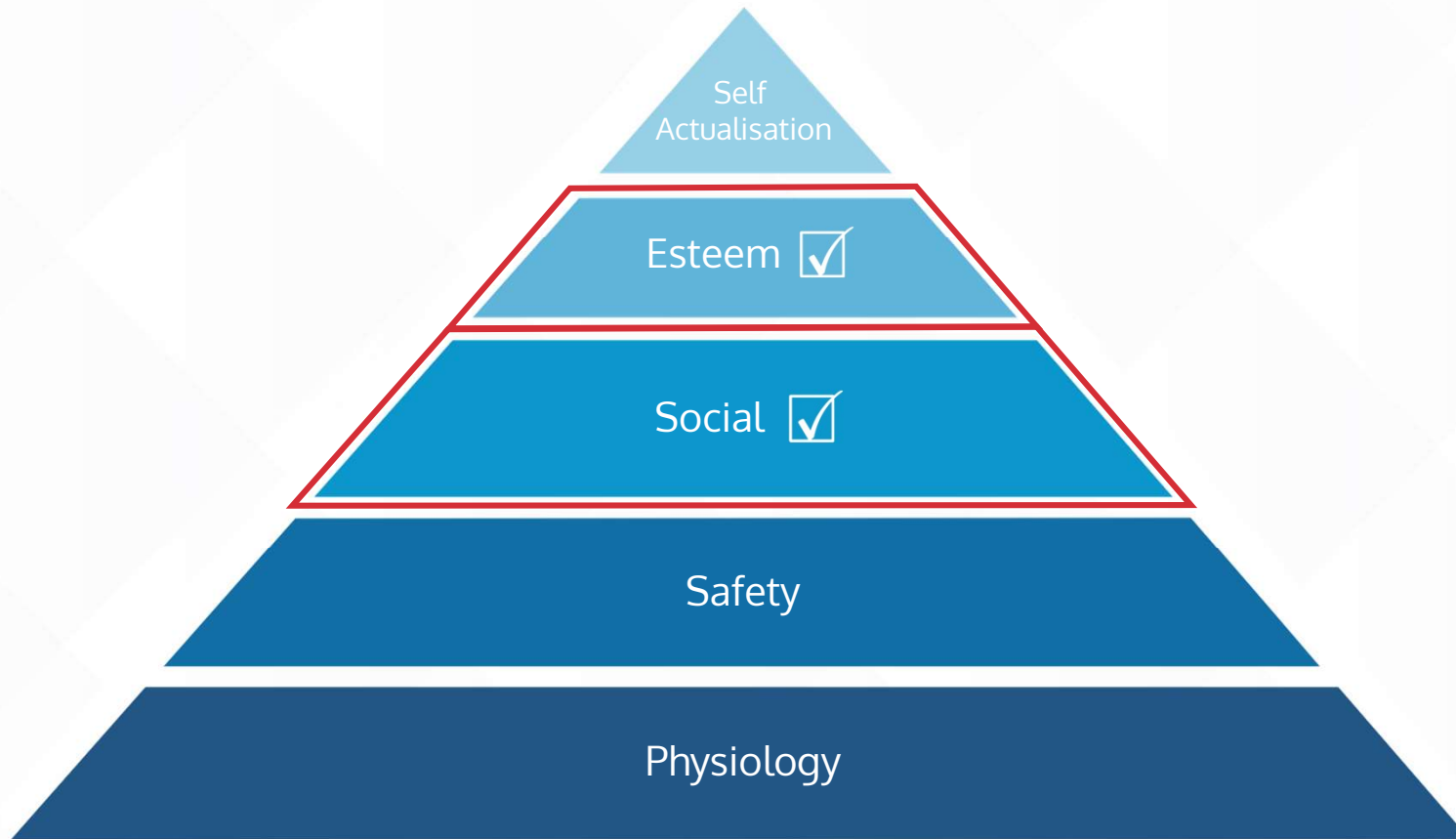
- Quick and easy to use
- Safe and effective
- Great value
- Provides ultimate smoothness
- Suitable for all skin types

