

KEY TREND 2025: THE BODY HAIRCARE BOOM

HAIRREMOVAL

Consumers are seeking products that empower choice in body hair. This is driving demand for sensitive underarm and pubic area care.

WGSN



Executive summary

The perception of body hair is becoming destigmatised as young consumers challenge societal beauty standards.

Need to know: the global hair removal market is **expected to reach \$4.94bn by 2027**. Users **on TikTok** are sharing their body hair journeys via **#BodyHairPositivity** (211.7m views), **#PcosFacialHair** (142.8m) **#BodyHairRemoval** (67.7m)

How to action this:

offer pre- and post-hair removal prep with pre-waxing primers, sensitive-skin-approved shaving creams and finishing oils. Include ingrown solutions that also target concerns like razor burn, dark spots and discolouration.

Follow on the Feed:

#BodyHaircare, #HairRemoval



Billie



Crybaby Wax (US) offers gentle waxing solutions catered to those dealing with PCOS and hirsutism. The range features a wax warmer, hard wax for sensitive skin, a priming powder, cooling gel, exfoliating treatment and finishing oil



Foreo

The PEACH 2 from Swedish brand Foreo is an IPL hair removal device featuring a skin cooling system and T-Sonic massage for long-term body hair removal



Suzuki Herb Laboratory

Japan-based Suzuki Herb Laboratory's Pineapple and Soy Milk range harnesses herbal and natural extracts for pain-free hair removal and care, including a hair removal cream



Revamped basics: Designed to last

Redesigned personal care staples will transform what it means to be inclusive and sustainable.

A continuation waste-free routines and lifestyles, This concept has particularly thrived in the razor market with a growing crop of personal care brands advocating for sustainable alternatives to single-use and plastic razors.

In the US, **158.10m people used disposable razors in 2020**, and this number is expected to increase to **160.16m by 2024 (Statista)**.

In an effort to produce less waste, brands are opting for razors made from recycled materials.

#Gillette's Planet KIND range includes razors

with handles made from 60% recycled plastic;

while Schick Intuition designed its

Bamboo Disposable Razor with renewable bamboo handles and 75% recycled-steel blades.

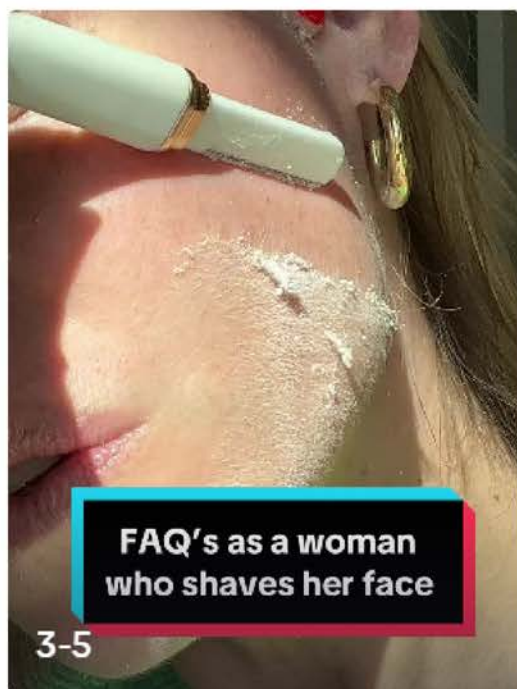
#Japanese brand KAI

developed a Paper Razor, said to cut down plastic use by 98%.



Schick Intuition

#dermaplaning #smoothskin #femalefacialhair



Dermaplane with me and FAQ's [#dermaplaning](#)...



meagancar...

▷ 18M



my skin feels so smooth and clean now ☒ [#fyp](#) [#viral](#)...



grwhibah

▷ 3.4M



from beard to BAWLD 🤔 that cotton round tho 🤢...



linet.chege

▷ 7.9M



My fave beauty secret for glowy skin ✨ ...



danicolexx

▷ 7M



FACIAL RAZOR



Gently exfoliate dull, dead skin.

