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World's Newest FDA-Cleared Laser for Home Hair Removal Launches This April

Epilady unveils a breakthrough invention—the Epilaser, the ultimate at-home beauty revolution

HOUSTON TX, March 18, 2024 – [Epilady](#), the pioneer of electric hair removers, is set to revolutionize the at-home hair removal industry like never before with the world's newest laser-based home device, launching April 15, 2024. Say goodbye to skin-irritating salon treatments and painful waxing sessions, as the [Epilaser](#) offers a safe, effective, convenient and money-saving solution to achieve smooth, hair-free skin in the comfort of home. With its cutting-edge technology and clinically proven results, the Epilaser is poised to dramatically shift the landscape of at-home hair removal, empowering users to effortlessly achieve long-lasting hair-free results with convenience and ease.

The Epilaser is equipped with four diode lasers, boasting an 808nm or 980nm wavelength that is suitable for six skin tones and hair types. Most at-home hair removal devices available today use intense pulsed light (IPL) while the Epilaser uses professional-quality lasers, which are quicker, more effective and comfortable.

The star of this latest beauty tool is the first-of-its-kind Smart Vision System camera and image processing software that has evolved at-home hair removal by detecting and targeting individual hair follicles for permanent hair reduction and preventing unnecessary skin damage. It is so safe and effective that there are no sun exposure limitations before or after treatment. The advanced smart camera technology delivers precise treatments that heat and weaken single hairs follicles to eventually eliminate hair growth by 70% with 2-3x treatments a week over the course of 3 months.

"We invented home hair removal and now we are perfecting it," said Epilady CEO Moshe Rosenthal. "We take pride in offering a solution that focuses on consumer convenience and confidence by delivering outstanding results for everyone. The Epilaser is the future of beauty, where convenience, cost savings and timely results converge effortlessly."

With Epilaser consumers can experience professional, clinical-grade treatments at home at a fraction of the cost and time compared to spa treatments. By combining cutting-edge technology with evolving consumer needs, Epilady is revolutionizing the beauty industry and setting a new standard for at-home hair removal.

The Epilaser will be available for purchase at www.Epiladyusa.com for \$799 starting on April 15, 2024. For more details on the Epilady Epilaser, please visit: www.Epiladyusa.com.

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About Epilady

Epilady caused a revolution in the hair removal industry with the introduction of the epilator in 1986, offering a cost-effective, at-home alternative to shaving and waxing. Since our inception, we have continued to lead the industry with innovative technology and enhanced designs, launching at least two new products every year. Committed to revolutionizing hair removal, Epilady created a completely new market and today, with over 30 years in the business we created, Epilady is still delivering the best in women's hair removal products, on the cutting edge of technology. Our commitment to a quality product has driven our success, and with strong brand-name recognition, "Epilady" has become the generic term for an epilator across the globe. Customer loyalty to the Epilady brand remains strong, with over 35 million people worldwide owning Epilady products.