



welcome to our epilfree educational webinar

**You're on Your way to becoming
a certified epilfree practitioner**

EPILFREE®

content

1. what is epilfree?
2. the science behind epilfree
3. treatment protocol
4. how to use epilfree
5. laser vs. epilfree
6. business potential



section

1. what is epilfree?
2. the science behind epilfree
3. treatment protocol
4. how to use epilfree
5. laser vs. epilfree
6. business potential

EPILFREE®



what is epilfree?

- epilfree is part of a comprehensive and innovative permanent hair reduction treatment which is comprised of 3 steps:



1. waxing



2. applying the epilfree activator



3. applying and massaging in the epilfree toner

what does epilfree do?

- epilfree inhibits and slows down re-growth of face, intimate, and body hair.



upper lip



underarm



leg

what is epilfree?

where can epilfree be used

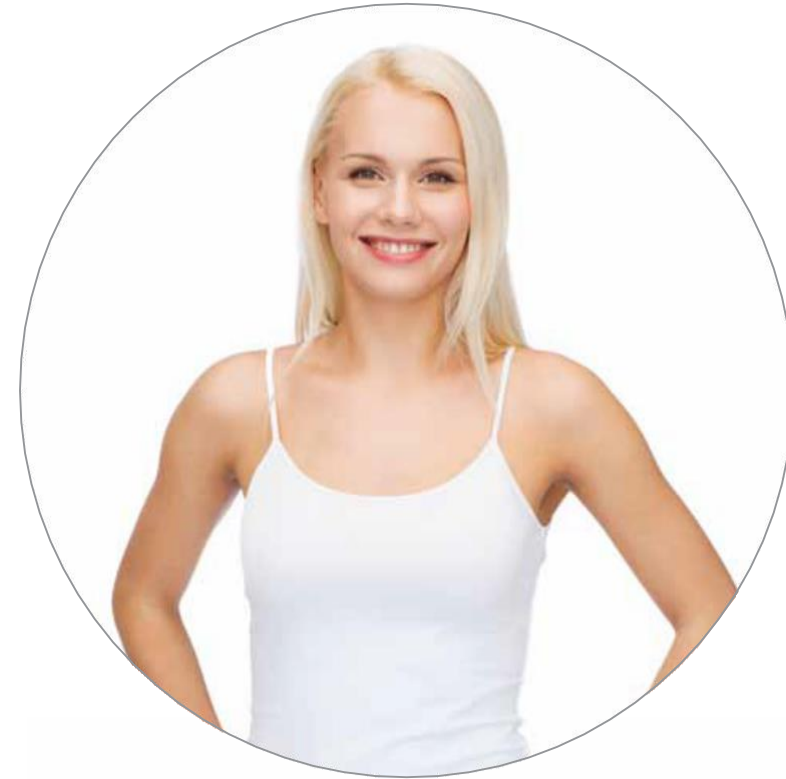
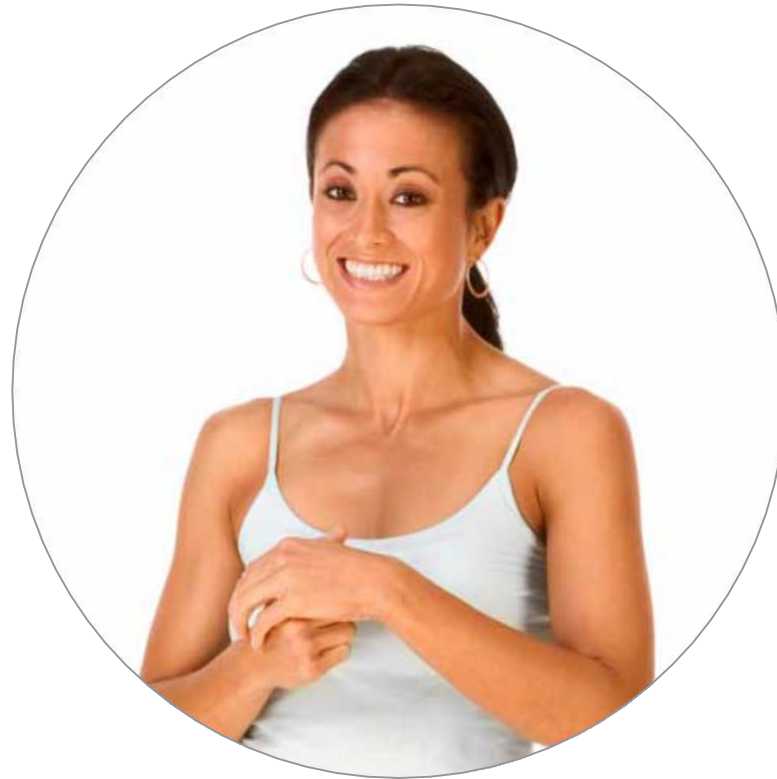
- epilfree can be used safely and effectively all over the body including the face and intimate areas such as underarms and bikini.
- epilfree can be used to remove hair on tattoos.



what is epilfree?

who can use epilfree?

epilfree can be used on all hair colours and skin colours



what is epilfree?

what is epilfree made from?

