



NU WAXING WORKSHOP

Beauty: A Skill & An Art

If you didn't know just how important proper waxing can be for your skin and overall confidence, JOEY YEUNG, reveals that and much more. Read on.

Waxing done wrong is not only embarrassing. It can wreak havoc on your skin in areas you would rather not have problems, says Joey Yeung, CEO of NU Waxing Workshop in Hong Kong.

Most people just see the need of taking care of their face and body shape, but now Brazilian waxing (thorough hair-removal along and within the swimsuit lines, for the uninitiated) has become highly popular in the West, and the trend is catching up in Hong Kong as the market is growing, thanks to more open-mindedness.

Ouchless? Indeed!

"People usually have a thought that waxing is just strip-on, strip-off. That's not true. Our hair is actually very fragile and easy to break, and if we don't do it in the right direction with a skillful hand, you will end up causing ingrown hairs, bumps, irritation and pain, not to mention a host of other skin issues you'd rather not have," says Yeung.

"We promise an 'ouchless' treatment to our clients and commit to making them



Joey Yeung,
NU Waxing Workshop CEO.

feel sexy and smooth right after with no concerns to take back home. That's the difference we bring to the market."

Caring Difference

"Our therapists are trained not only in the art of waxing but also in the art of caring and treating every customer

with the pampering, understanding and concern that they deserve," says Yeung, adding that the real profit from the business doesn't come in dollars but in the happiness she gets from satisfied clients.

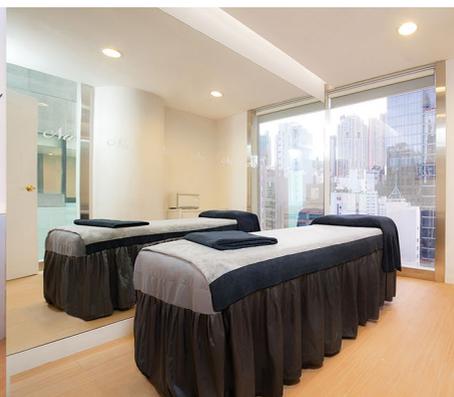
"At the start we had to advertise a lot but once we had customers, the referrals brought us more and more. Word spread among friends, blogs, websites and communities, and that is how we enjoy such a large customer base today."

Growth Path

"Look at the explosion in fashion brands today, with more styles and forms showing more of the body than ever. While the body itself is beautiful, waxing takes your skin to a new level. Women are willing to pay top dollar for the latest clothes so now they are beginning to understand that waxing done professionally and painlessly complements their fashion investment, making them look more radiant and feminine, giving their skin that extra sensual look," says Yeung.

With its suite of specialized waxing and beauty services, NU Waxing Workshop truly deserves its spot among the city's most valuable enterprises.

"It was very encouraging to know that our brand was picked for this prestigious award, which I thought went only to giant brands. This is a step in the right direction; one towards spotlighting little gems this city has to offer, and giving credit where it is due, regardless. We are delighted to have achieved this honour and will continue to serve our customers with the dedication, professionalism and care that we have been recognized for." ■



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