



## Frequently Asked Questions

### **Q: What is Epilfree?**

**A:** Epilfree is a unique, natural and patented European permanent hair reduction system that combines the simplicity of use with exceptional results that are equal to laser, but without the limitations and cost.

It is a natural & scientific solution for unwanted hair that works with waxing, so it is suitable for everyone. Any skin tone or hair color, including blonde, gray, red and even fine vellus hair.

It is based on a combination of natural & safe scientific ingredients, and consists of essential liquids extracted from herbs, such as Ladies Mantle and Eucalyptus. The preparation nourishes and softens the skin, as well as enables the treatment lotions to easily penetrate the skin pores to the hair follicle.

It is safe & effective for those who have naturally dark or tanned skin or are photo sensitive due to medication. There is never a danger of skin pigmentation before during or after treatments.

It is target specific and only eradicates the cells that are involved with the hair dividing process, so the skin remains healthy.

It's a safe, effective & affordable alternative to laser & electrolysis hair removal methods & works in cases where they are ineffective or not an option and can be used as a complementary treatment.

### **Q: How does Epilfree work to reduce/eliminate hair from the body?**

**A:** Epilfree eliminates hair growth with two solutions that work in perfect synchronization with one another to open the hair shaft to allow the penetration of an activator that inhibits hair growth.

The **Activator (Toner A)** was developed with a high pH in order to enlarge the pores and increase the hair shaft gate by 4 times. This allows Toner B to penetrate faster and deeper into the skin to permanently affect the cell, which is in dividing process. There are also ingredients that keep the hair shaft hygienic.

The **Inhibitor (Toner B)** was developed based on the botanical knowledge and cosmetic scientific formulation expertise of Dr. Yoel Konis PhD in order to affect the hair cell when it is in the dividing process. The composition of the expertly chosen ingredients works on the live cells at the base of the hair shaft to render them incapable of producing any more hair growth. One of the ingredients in the Toner B limits the amount of respiration activity to the dividing cell exclusively in the epidermis layer.

This action is target specific and will affect the dividing cell only under the condition that the hair follicle is totally empty. The hair shaft, root seed have to be totally removed through the epilating process.

### **Q: What are the advantages of the Epilfree system compared with Laser or Electrolysis?**

**A:** The Epilfree System is suitable for all hair types & colors; including red, blonde, grey and downy hair. There is no risk of skin damage that some people are prone to as a result of optical depilation procedures and there is no limitation on exposure to the sun after treatment. Treatments may be offered at a competitive price compared to more expensive laser & electrolysis, which allow it to be more accessible to more people. It works where and when laser won't and can complement laser and electrolysis services. It completes, not competes with them.

### **Q: Who can receive the treatments?**

**A:** The treatment is intended for women and men of all ages. It can be used on any treatment area.

**Q: Are there any limitations?**

**A:** Epilfree should not be used on skin that is irritated or damaged. Do not treat any open wounds or mucous areas (i.e. inner nose, lower lips and the rectum). In general, the “rule of thumb” is that if a person is unable to receive wax treatments, they are unable to receive Epilfree.

Epilfree European Permanent Hair Reduction All the Benefits of Laser/IPL Without the Limitations		
Characteristics	IPL/Laser	Epilfree
Suitable for any hair type (dark, white, blonde, red, baby hair)	NO	YES
Suitable for any skin type	NO	YES
Suitable for all ages	NO	YES
Suitable for all part of the body (including face & intimate areas)	NO	YES
Painless	NO	YES
Free of side effects	NO	YES
Enjoy sunshine anytime	NO	YES
Ok for photosensitivity	NO	YES
Quick & Easy as 1-2-3	NO	YES

**Q: How many treatments do I need?**

**A:** A series of 8-12 treatments is typically needed to effectively reduce the hair in most areas. The need for a series of treatments is due to the way that hair grows in stages, with only about 10-15% of the hair on your body at any one time in the growth stage where Epilfree is effective. The exact number of treatments needed varies among individuals and body parts.

