

v i l l a g e p u b l i c r e l a t i o n s

PHARO MEDIA RESULTS

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Newcomer aims to tear strips off wax business

by Tamsyn Parker

The woman behind a new sugar-based hair removal product is hoping she will find success by tapping into New Zealand's \$40 million waxing industry.

Bernadette Soares, who was born in India but has spent the last 20 years in New Zealand, will begin selling "Pharo" into New Zealand and Australian salons this month.

Pharo is one of three beauty care brands owned by Brand Value — an intellectual property and brand management company formed by Soares and former Kim Crawford Wines finance director John Williams two years ago.

Soares said the new product, which is made from sugar, lemon juice, water, aloe vera, kiwifruit and manuka honey, was being sold directly to salons through distributors in Wellington and Sydney.



Bernadette Soares

The waxing industry in New Zealand was worth \$40 million with around 1000 salons throughout the country.

"In our first year we are aiming to get into 300 salons in New Zealand and 600 in Australia."

Soares said the economic downturn was making the new product more attractive as it appealed to salons who wanted an alternative to waxing or laser hair removal.

Soares believes a lot of salons had lost business over the years because of women having a bad waxing experience.

She claims Pharo is less painful than waxing because it does not stick to the skin and does not need to be heated as much as wax or removed through chemical solutions.

Soares did not believe there were any similar products in New Zealand although sugar-based hair removal was used widely in Europe.

The product was also designed to be attractive for those looking for an ecological solution as the cartridges it came in would be collected by the manufacturer for sterilising and re-using which was only possible because it was water soluble.

Soares said the product had proved popular with spas in India and Dubai.

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I've been a waxer for many years and have learnt that doing it regularly keeps the pain factor to a minimum.

However, I do have friends who have never been able to bring themselves to have any part of their body waxed as they simply cannot handle the pain it causes. Now there's another option. Pharo Salon Sugaring System is an eco-friendly hair removal product, developed by Kiwi entrepreneur Bernadette Soares, which contains sugar, lemon juice, water, aloe vera, kiwifruit and manuka honey.

"There is far less pain involved because the skin is not pulled when the waxing strip is lifted off, which is great news for women who opt for Brazilians," she says. As an added bonus it is more comfortable for people with existing eczema and psoriasis skin conditions and it is more compatible with tanning products.

Pharo is being used in professional beauty salons and spas throughout the country. Visit www.pharobeauty.com to find a salon or spa near you and get "sugared".

HEY SUGAR!

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Date: August 2009

beauty spot

Appearance magic with beauty editor **Katie Newton**



The bald facts Sugaring, one of the oldest known forms of hair removal, is making a comeback, and it's said to be gentler than regular waxing on both the skin and the environment. The sugaring gel, made with sugar, lemon juice, aloe vera, manuka honey and kiwifruit, is applied warm rather than hot and adheres to the hair and not the skin, meaning it doesn't pull at it when removed. All the usual areas can be 'sugared', although as with regular waxing it can't be used on sunburn, broken skin or varicose veins. To locate your nearest salon visit www.pharobeauty.com.

Schick is finally launching its new razor and bikini-line trimmer here next month. I saw the viral ad campaign a few months ago and, despite it being of pretty questionable taste, the product is intriguing. Along with the waterproof, battery-powered trimmer with three options depending on hair length, it has a high-performance four-blade razor with conditioning strips. Costing just \$15.95, and with refills of six for \$22.95, it'll surely be a runaway success.

And in other hair removal news, I'm about halfway through VPL permanent hair removal at Caci Medspa, having just completed my third treatment. The hair is now so fine and sparse it is barely noticeable. I'm pleased to report that being zapped with the light now hurts a whole lot less, although the reduction in growth after each

Line up One of the freshest and easiest spring eye shadow looks is to use a single shade of bright matte colour close to the lash line instead of your usual eyeliner. Simply prep with a small amount of concealer or foundation, load the hero colour onto a narrow brush with dampened bristles and apply in a similar fashion to liquid liner. Fix it in place with translucent powder or a tiny bit of neutral shadow and keep the rest of the lid bare. Experiment with the new season's citrus hues such as lemon or chartreuse, or opt for more traditional shades in saturated forms like deep purple or blue.