Sized to remove peach fuzz in large areas on cheeks and forehead.

Dermaplaning Benefits



Smoother skin



Better absorption



Brighter skin



Hair removal

Fuss Free+Fuzz Free



Instant Results

Fine hair removal



Effective Exfoliation

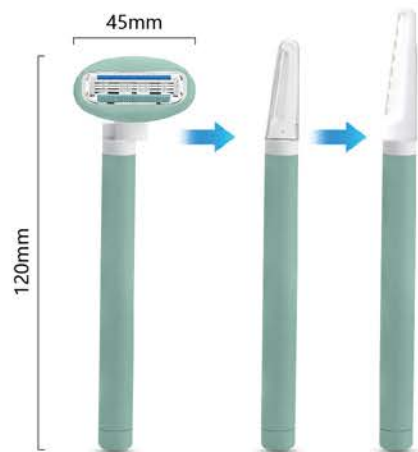
Removes dead skin



SKU.NO.: 0202270081

Material: ABS+Metal+Stainless steel

Size: 10*150mm



SKU.NO.: 0202400284
Material: Zinc Alloy Handle + ABS/TPR Head
Size: 120*45mm

3 IN 1 HAIR REMOVER RAZOR

BUILT-IN BAR WITH A TOUCH OF
ALOE



30° Rotation
Adapting to the body curve

Serrated Blade

Effectively shaves peach fuzz



Long Handle

For a good grip



Gel Lubrastrip
Reduce skin irritation



4 Premium Blades
Smooth shaving

Replaceable Refills

With two different heads



FACIAL RAZOR
Effective removal facial fuzz



BROW RAZOR
Apply pre-makeup shaving remove peach fuzz and dead skin



BODY RAZOR
Shave off stray skin hairs, away from hair embarrassment

HAIR REMOVAL RAZOR

Fits The Skin Closely Flexible Shaving Without Damage



5 Durable
Blades



Flexible Refill



Lubricating
Soap Bars



Pivoting Head

The refill can be swung back and forth 90 degrees to better fit the contour of the skin and reduce discomfort when shaving.



Non-slip Handle

The shaving handle has a wave design on the front, increases friction and comfort when in use.

MORE OPTION

Replaceable cutter head design with cartridges available in three or five blades for choice.



