



QUALITY IS ASSURED

CETUEM HAS A LIFETIME COMMITMENT TO BEAUTIFUL SKIN AND OUR FOCUS HAS ALWAYS BEEN TO ESTABLISH MUTUALLY BENEFICIAL AND LASTING RELATIONSHIPS

Innovate, manufacture the highest-quality products and maintain a customer care service that is second to none – that has been **Cetuem's** strategy since launch in the late 1980s. We have a lifetime commitment to beautiful skin and our focus has always been to establish mutually beneficial and lasting relationships with our customers – both large and small. That we are doing it right and delivering what is wanted is borne out by facts: **Cetuem** supplies to some of the most prestigious salons – worldwide.

SYSTEMS

Cetuem provides a comprehensive range of innovative and advanced products, backed by a highly professional, technical support team who are always at hand to give advice. There are two key systems.

■ **THE CETUEM AROMATHERAPY ORGANIC LIQUID HAIR REMOVAL** system has the simplicity and hygiene of a warm

wax. Originally launched on the market in 1989, 20 years later it is as much in demand as when first launched, with millions of satisfied customers worldwide. It was among

the first natural aromatherapy waxes to come on the market, and contains no mineral oils or synthetic materials. Chemist and **Cetuem**

co-owner (with his wife, Andria), John Vassiliou compiled a unique formula for its organic liquid hair remover, adding a **blend of aromatherapy essential oils**. He chose clove and fennel for their antiseptic, healing, analgesic and soothing effects, blending the oils with organic resin to make the body of the liquid wax.

Owing to the organic resin content, the liquid wax is remarkably smooth and pliable, making it more economical since it spreads further, and, having a firmer grip, it acts like hot wax, adhering to the follicle rather than skin, making removal more effective and less painful. There's less redness, so is ideal for sensitive skin; and it's kinder to skin. It is also less sticky (meaning less mess), and skin is left smooth and silky-soft, while treated areas reveal finer re-growth and a longer re-growth period. In short, it's the perfect waxing product, out-selling all other waxes previously sold by **Cetuem** – and it is backed by a money-back guarantee.

■ **CETUEM BRAZILIAN HOT WAX** is formulated with essential oils and pure, organic high-quality beeswax and organic resin. Wonderfully effective, it is ideal for harder-to-wax areas, as well as those that are more sensitive, such as the bikini line (the wax is superb for techniques such as the Brazilian and Hollywood) and underarms, giving excellent results. Its distinctive consistency makes it unusual for a hot wax since it works at a much thinner texture.

The wax warms skin, relaxes pores, and is extremely flexible and less sticky, plus it is excellent for stubborn hair, along with finer

re-growth and less redness, so hair removal is easier and more thorough. The technique is also much less painful.

ACCESSORIES

When it comes to waxing units, check out the single and double wax heaters, which are thermostatically controlled; easy to clean; and meet Health & Safety at Work Act requirements. Meanwhile, the **Cetuem Liquid Hair Remover Roller** is a quick and easy-to-use system, especially designed to treat larger areas such as back and legs. It can be used alongside the conventional spatula system, delivering wax thinly. It can be adapted for use by either the mobile freelance therapist or in larger salons with multiple work cubicles; there's also a choice of using the roller unit via its own cable or by plugging it into a heating base.

Cetuem also markets a comprehensive range of pre- and aftercare products. They include: aromatherapy-based **Cetuem Pre-Wax Cleanser** (contains camphor, menthol and aloe vera), which is antiseptic and cooling; **Cetuem After-Wax Gel** with witch hazel (cooling); and super-moisturising **Cetuem After-Wax Lotion** (with tea tree, fennel, and orange essential oils and aloe vera and vitamin E), which calms skin.

Meanwhile, **Cetuem After Wax Oil** is formulated with grape seed and jojoba extracts, along with tea tree, fennel and orange essential oils; it moisturises, calms skin and helps minimise in-growing hair. Similarly, **Majic Effects**, formulated with lavender, sandalwood and camomile essential oils and bentonite clay, helps soothe and heal extreme skin reactions, having an immediate effect in reducing discomfort, redness and swelling.

Check out also **Cetuem Stop Hair Growth Inhibitor** with wheat germ oil and vitamins A and C. It eases skin irritation after treatment and inhibits hair re-growth while sterilising, softening, and nourishing skin. It is also ideal for retail.

Likewise, **Cetuem Ingrown Hair**

Cream-Exterminator (lavender, rosemary, and patchouli essential oils, aloe vera, and salicylic acid) helps clear ingrown hairs by gently drawing them to the surface; while invigorating **Cetuem Exterminate Gel** (lavender, rosemary, juniper and cypress essential oils) gives swift results. Other accessories include **Liquid Hair Remover** cartridges (to be used with the roller); **roller head cleaner**; and **wax strips**.

WHERE TO BUY

Call 020 8368 008 or go online: www.cetuem.com

NEED TO KNOW

TRAINING. Cetuem offers a wealth of courses at its north London headquarters for different needs and at different levels, as well as holding free demonstrations.

Courses include the two-day Cetuem aromatherapy organic course, which encompasses theory and practise; product knowledge; retailing and business advice; and equipment and its maintenance. The organic aromatherapy waxing course can be studied in two ways: as an NVQ Level 2 warm waxing course or as a short bridge Cetuem course (two days, plus assessment and tutorial days). Topics covered include consultations; hygiene and health and safety; contra-indications; and retailing and business advice, plus practical sessions.

In addition, there are the half-day Cetuem aromatherapy organic waxing seminars, which include a Q+A session, product knowledge and homecare advice.

At a more advanced level, there's a one-day course on Brazilian and Hollywood waxing techniques. For more information: T: 020 8368 008. E: education@cetuem.com or academy@cetuem.com



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