- epilfree contains a combination of natural and safe synthetic ingredients including essential liquids extracted from herbs such as lady's mantle and eucalyptus.
- 82% of the ingredients are natural.
- 18% of the ingredients are safe synthetics, no chemicals.



lady's mantle



eucalyptus

section

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2. **the science behind epilfree**
3. treatment protocol
4. how to use epilfree
5. laser vs. epilfree
6. business potential

EPILFREE®



the science behind epilfree

1. hair structure

2. hair tYpe

3. life cYcle of hair

4. how epilfree works

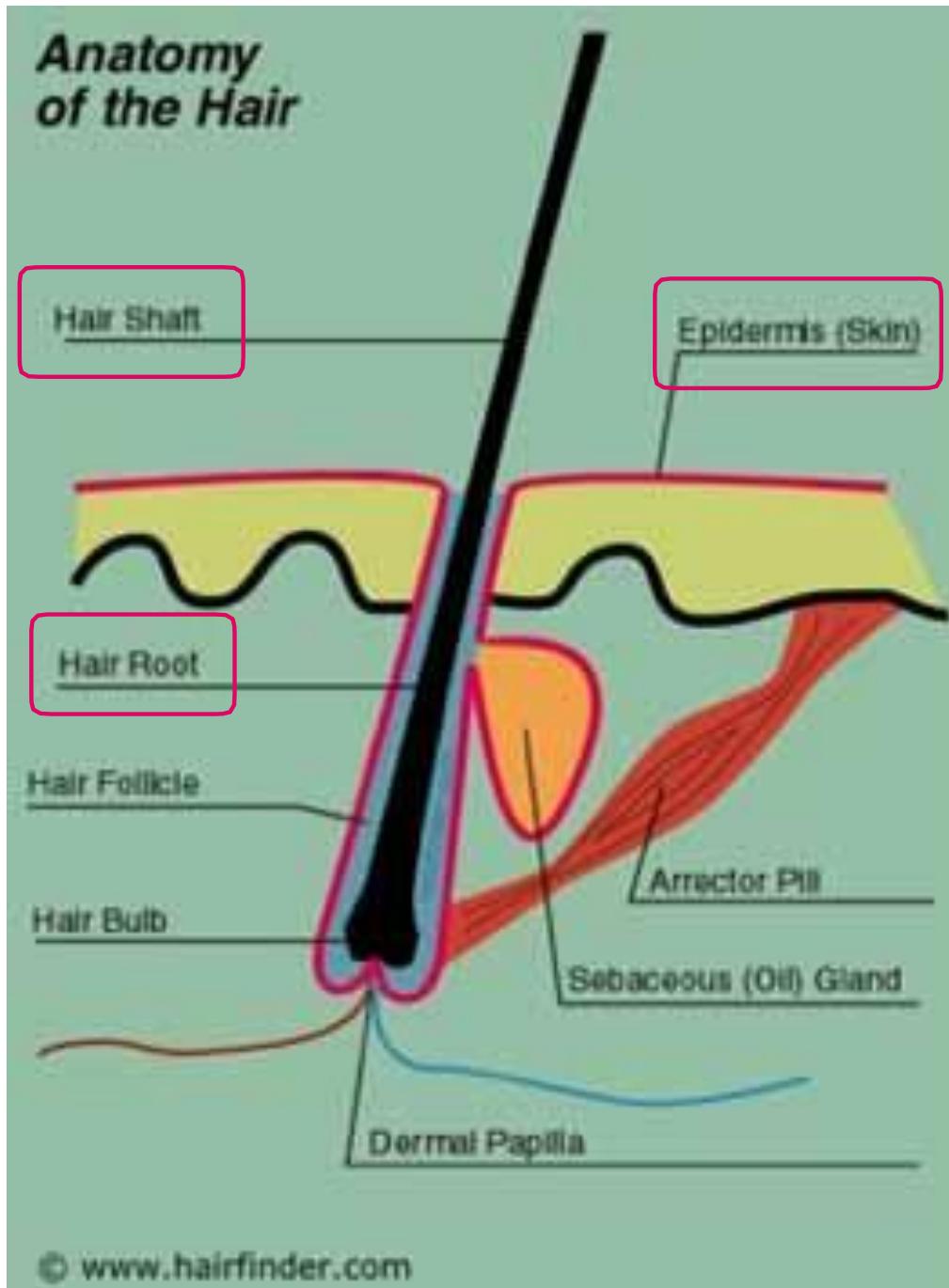
the science behind epilfree

- the epilfree formula is based on long-term research of herbs and plants for the healing of skin disease.
- one of the solutions discovered is a plant called alchemilla vulgaris also known as lady's mantle.
- this plant is known as a natural preservative which **slows the cell division** process. one of the side effects when testing this ingredient for the healing of skin disease was that the hair in the treated area “didn't grow back”.
- hence, the epilfree treatment was developed as a long-term alternative to removing unwanted hair.



