



News Release
March 2008

HAVE A NEW UNDERARM

HAIRCUT FOR SUMMER!

The grey days of winter have finally gone – and as you shed clothes for the coming warmer weather, skin once again becomes a vital factor.

Hairy underarms and legs are a clear no-no. Many women have odd hairs on their upper lips they want to get rid of in time for their new summer looks; and of course there is that vital bikini line; with this year's high cut fashions in swimwear, clean skin outlines are essential.

So it is good news all round that at last women can now take advantage of a new beauty procedure that has already taken America by storm.

White Light Skin Clinics offer the liberating facility of permanent hair reduction – can you imagine never having to shave again? No more painful waxing? No more time consuming chemical creams?

White Light's hair removal treatments are based on Intense Pulsed Light, a revolutionary new therapy which uses a broad spectrum of light emitted in short pulses. These destroy the cells responsible for hair growth, dramatically reducing regrowth. It is a gentle and non-invasive treatment with proven long lasting results, and it is so flexible that the White Light's clinical practitioners can target specific areas, large or small.

“It is such an exciting breakthrough and has been described as a life-changing experience,” says Keeley Sharp, regional manager of White Light Skin Clinics. “Having hair free areas without that constant need to shave or wax saves so much time and worry. The treatment is perfectly safe and can be used in even the most sensitive areas such as the bikini line and chest, and there is no damage to the surrounding skin.”

More/...

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HAIRCUT FOR SUMMER! Cont...

Light therapy doesn't work overnight and a course of treatments usually offer the best and most long-lasting results. But each treatment is quick and easy and can be completed in a normal shopping trip or lunch hour.

White Light Skin Clinics are fully registered with the Healthcare Commission and can be found in major shopping centres at selected locations across the UK. See www.white-therapy.com for further details.

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Clinics are currently located at:

Basingstoke – Upper Level, Festival Place. 01256 637800

Belfast – House of Fraser, Lower Ground Floor, Victoria Square. 0284 142 4500

Birmingham – Pavilions, 38 High Street, B4 7SL. 0121 270 9320

Bristol – The Mall Galleries, Union Callery, Broadmead. 0117 370 1300

Cardiff – Howells, 14/18 St mary's Street. 02920 602120

Cheltenham – Upper Balcony, Beechwood Shopping Centre. 01242 529 415

Guildford – House of Fraser, 105-111 High Street. 01483 698499

Manchester – House of Fraser, Deansgate. 0161 638 8520

Southampton – The Mall Marlands Shopping Centre 02380 080599

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