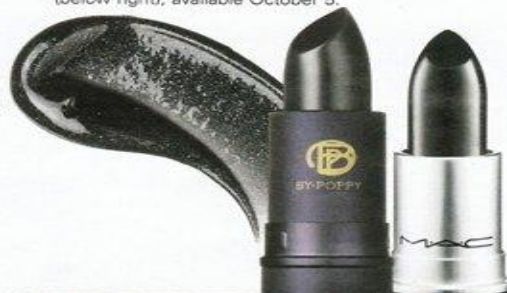
treatment is not as dramatic as it was at the start.

Which brings me to a question I've been asked a lot – whether it's worth getting a single VPL treatment if that's all you can afford. I'd say it absolutely is, particularly if you have that dark, coarse underarm hair that when shaved tends to give you a fetching female version of five o'clock shadow by the end of the day. The reduction in growth speed and hair thickness will make it so much more manageable, although it won't necessarily work for all hair and skin types. Contact Caci for a consultation at www.caci.co.nz.



Black lips As seen on models at the Yves St Laurent Fall show last year, glossy black lippie has got to be the most unlikely makeup trend in years. And before you write it off as a mad catwalk creation, it plays a starring role in New Zealander Aaron de Mey's debut makeup collection for Lancôme, with his glittering black Colour Fever Gloss in Piha Black, \$51 (right), being named after a favourite local spot. Now lipstick guru and ardent girlie-girl Poppy King is also on the bandwagon, releasing her sheer black lipstick Black Tie Optional,

\$39 (below centre). And look out for M.A.C.'s new super gorgeous, creamy Black Knight lipstick, \$40 (below right), available October 5.



PHOTOGRAPHS: BEUNDA MERRIE, SUPPLIED

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Date: September 2009

Who would have thought waxing
could be this pain-free?

Kate Monahan tries
sugaring, a beauty treatment
with ancient Egyptian origins.

Waxing is not usually a pampering experience. But as Dana Roberts, senior beauty therapist at Hamilton's Body Cafe, pulls strips off my legs, I can barely feel a thing.

I'm trying out "sugaring", a hair-removal technique that harks back to ancient Egypt. To get the hair-free look the Pharaohs liked, slave girls used a simple sugar, lemon and water paste.

Several thousand years later and the method is making a comeback, recently released in beauty salons by New Zealand company Pharo.

And, as I'm finding, the ancient Egyptians must have known something – this form of hair removal hurts much less than waxing.

"It goes into the follicles and wraps around the hair," Roberts explains as she rolls on warm, honey-coloured sugar gel and applies a wax strip.

"Wax sits on top of the skin, so that's when you can get the ripping of the skin."

As she pulls the strip off, instead of the painful pulling of skin and burning feeling usually associated with waxing, I feel just a light prickling sensation on my leg, as the hairs are pulled out quickly at the root. I wouldn't say it's pleasant, but it's 100 times better than regular waxing. It almost tickles, rather than pulls, and there

is no lingering pain.

For those concerned about the environment, the sugaring gel is made of natural ingredients including manuka honey, kiwifruit, aloe vera and lemon juice.

Unlike wax products, it doesn't contain resin or chemicals and is water-soluble. "It's really easy to work with," Roberts says. "It pulls out just the hair and is not tacky. There is no residue." If the sugar gel spills, it doesn't stain clothes and can be washed off with warm water.

Body Cafe salon owner Megan Macfie says the system is good for people with skin conditions such as psoriasis and eczema, because it doesn't lift skin. People with diabetes and varicose veins, who also avoid waxing, can use the treatment.

She says manuka honey has antibacterial properties, and is healing, and aloe vera soothes the skin. Sugaring can be used to remove hair from anywhere on the body, including legs, underarms, brows and lips, and for bikini and Brazilian "waxes".

With spring in the air and the bikini season on the horizon, getting "sugared" may be a sweet and less painful alternative for modern Cleopatras.

■ Pharo salon sugaring, available from Body Cafe, Victoria St, Hamilton. A half leg "sugaring wax" cost \$35. For other prices see bodycafe.co.nz and click on waxing (the price for sugaring is the same as regular waxing treatments). For more on sugaring, see pharosugaring.com



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Pour some sugar on me

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By Annabel McAleer

***Good's* intrepid editor sacrifices her bikini line to science.**

After we wrote about men's shaving in [Good #8](#), we were inundated with queries (well, at least three or four) about what hair removal solutions are best for women.