the science behind epilfree

hair structure



- hair has two distinct structures:
 - » **the follicle:**
resides in the skin
 - » **the shaft:**
what is visible above the skin

the science behind epilfree

hair structure

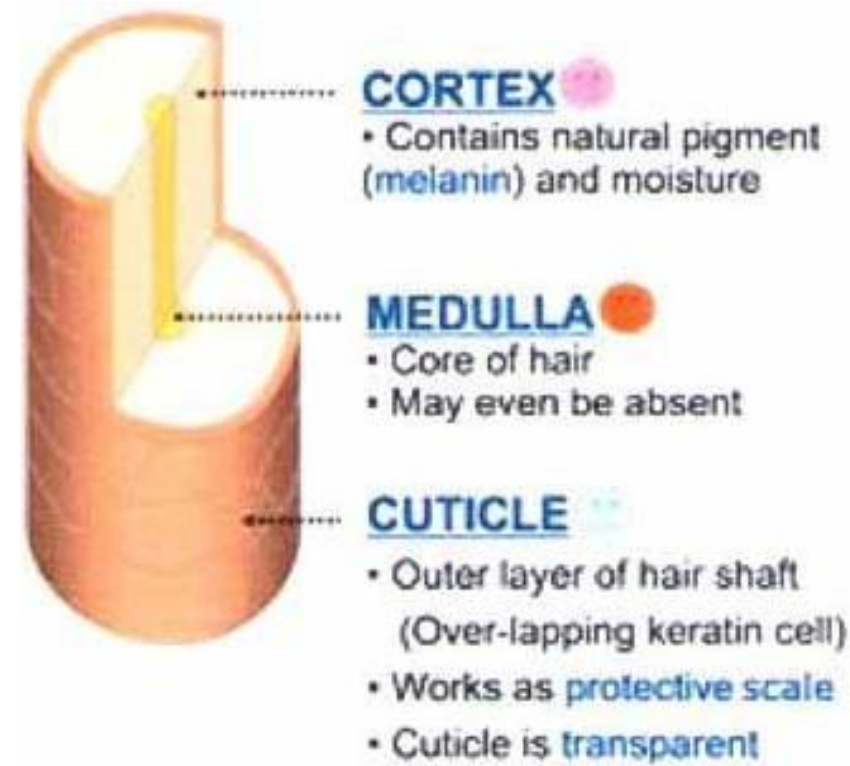


1. the hair follicle

- tunnel-like segment of the epidermis that extends down into the dermis.
- at the base of the follicle is the papilla
- the papilla contains capillaries (tiny blood vessels) that nourish the cells.
- the living part of the hair is the bottom part surrounding the papilla, called the bulb
- the cells of the bulb divide every 23-72 hours, faster than any other cell in the body

the science behind epilfree

hair structure



2. the hair shaft

- made up of a hard protein called keratin & is in three layers:
 - medula** (inner layer) - core of the hair
 - cortex** (second layer) - makes up the majority of hair shaft
 - cuticle** (the outer layer) - tightly formed structure made of shingle-like overlapping scales
- the cortex and the medulla holds the pigment in the hair, giving its color