SKU.NO.: 0202400288

Material: ABS + Alloy

Size: 145*50mm



SKU.NO.: 0202400287

Material: Zinc Alloy Handle + ABS/TPR Head

Size: 140*40mm



SKU.NO.: 0202400289

Material: ABS + TPR + Metal

Size: 145*50mm



Five-Layer Progressive Blade with Nano Coating



Capsule Design for Enhanced Portability

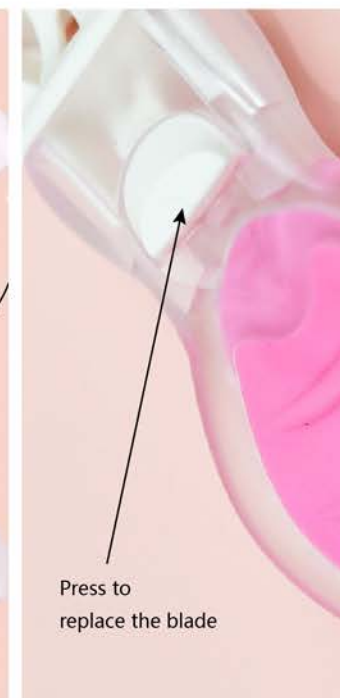


All-Head Lubricating Soap



Upgraded Storage

MINI REMOVAL RAZOR





Salon Results
No Shaving & Waxing



Pain Free



Reusable
Washable



Easy Hair Removal
Slow Hair Regrowth



Gently Exfoliates
Dry Skin



Sustainable



No Cruelty
to Animals



Nano Glass Tech
Built to Long Lasting



Travel Friendly

SKIN SAFE DESIGN FOR ANY SKIN TYPE



Arm



Chest



Back



Leg



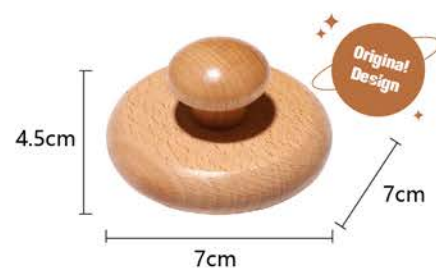
Knees



Ankle

NATURAL HAIR REMOVER

Material: Bamboo + Nano glass

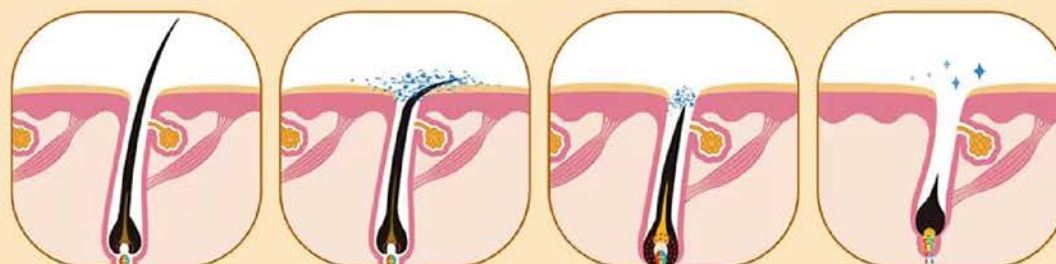




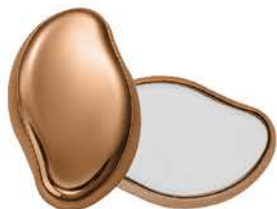
CRYSTAL HAIR REMOVER



By breaking down hair particles to slow down hair growth



MORE OPTION



SKU.NO.: 0606760158
Material: ABS+Nano glass
Size: 10.3*6.3cm



SKU.NO.: 0101010108
Material: ABS+ Nano glass
Size: 54*26mm



SKU.NO.: 0202400235
Material: ABS+ Nano glass
Size: 95*30*65mm



SKU.NO.: 0202400231
Material: ABS+Nano glass
Size: 55*25mm



SKU.NO.: 0202400229
Material: ABS+ Nano glass
Size: 63*115mm



SKU.NO.: 0101010108
Material: Plastic+ Nano glass
Size: 105*78*30mm



SKU.NO.: 0101010116
Material: Plastic+ Nano glass
Size: 30*60mm

PEEL, WIPE AND GO!

HAIR REMOVAL WAX

- Hair Free for up to 28 Days
- Instantly Smooth Skin



99.8%
natural



100%
Vegan



Comfort Complex with
Body-Hugging Tech



24-Hour Post-Wax
Hydration



FACE WAX

SKU.NO.: 5454050017
Material: Non-woven fabric + wax
Size: 100*50mm



BODY WAX

SKU.NO.: 5454050014
Material: Non-woven fabric + wax
Size: 180*90mm



Effective with
Smoothness
Lasting for
Up to 28 Days.

BIKINI & UNDERARM WAX

SKU.NO.: 5454050015
Material: Non-woven fabric + wax
Size: 160*75mm





**FOR THE SKIN THAT'S
VISIBLY HAIR-FREE,
HAPPILY MOISTURIZED**



POST WAXING EMULSION

- ✓ Non-greasy formula
- ✓ Combats bumps, irritation, and ingrown hair
- ✓ Safe for sensitive skin
- ✓ Perfect for face, underarms, bikini, legs, and arms
- ✓ Removes wax residue



A rich skin-moisturizing lotion that's specially developed as an after-wax treatment. It is a non-greasy formula that's enriched with natural emollients that soothe and condition the skin to protect it from redness and irritation.

Simply apply this lotion immediately on the affected area after waxing to restore the skin's moisture.



SKU.NO.: 5454050016
Size: 60ml