The way to go was waxing, we declared with confidence—well, aside from rocking the au naturel look. Waxing does away with the disposable plastic razor, and with strong depilation chemicals. (Using an epilator device like an Epilady is also a good call for legs ... but hella painful elsewhere!) But that was before we'd heard of sugaring.

Sugaring works exactly the same way as waxing: similarly sticky stuff, it's spread onto the region you want hair-free, a cotton strip is laid over the top and then ripped off, pulling the hair out from the roots. There's no way of making the process painless, but sugaring comes closer than waxing.

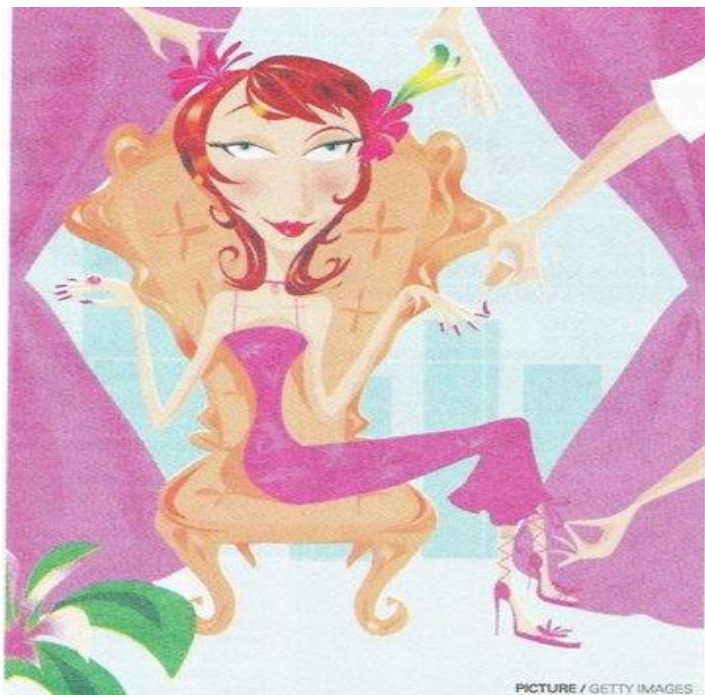
It's also a more eco-friendly way to inflict pain on yourself, being made of food-ish ingredients like sugar, lemon juice, water and essential oils. You can even eat it, if you wanted to (though I can't think why you would). Waxes are made from resins and contain fragrances, colour and preservatives— not so yummy. Plus, they stick to the skin as well as the hair, so waxing's more painful and leaves more redness than sugaring, which pretty much just sticks to the hair.

I went to pro-waxer Denize Knaap at [Brazilian Wax Express](#) for a basic bikini sugar wax (call me chicken, I ain't going the whole hog!). Although the sugar process is reportedly lower-temperature than regular waxing, I found the opposite: the sugar was much hotter than wax. But aside from the heat, it was less painful overall, and the redness faded much faster than from a regular wax.

You can buy a sugaring DIY kit called '[Bodeze](#)' from most Warehouse and Postie Plus stores, or even [make the sugar paste yourself](#), but it's quite a faff and there's a risk of burning yourself on hot sugar. Much easier to take yourself to a pro: sugaring's available at [salons all over New Zealand](#).

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PICTURE / GETTY IMAGES

14 October, 2009 / VIVA 19

THE SUGARING

Sugaring is an ancient hair removal technique that is common in Europe. A New Zealand-developed version has just recently been introduced into a small number of commercial salons in Australasia.

Promoted as hurting less than waxing, I put the Pharo Salon Sugaring System to the test in Monique's tidy, tucked away salon inside a gym on Wairau Rd. The process is all but identical to waxing and, yes, it does hurt less, but for me the main advantage was my skin felt less clammy afterward and there was no sticky, waxy residue, which a rough wax can leave. Redness also seemed less, especially around the sensitive bikini line. For anyone contemplating the torture of a Brazilian, that has to be worth considering.