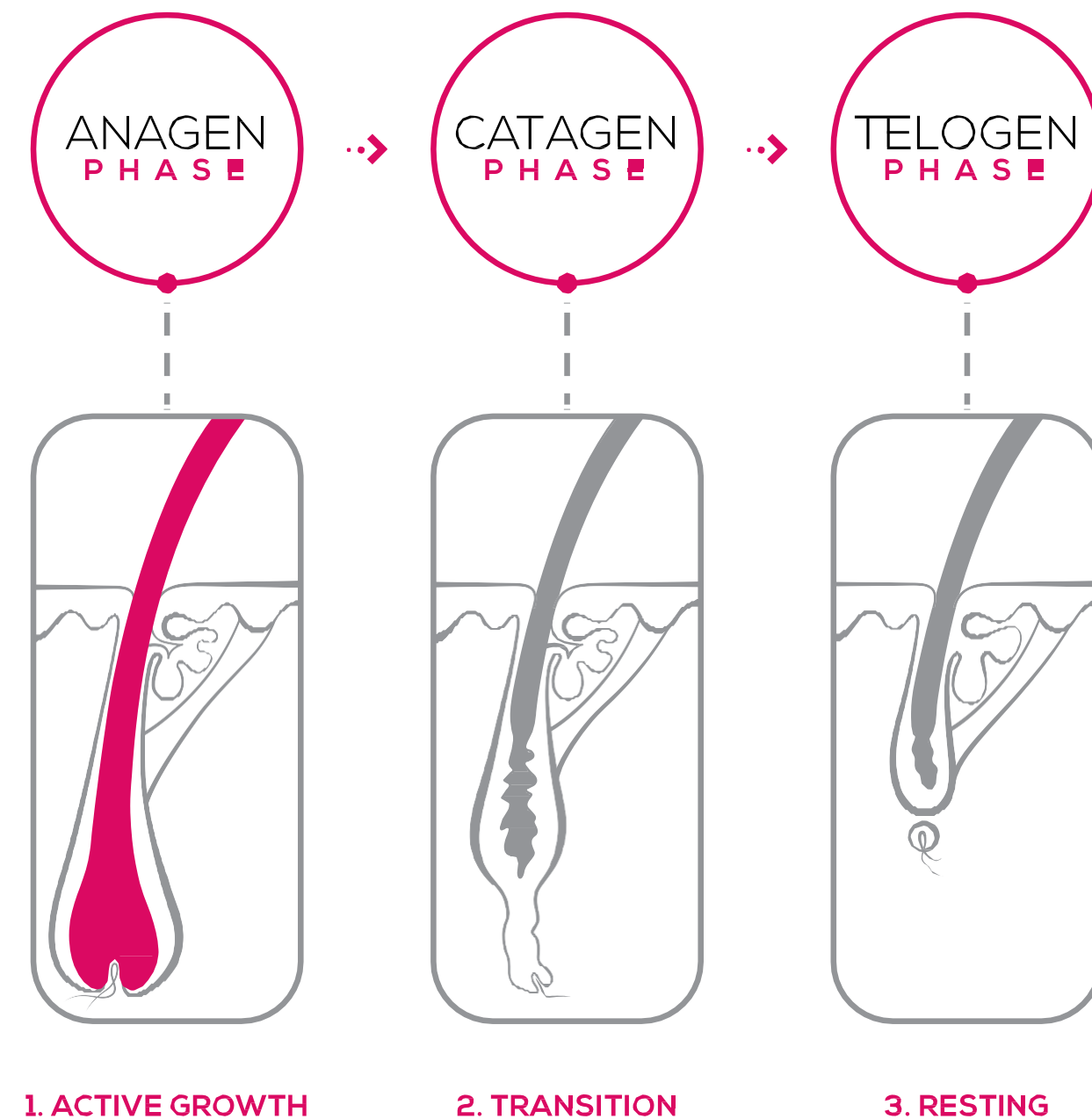
the science behind epilfree

hair tYpes

1. vellous hair: fine downy, soft, colorless hair distributed over most of the body except where terminal hair is visible like the scalp
2. terminal hair: hair that is long, coarse, and has pigmentation — it is most prevalent on the scalp as well as other body parts

the science behind epilfree

the life-cYcle of the hair:

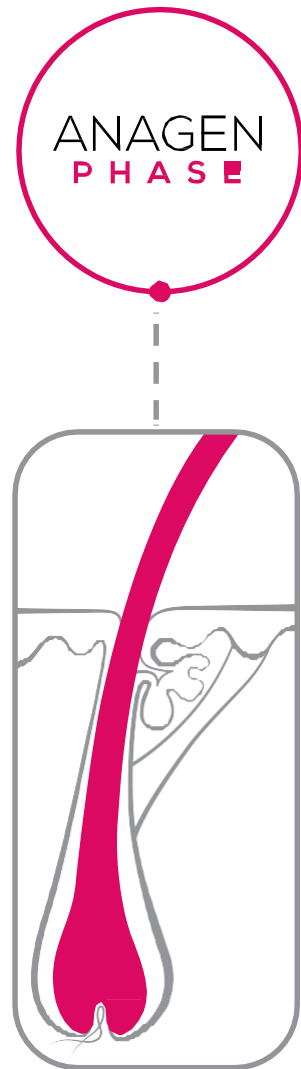


hair grows in three stages:

- 1. anagen** - active Growth phase:
about 90% of all hair is in this phase
at any given time
- 2. catagen** – transitional phase:
about 3% of all hair
- 3. telogen** – resting phase:
about 6% - 8% of all hair

the science behind epilfree

the life-cYcle of hair: stage 1-anagen phase

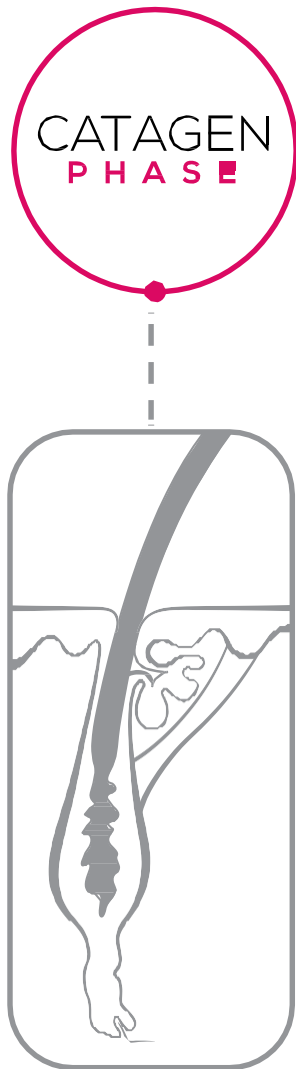


1. ACTIV■ GROWTH

- during the anagen phase, the papilla connects to the base of the hair follicle, causing hair growth
- the anagen phase is the ideal time for hair removal - on average, at any given time approximately 15-20% of the visible body's hair follicles are in the anagen phase.

the science behind epilfree

the life-cYcle of hair: stage 2-catagen phase

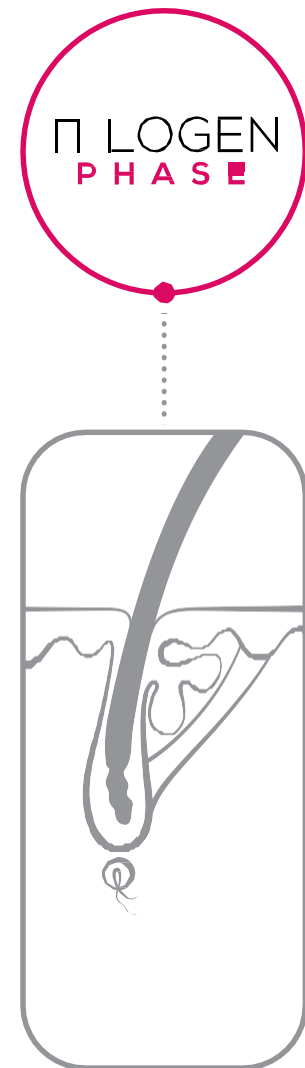


2. TRANSITION

- the catagen phase is a transitional stage.
- about 3% of hairs are in this stage at any given time.
- this phase lasts about 2 weeks during which the hair follicle shrinks due to disintegration and the papilla detaches and “rests,” cutting off the hair from its blood supply
- the follicle is 1/6 its original length, causing the hair shaft to be pushed upwards