**Q: How soon will I see results?**

**A:** Typically results become visibly obvious after 2-3 treatments with a full course of 8-12 treatments required to stop most of the hair growth. The speed of visible results varies among individuals and body parts, but in general, about 10-15% of hair reduction is seen per treatment. A slowing of hair growth and a lightening of the regrowth hair are additional side benefits experienced by many people.

**Q: How long will the results last? Will the hair grow back?**

**A:** As with laser, the hair cannot be expected to grow back unless there are major changes in hormonal elevations or illness may cause more hair to grow. It is imperative you discuss with your client their wishes for long-term hair removal in each area you are treating and they understand the permanent nature of the service.

**Q: Is it expensive?**

**A:** Epilfree is not only easy, but also effective and affordable. Pricing varies according to the market and customer demand. Many service providers choose to double their waxing price, while other choose to align the price with laser and electrolysis.

**Q: Why is the cost lower than laser if the results are equal? Can I charge more?**

**A:** There is no limitation for what a salon/spa can charge. Average pricing is provided and intended to be a guide, but there is no absolute high/low and ultimately pricing is up to each provider and must be adjusted to your market, clientele and service.

**Q: Is it pain-free**

**A:** Yes, the Epilfree treatment is completely pain-free, adding no sensation beyond that of a normal waxing. The application of the Activator and Toner after the Epilation wax is similar in feeling to applying skin lotion. There is no risk of burning, scarring or discoloration and no side effects have been observed. Sensitivity in the underarms is possible, if an antiperspirant is used before treatment, but easily calmed.

**Q: Can Epilfree be used on teenagers?**

**A:** Yes, it is safe for teenagers, but it must be understood that if during puberty or period of hormonal changes, it may require additional treatments to receive intended results.

**Q: Will Epilfree work on heavy hair growth areas on the body?**

**A:** Yes, although treatment time may vary, especially in areas where hair growth is hormonally conditioned and therefore hair growth is repeatedly renewed. Treatment with Epilfree will soften & thin the hair as well as inhibit further hair growth.

**Q: Who should not use Epilfree?**

**A:** It is advised to avoid working on clients with hormonal problems. If a client is experiencing hormonal problems, please refer to a doctor for treatment and come back after drugs balance the hormones. Do not treat in case of a Thyroid problem, if pregnant or breast-feeding.

**Q: Will it help with ingrown hairs / razor bumps?**

**A:** Yes, in addition to reducing the re-growth of hair, it will soften dark coarse, curly hair that is usually the cause of severe ingrown hair. Do not use if infected, as the hair root should not be removed in this instance.

**Q: I don't want to lose my wax clientele?**

**A:** Epilfree is a solution based treatment that will help you gain customers, not lose them. Epilfree is a solution for those who are interested in permanent reduction and who will seek treatments whether at your salon or elsewhere, so the benefit is that you NEVER have to turn ANY client away. Laser clinics have not run out of customers and either will you-- there will always be more hair that needs removed. When a client has achieved results in one area, they are likely to seek treatments in other areas that you may not be waxing, so you are gaining business you didn't have prior to Epilfree.

Epilfree works with waxing, so it will increase the revenue of your wax department. Clients are more apt to wax more areas knowing there is a light at the end of the tunnel. This is especially true for men.

Epilfree provides a solution for those who suffer with excessive hair growth and are bound to frequent waxing in order to maintain confidence and the freedom to enjoy life without worrying about hair.

Epilfree creates client loyalty. Consistency and frequency are key to achieving results, so it doesn't benefit them to visit another studio or service provider.

Epilfree attracts clients who are seeking a more permanent solution for unwanted hair, but not candidates for laser either because of skin/hair type limitations, cost, medication or fear of the modality.

Epilfree completes, not competes with laser, so clients who have had laser where it didn't work, or their reduction hit a plateau can work to further reduce the remaining hair and achieve their desired results.