If you've never been waxed before, try sugaring. It certainly isn't pain free, but if you're familiar with how wax grips both skin and hair as it's pulled out, you will find sugaring a bit less of an ordeal as it sticks to hair only and is applied warm rather than hot.

The Pharo system draws its name from ancient Egypt, where body hair removal was mandatory for slave girls serving the Pharaoh. It uses a pleasant smelling gel mix of sugar, lemon juice, water, and aloe vera, kiwifruit, and Manuka honey.

The natural ingredient mix was developed by entrepreneur Bernadette Soares who says: "It's a truly effective alternative to the harsh solvent-based waxes beauty salons and spas have been using for years."

She says it nourishes skin and because the product does not stick it is more comfortable for people with skin sensitivities and is more compatible with tanning products.

Beauty therapist Monique Porter says she switched to sugaring from waxing because the ingredients appealed.

"Now I've got all my clients on to it."

Pain is reduced, as is redness, which is good for areas like brows which are highly visible. She also likes that any residue washes off or wipes away easily, so skin preparation and clean-up is limited to a quick swish with a wipe.

● A bikini sugaring costs \$25, Brazilians \$65 first time, then \$45 at Monique's Beauty Salon, in the Harbour Fitness Gym, corner Wairau and View Rds, Glenfield. Ph (09) 444 3078 or 0274 828 651. See www.globalbeauty.co.nz for other sugaring stockists.

this to be so, since switching to the shampoo and conditioner four or five months ago. Morgan backs this up, saying his clients also report less fading: "Particularly with vivid reds and with a high percentage of greys."

● Morgan & Morgan, Shop 3, 6-10 Como St, Takapuna. Ph (09) 486 9772.

www.morganandmorgan.co.nz. (Pureology is also available at other selected salons).

THE PEDICURE

Looking down at perfectly polished toes is so much more comforting than seeing little pale piggy trotters emerge from woolly socks. Nails that are carefully shaped and coloured look great in flats or heels and somehow draw attention down the leg, in an elongating elegant effect.

For the first reveal of the season, I headed to Sarah Priddy Nails in Newmarket for a pedicure that included a special wax treatment, an ideal way to soften foot-weary feet after a long, hard winter. The new treatment is an alternative to paraffin wax and uses natural soy wax.

Priddy herself recommends a six-monthly visit to the chiropodist or any client with problems with severe calluses, saying for a professional medical service it's remarkably good value. She also recommends a quick at-home foot scrub, using olive oil and sugar and regular pumicing.

For feet that aren't too hammered, the wax will work wonders. As well as the usual bathing and filing of a pedicure, there's a lower leg and foot exfoliation, before feet are immersed in Thermasoft socks, which heat up as you wear them, leaving your toasty toes to baste away, before you're massaged and have your nails buffed and then painted.

Favourites shades at the moment are brighter colours, including corals, though darks, including black and blue, are still popular. Nude toes tends to be reserved for bridal parties, though on finger nails they're more popular. As to toes, Priddy says: "You can be more adventurous."

If you're in a hurry though, Priddy has observed that pearls dry faster and dark shades take the longest to set.

My Leighton Denny dark brown polish, shot with gold, was a nice change from the cyclamen shades I usually favour.

Beautifully applied, I avoided any smears by heading home in jandals. The polish lasted a couple of weeks before any sign of wear, which is why, out of all the treatments I'm lucky enough to try, a pedicure is one of my favourites.

● The Deluxe Thermasoft Pedicure is \$100 (\$120 with callus peel) at Sarah Priddy Nails. Polish application only, from \$20. Sarah Priddy Nails, 31-39 Davis Cres, Newmarket. Ph (09) 522 2078. www.sarahpriddy.com

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Get your own PHARO sugaring prize pack.

Send an email to promotions@academy.net.nz with your name and contact details, put "Pharo Sugar Prize Pack" in the subject line, and you're entered in the prize draw.

Get smooth as...

Sugaring

To get the perfect summer body, forget about waxing. Sugaring is the way to go.

The trend is sweeping across Europe and has reached New Zealand shores just in time for summer. Salons up and down the country are now offering this natural, chemical-free and eco friendly product. And according to the creator of the Pharo Sugaring System, sugaring doesn't hurt like waxing.

For more about sugaring and the location of your nearest salon: www.pharosugaring.com