the science behind epilfree

the life-cYcle of hair: stage 3-telogen phase



3. RESTING

- is the resting stage and usually accounts for 6-8% of all hairs.
- during this phase the hair follicle is completely at rest.
- eventually the follicle will begin to grow again, softening the anchor point of the shaft.
- the hair base will break free from the root and the hair will shed. within two weeks the hair shaft will begin to emerge.
- the anagen phase begins again once the telogen phase is complete.



the science behind epilfree

how epilfree works: the activator

- the activator is made with a high ph level in order to enlarge the pores.
- the activator opens the hair tunnel 4x its normal size, penetrating deep into the follicle tunnel, limiting the respiratory activity to the dividing cells, rendering the cells incapable of growing back
(works on the same principle as eye drops that an ophthalmologist uses to open pupils at an eye exam)
- requires a waiting period of **3 minutes**, no more, no less before applying the toner.



the science behind epilfree

how epilfree works: the activator

Key active ingredients:

- **urea** a humectant (binds to water) that exfoliates and increases skin penetrability.
- **sodium hydroxide** modulates the pH level of the product. increases pore size, allowing the uptake of active ingredients into the skin
- **alchemilla vulgaris**, (lady's mantle) extract that conditions the skin, a natural preservative



the science behind epilfree

how epilfree works: the toner

- the toner acts as a sealant, fusing the hair cell permanently, essentially preventing it from splitting and producing new cells.
- as a result, hair does not grow back in the treated follicle.



the science behind epilfree

how epilfree works: the toner

Key active ingredients:

- **hydroxyethylcellulose** a polymer that holds the toner in the hair follicle for 6 hours, preventing it from splitting and producing new cells
- **glycyrrhiza glabra** (licorice leaf extract) calms the skin, reducing the potential of pigmentation development around the shaft of the pulled hair
- **cheledonium majus** delays hair growth and inhibits cell proliferation
- **alchemilla vulgaris extract** (lady's mantle) protects fibers in the connective tissue, preventing aging/sagging of the skin

please watch our
animated story of epilfree

section

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EPILFREE®



treatment protocol

conditions for epilfree to work optimally

- client must arrive for treatment with clean skin. (no makeup, lotion or oil should be applied on area to be treated).
- on warm days, treatment should be performed in an air conditioned room to prevent perspiration or excessive moisture on the skin.

treatment protocol

conditions for epilfree to work optimally

- it is important to follow the epilfree protocol properly to ensure optimal results of the epilfree treatment

1. pre-epilfree protocol

- client assessment
- sensitivity test
- contraindications

2. post- epilfree treatment protocol

- client reminder

treatment protocol

1. pre-epilfree treatment protocol

EPILFREE®
CONSENT/RELEASE

I _____, hereby give consent to have my hair removed by means of Epilfree Permanent Hair Reduction Treatment.

It has been explained to me that the purpose of this procedure is to diminish or inhibit the quantity of hair is reduced over time.

I confirm that I have received an explanation by the practitioner of the Epilfree Professional Activator and Toner and the ingredients and the recommended EpiLys "FreeLys" wax.

I have received an explanation of the expected results, which include altering the growth cycle of hair. I have received an explanation that at least 8-12 treatments are required for this purpose.

I am aware that hair growth cycles are 2-6 weeks long, so treatments should continue for 6-8 weeks to cover the majority of growth cycles. In the case of hormonal imbalances the treatment the number of treatments may be greater.

I have received an explanation that the way in which hair grows depends on many varied factors from one person to another, and from one body part to the next. I have received an explanation that I should avoid being in the sun for at least 24 hours after treatment in order to prevent the possibility of causing brown patches on the skin, (mainly due to the effects of waxing).

I have received an explanation that in some cases redness and light burning sensation may occur after treatment (due to waxing). I understand that in rare cases an adverse reaction may occur. In acknowledgment of the foregoing I hereby authorize the Epilfree Hair Reduction Treatment.

I hereby release _____ and Alt Beauty Corp., its officers, employees, agents, or its assigns from any and all liabilities arising from or as a result of the treatment I receive today and during all future appointments. I hereby assume full and complete responsibility for the treatment.

In case of any doubt, on the part of the client or the clinic, regarding any skin concerns, please consult a physician or medical facility. In case of a minor, the signature of a parent or guardian is required.

SIGNATURE: _____ DATE: _____
ESTHETICIAN: _____ DATE: _____

EPILFREE®
BEFORE AND AFTER PHOTOS

Please follow the instructions below on how to take your before and after photos.

Your best form of promotion is your client's testimonial, please record a new photo and treatment sequence at every visit.