Epilfree is a complement to electrolysis and can help reduce the amount of hair prior to the more expensive and time consuming individual hair removal process. This is especially helpful for large areas such as the back, legs, arms, or chest.

Epilfree attracts people who shave and not interested in a lifetime of waxing. They view waxing with Epilfree as a means to an end and seek treatments based on the end result. People who shave are not wax clients, but could be an Epilfree client.

Epilfree isn't painful, it's not cost prohibitive and without limitation or risk. There is no expensive equipment, monthly maintenance fees or medical directors needed.

Epilfree isn't for everyone, so you will maintain a percentage of wax only clients, but it is an amazing added revenue stream for those who need/want a solution for rapid hair growth, which can be an emotional issue and a great concern to a large population.

**Q: What type of Wax should I use?**

**A:** Epilfree is effective and can be used with a wide variety of waxes. A wax based on glucose, or one that is "rosin-free" is recommended. The key is to use a wax that doesn't leave a residue. Even if it looks clean, the majority of waxes will leave a film or contain oils that can affect the penetration of the active ingredients and thus, the end result.

**Q: Is Epilfree FDA approved?**

**A:** As a cosmetic, it is not regulated by the FDA, but is in compliance with FDA regulations and meets all the labeling & packaging requirements for sale/use in the USA. The ingredients are approved by the CTFA & tests by the Cosmepar Institute of France determined Epilfree to be safe and for use on the skin with no reported side effects or allergic reactions. Safety test documentation is available upon request.

Each formula has been checked and analysed by several institutes such as, Amino Lab, in order to determine the presence of any negative elements like: mold, yeast, or bacteria. There were no negative elements present in the preparation.

EpilFree is licensed and certified by the Ministry of Health in Israel. EpilFree is licensed and certified by the Ministry of Health in Cyprus and registered for all European Commonwealth (EC). EpilFree is a registered patent no 207450.

**Q: Why doesn't Epilfree use Enzymes?**

**A:** The active ingredients in Epilfree are target specific & unlike enzymes, they eradicate only the cells that are involved in the hair dividing process. Enzymes do not know how to differentiate, so they will kill all cells, hair growing or not. The natural ingredients help nourish the skin, not damage it. Unlike enzymes, the effectiveness of Epilfree remains stable & is not sensitive to the elements, so the results are more consistent and the shelf life longer. Enzymes lose their effectiveness if exposed to heat & can be destroyed if not kept cold during transportation or storage.

**Q: How long will the results last? Will the hair grow back?**

**A:** As with laser, the hair cannot be expected to grow back unless there are major changes in hormonal elevations or illness may cause more hair to grow. It is imperative you discuss with your client their wishes for long-term hair removal in each area you are treating and they understand the permanent nature of the service.

**Q: Can Epilfree be used with Electrolysis? How soon after & will it be effective?**

**A:** It is not necessary to do both at the same time since they work to achieve the same result. However, Epilfree is a great complement to electrolysis and is often used to treat larger areas first and completing with electrolysis if any hair remains. It completes, not competes with electrolysis and laser treatments.

**Q: If an IPL is used to kill the follicle, can Epilfree be used as a follow-up treatment once the hair follicle has fallen out? Will it be effective?**

**A:** No. In many cases the IPL is partly melts the hair and doesn't complete the follicle burn. In this case what is left in hair shaft will block the pathway for the Epilfree toner to penetrate and will not stop the division of the hair cell. Note: There are cases where clients use after IPL in combination with a pre-treatment exfoliation.

**Q: Is there a specific treatment time/window that Epilfree can be used after either IPL or Electrolysis?**

**A:** The main condition to treat with Epilfree is to have the hair long and strong enough to be pulled completely from the hair shaft in order to expose the new developing cell.

**Q: What about chemotherapy? Radiation?**

**A:** Epilfree is not recommended during any treatment for cancer.