Personality of Consumer

- Confident
- Elegant
- Beautiful



Consumer Motivation for Using Dimples







Maslow's Hierarchy of Needs



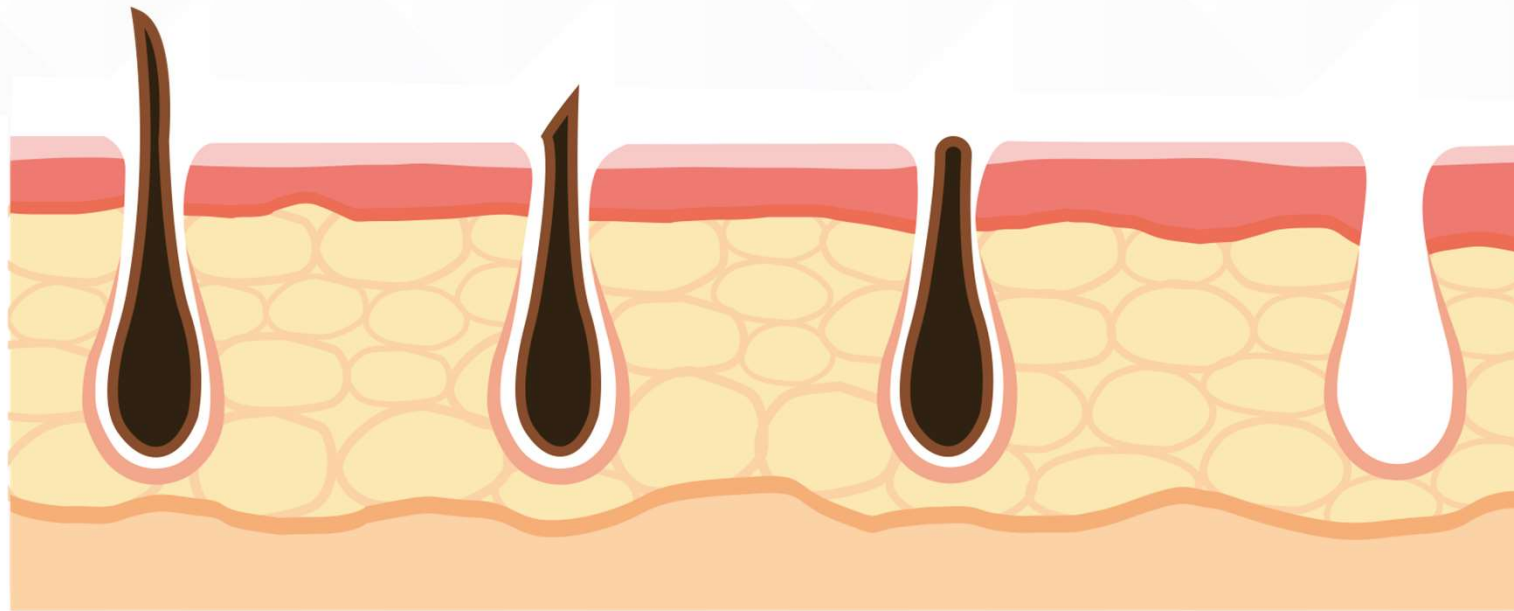
Most common types of hair removal

Choose your hair removal type to suit your personality and lifestyle.

METHOD	LASTS UP TO	EASE OF USE	TIME	REGROWTH	ADVANTAGES	DISADVANTAGES
 RAZOR	1-2 days	Easy	Quick	Coarse	Cheap	<ul style="list-style-type: none"> - Leaves sharp edges behind - Potential risk for cuts & scratches - Can cause skin irritation
 CREAMS / SPRAY FOAMS	3-4 days	Easy	Quick	Smoother	<ul style="list-style-type: none"> - Painless - Cost effective 	-
 WAX STRIPS	5-6 weeks	Easy	Quick	Fewer, finer, softer	<ul style="list-style-type: none"> - Removes most hair from its root - Smooth feeling 	-
 SUGAR & HOT WAXES	6 weeks	Medium	Laborious	Fewer, finer, softer	<ul style="list-style-type: none"> - Removes hair from the root - Ultimate smooth & nourished skin - Long lasting results 	Time-consuming



Hair Removal Methods



The Hair

Razor

Cream /
Spray Foam

Waxes



Hair Removal Spray Foam

Achieving touchable smooth skin has never been so easy!

- Quick, gentle and effective
- With skin conditioning natural extracts of Wheat Bran
- Easy to use - simply spray, wipe and rinse
- Modern concept for a busy lifestyle
- 200ml can with easy push spray pump



Contains sweet almond



Ozone safe



No more cuts and red bumps



Hair Removal Spray Foam

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Hair Removal Cream

For silky-soft and nourished skin

- Enriched with antioxidant Vitamin E
- Leaves your skin moisturised, soft and healthy
- Hair dissolves below the surface of the skin
- No stubble and smoother regrowth
- Available in 100ml and 50ml sizes



Lasts twice as long as shaving



No more cuts and red bumps



NEW!

Bikini & Underarm Wax Strips

Face the world with pride and confidence

- Effective even on shorter hair
- Hair regrowth is reduced, finer and softer
- With anti-inflammatory Boswellia extract



Dermatologically tested



Effective up to 6 weeks



Suitable for normal & sensitive skin



Preservative free



Facial Wax Strips

Face the world with pride and confidence

- Soothing milk and honey fragrance
- Effective even on shorter hair
- Hair regrowth is reduced, finer and softer
- Ideal for small and delicate areas like upper lips, eyebrows, cheeks and chin



Dermatologically tested



Effective up to 6 weeks



Suitable for normal & sensitive skin



Preservative free



Body Wax Strips

For ultimate smoothness

- Soothing milk and honey fragrance
- Effective even on shorter hair
- Hair regrowth is reduced, finer and softer



Dermatologically tested



Effective up to 6 weeks



Suitable for normal & sensitive skin



Preservative free



Body Wax Strips

For ultimate smoothness

- Fruity acai berry fragrance
- Effective even on shorter hair
- Hair regrowth is reduced, finer and softer



Dermatologically tested



Effective up to 6 weeks



Preservative free



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Thank you
Please visit our website
www.dimplesdepilatory.com