- 1 Please take photos of the treatment area in the most highest resolution setting on your camera.
- 2 Take the photo in front of a plain background or white wall. The less clutter in the background, the more attention on the treated body part.
- 3 Take the front view. Please ensure that you have before and after photos of the same treatment area (comparable) so we can accurately see your results!
- 4 If the area of treatment has freckles, age spots, and pigmented lesions we kindly ask that you also include them in every photo.
- 5 With these guidelines you are sure to attain measurable results!

CALL: 1.855.381.0110 EMAIL: info@altbeauty.com VISIT: altbeauty.com

client assessment

- manage expectations - complete a consent/release form
- advise clients of the contraindications before treatment
- determine the treatment to be performed - (what area of the body)
- determine the duration and expected frequency of treatment
- take a before and after photo for each treatment

treatment protocol

1. pre-epilfree treatment protocol

sensitivity test

note :

- be sure to test for sensitivity:
- test the **wax**
- test the **toner**
- no need to test the activator (in clinical studies, no side effects were found for the natural ingredients. however, a sensitivity test should be performed to ensure that the epilfree epilation treatment wax and the epilfree toner do not create any adverse reactions)

treatment protocol

1. pre-epilfree treatment protocol

contraindications

epilfree is a safe product that has been rigorously tested but under certain conditions we do not advise you to perform the treatment. the following is a list of contraindications where epilfree should not be used.

1. pre-epilfree treatment protocol

contraindications

- pregnant or breastfeeding women
- cuts and abrasions
- warts and moles
- inflamed and erupted acne
- thin veins or weak tissues
- scar tissues, keloids, sunburn
- hypersensitive skin

treatment protocol

1. pre-epilfree treatment protocol

EPILFREE®

CONTRAINDICATIONS

(Prior to receiving treatment, I have been candid in stating any conditions that may have a bearing on this procedure, such as the contraindications listed below. I have checked off any conditions that would apply to me. I understand that this treatment is a cosmetic treatment and that no medical claims are expressed or implied. I understand this consent form and have answered each question and have checked off any conditions truthfully.

Please check off any of the contraindications applicable to you below:

☐ PREGNANT

☐ BREAST FEEDING

☐ CUTS AND ABRASIONS

☐ WARTS AND MOLES

☐ INFLAMED OR ERUPTED ACNE

☐ THIN VEINS OR WEAK TISSUES

☐ SCAR TISSUES, KELCIDS, SUNBURN

☒ BLOOD THINNING MEDICATIONS

☐ HYPERSENSITIVE SKIN

☐ VITAMIN A TOPICAL PRODUCTS

☒ RETIN A, RENOVA, TAZORAC, DIFFERIN

☐ IPL, PHOTO FACIALS, MICRODERMABRASION

(Wait 2 weeks after above treatment before applying Epilfree)

☐ DERMAL FILLERS OR COSMETIC INJECTIONS

(Wait 2 weeks after above treatment before applying Epilfree)

☒ ACCUTANE, CHEMICAL PEELS

(Wait 3 weeks after above treatment before applying Epilfree)

☐ MEDICAL LASER RESURFACING

(Wait 3 weeks after above treatment before applying Epilfree)

Are you currently taking medication? If so please list all including drugs/herbal supplements:

Which skin care products do you use regularly on your skin?

Please list any other illness/condition you are currently being treated for by a medical professional:

I have read the information and understand what I am doing and if I have any concerns I will address them with my therapist. I have given my complete consent to all medication, including all known dangers of prescription drugs or products I am currently ingesting or using topically. I have read and understand the pros & cons of this treatment and I am willing to follow the instructions given by the therapist for home care regimen. I understand the risks of side effects or allergic reactions, negative reactions to treatment or results.

SIGNATURE: _____

DATE: _____

ESTHETICIAN: _____

DATE: _____

drug contraindications

- exfoliating topical medication including:
 - » retin a, renova, tazorac, differin, azelex, other vitamin a topical products
- hydroquinone (skin lightener)
- topical or oral cortisone medication
- accutane or other acne medications
- blood thinning medications

treatment protocol

1. pre-epilfree treatment protocol

contraindicaton medical treatments

time to wait before epilfree treatment

ipl, photo facials and microdermabrasion

3 weeks

dermal fillers or cosmetic injections

3 - 4 weeks

laser resurfacing

3 - 4 months

chemical peels, retin a and accutane
treatments


3 - 6 months

treatment protocol

2. post-epilfree treatment protocol

- for the first 6 hours after treatment:
 - » refrain from washing the treated areas
 - » avoid exercise or sweating
 - » do not apply any lotion, makeup, cream, or ointment on the treated areas
- after 6 hours the client may wash the treated area with soap and water, shower or bathe as normal


post-epilfree treatment Guide



THE NEW
SMOOTHER
YOU IS HERE








YOUR JOURNEY HAS JUST BEGUN

Please follow this guide to ensure that you get the optimal Epilfree experience. Our unique system requires some basic client procedures that if followed properly will make your dream of hair freedom a reality.

FLIP TO VIEW GUIDE 

EPILFREE TREATMENT GUIDE

TO ACHIEVE OPTIMAL RESULTS:

-  Avoid any contact with water and refrain from washing the treated areas for 6 hours after treatment.
-  Avoid exercise or sweating for at least 6 hours after treatment.
-  Do not apply any lotion, make up cream, or ointment on the treated area for at least 6 hours after treatment.
-  After 6 hours you may wash the treated area with soap and water, shower or bathe as normal.
-  Maintain a rigid treatment schedule without breaks (the treatment sequence is determined by the length of hairs and not by time – optimal waxing and hair length range is 2.5mm to 5.0mm).
-  A regular treatment schedule improves outcome.
-  Avoid tweezing or waxing between treatments.

GOT QUESTIONS?

CALL: 1.855.381.0110
VISIT: EPILFREE.COM

treatment protocol

section

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4. **how to use epilfree**
5. laser vs. epilfree
6. business potential

EPILFREE®



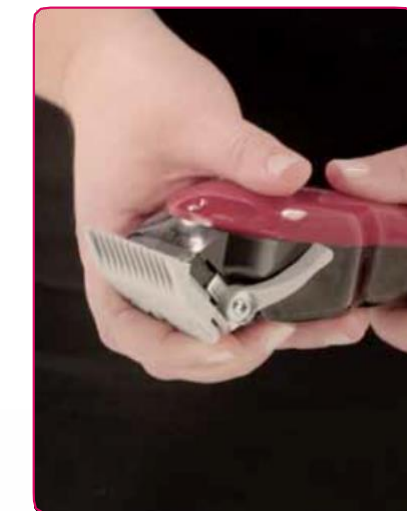
how to use epilfree

1. equipment required
2. treatment steps
 - » epilation
 - » activator
 - » toner
3. treatment results
4. product line
5. product usage amounts

how to use epilfree

Your eQuipment:

- epilfree kit
- wax warmer
- cream wax or hard wax
- wax strips
- waxing spatulas
- timer
- scissors
- clippers



treatment steps

epilfree only reQuires 3 easY steps

1

waX



2

activator



3

toner



please view our epilfree
instructional video

how to use epilfree

1 epilation wax freeYss by epiYss



how to use epilfree

how to use epilfree

1 epilation waX freelyss by epilyss

- we've tested over 300 brands of wax and over 2,000 variations of wax across all of the brands
- freelyss wax by epilyss has been specially formulated to leave no trace of film or residue.
- **note *you can use any other efficient wax, recommending by Epilfree team.**



how to use epilfree

step : 1 of 3

1 epilation wax free by epilfree



- ensure skin is clean before starting treatment
- length - if the hair is more than ¼ inch long, the hair may need to be trimmed. if the hair is too long the bulb may not be removed. it is important to remove the bulb with follicle
- identify direction of hair growth on the treatment area
- ensure wax is applied in the direction of hair growth

how to use epilfree

how to use epilfree

step : 1 of 3

1 epilation wax free by epilfree



- do not wax the treatment area more than twice (may overlap 10%)

how to use epilfree

step : 1 of 3

1 epililation wax freeYss bY epiLYss



- for best results make sure hair is pulled out from the roots
- if you see the hair bulb from the roots on your wax strips - this indicates the hair is in the growth stage – this is necessary for best results

how to use epilfree

step : 1 of 3

1 epilation wax free by epilfree



- divide area into small sections when working on a large area such as arms, legs, chest, back or abdomen, to ensure no delays in timing of steps

how to use epilfree

② activator

step : 2 of 3



how to use epilfree

how to use epilfree

② activator

step : 2 of 3



- apply within **60 seconds** of epilating
- for the body or intimate areas, the activator is in a **spraY** form. spray and spread lightly with a patting motion - do not rub into skin.
- for the facial areas, the activator is in a **gel** form. apply drops and spread lightly - do not rub into skin.
- use an adequate amount of the activator to keep treatment area moist for **3 minutes**. verify visually. do not re-moisten.

how to use epilfree

3 toner

step : 3 of 3



how to use epilfree

how to use epilfree

3 toner

step : 3 of 3



- before applying epilfree, put on latex or rubber gloves so that heat is not generated by contact of your fingers with the skin during the massaging motion. this will evaporate the liquid.
- Gloves must be clean and powder free. (powder clogs pores)

how to use epilfree

how to use epilfree

3 toner

step : 3 of 3



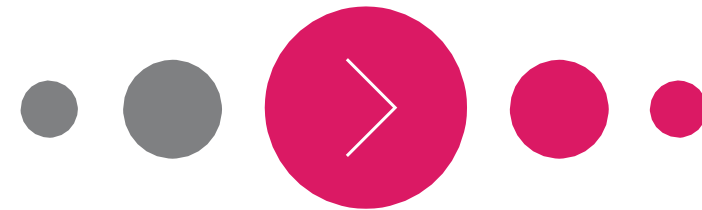
- work the toner into the treatment area with a massaging motion against the direction of hair growth until all of the toner is fully absorbed by the skin.
- apply the appropriate amount of toner according to the prepared area. this will vary from a ½ pump for the eye brows to **3-4 pumps** for a half leg.
- when massage is done, move on to the next area to be treated.
- remember there is no post-treatment to apply after you have massaged in the toner.

how to use epilfree

before and after results



before
male back



after
7 treatments

how to use epilfree

before and after results



before

female underarms
(fast hormonal
Growth)



after

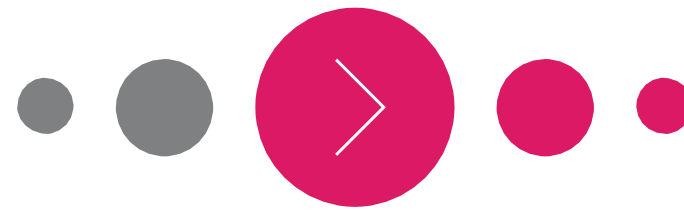
3 treatments

how to use epilfree

before and after results



before
female arm



after
5 treatments

epilfree product line

- there is a **separate** epilfree Kit each for **face**, **intimate** and **body**
- the active ingredients in the toner are at different concentration levels for each of the face, intimate and body



how to use epilfree

epilfree product

face kit



5ml activator (Gel format)

5ml toner



epilfree product

intimate kit



15ml activator (spray format)

15ml toner



epilfree product

body kit



50ml activator (spray format)

50ml toner



epilfree product

wax



450ml cream wax

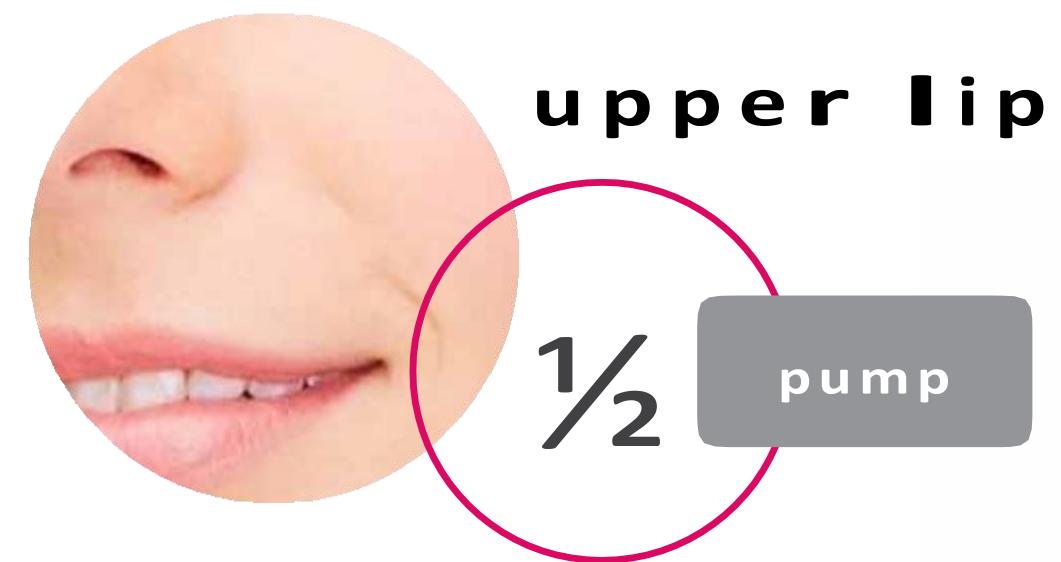


450ml hard wax

how to use epilfree

epilfree toner usage

face



epilfree toner usage

intimate



bikini

2-3

pumps



underarm

2-3

pumps

how to use epilfree

epilfree toner usage

body



arm upper

2

pumps/side



arm lower

2

pumps/side

how to use epilfree

epilfree toner usage

body



leg upper

3

pumps/side



leg lower

3

pumps/side



back / stomach

3-5

pumps/side

how to use epilfree

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6. business potential

EPILFREE®



laser hair removal

how laser works:

- uses heat produced by light to target the melanin in the hair follicles
- disrupts the follicle growth cycle and permanently reduces the volume of hair regrowth

facts :

- expensive investment
- more treatments are being performed by non-physicians-improper use of equipment
- 80% of laser treatments are unsuccessful because of improper use & poor technique
- should only be performed by appropriately trained and licensed physicians or health

laser hair removal vs. epilfree

BENEFITS	LASER EPILFREE	
	LASER	EPILFREE
suitable for all hair color	no	Yes
suitable for all skin color	no	Yes
painless	no	Yes
free of side effects such as pigment changes	no	Yes
enjoy sunshine (no uv light sensitivity)	no	Yes*
simple to use	no	Yes

*After 24 Hours



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6. **business potential**

EPILFREE®



business potential

- can charge 3-4 times the price of waxing alone - comparable to laser prices
- number of treatments required on average is 8-12
- opportunity to make siGnificant profits
- every laser or waxing customer is a potential epilfree customer
- pricing should be based on your local area market

business potential

examples of prices for waxing alone vs. epilfree



services

- eyebrows

waxing alone

\$15

with epilfree

\$45 - \$60

- upper lip

\$10

\$30 - \$40

- underarm

\$20

\$60 - \$80

- bikini

\$25

\$75-\$100

- half leg

\$30

\$90 - \$120

business potential

summary

1. what is epilfree?
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The background of the slide is a close-up, soft-focus image of a pink fabric, possibly a flower or a piece of clothing, with gentle folds and a warm, light pink color palette.

c o n G r a t u l a t i o n s

You have now completed the course.
You will receive your official epilfree
certification by mail upon completing a
certification test. the next 15 minutes will
be dedicated to answering any questions
you may have.

thank You

staY connected @ KYP Cosmetic Technology Ltd

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