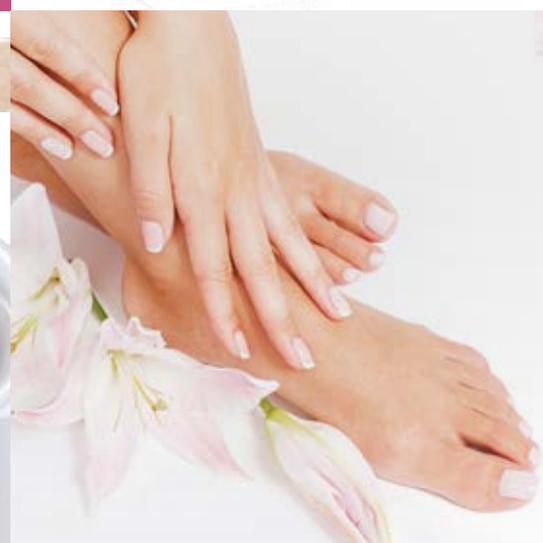




ItaiWax®  
PROFESSIONAL DEPILATORY  
PRODUCTS



# Italwax®

- 2 COMPANY PROFILE
- 3 ITALWAX ACADEMY
- 5 NEW PRODUCTS
- 7 ITALWAX TOP LINE
- 9 ITALWAX NIRVANA - AROMATIC SPA DEPILATION
- 11 WHY HOT FILM WAX?
- 13 ITALWAX FULL BODY WAX
- 15 CLASSIC HOT FILM WAX
- 17 HOT FILM WAX ITALWAX SELFIE
- 19 LIPOSOLUBLE FLEX WAX
- 21 CLASSIC LIPOSOLUBLE WARM WAXES
- 25 SUGAR PASTE
- 27 PRE WAX / AFTER WAX TREATMENTS
- 29 MIRAVEDA SCRUBS AND LOTIONS
- 31 HEATERS AND ITALWAX MONOUSO LINE
- 33 MARKETING MATERIAL



# Company profile



Italwax hair removal products quality is guaranteed with GMP (Good Manufacturing Practice) certification. We use only high-end raw materials and test each incoming and out-coming batch in our in-house laboratory. Highly precise testing, responsible attitude and following EU regulations allows us to manufacture one of the best hair removal products in the World under our brand "Italwax" and our customers' Private Label brands.

*"Whenever you see a successful business, someone once made a courageous decision."*  
Peter F. Drucker

Italwax innovative hair removal products are specially created to ensure secure, hygienic and painless waxing treatments. Italwax products are created and manufactured by Filo Bianco S.r.l. factory in Italy, near Milan area and meet the highest quality requirements of professionals and end users due to strict manufacturing control, constant research and development processes done by our highly qualified Italwax specialists. Using purified natural pine resin or innovative synthetic resins for delicate skin types, Filo Bianco S.r.l. waxes are certified with Good Manufacturing Practice Certification (GMP) and meet up the highest EU manufacturing standards.

The ambitious Italwax team is constantly moving forward, developing and introducing new innovative formulations and waxing concepts on the market. Hard teamwork allows us to constantly surprise our customers with new product launches each and every year. The outstanding high quality of our liposoluble and hot film wax ranges guarantees the perfect procedure result and intense skin care.

For many years, Italwax products have maintained constant credibility among cosmetologists worldwide: our waxes have a high-quality level, effectively remove unwanted hair, do not cause skin irritation and have pleasant colours and fragrances. Our main mission is customer's complete satisfaction, so we at Italwax strive to create innovative products in order to bring waxing services to the next level. Authentic signature waxing treatments such as luxurious **Italwax Full Body Wax SPA ritual** or aromatic **Italwax Nirvana SPA Waxing concept** set us apart from competition and define our vision in the waxing industry.

The modern and rich Italwax **Hot Film Wax** assortment allows the professional beauticians to choose the perfect wax for their clients' needs. Our low-melting temperature, elastic and creamy hot film wax sets up just in time. The melted wax beads allow the beauty specialist to measure exactly the amount of wax required for each procedure avoiding any sort of product waste.

The Top Line Synthetic Polymer assortment is the perfect choice for delicate clients and guarantees no breakouts while waxing customers with sensitive skin. Available in liposoluble and hot film wax formulation, **Italwax Top Line** is studied to offer painless and comfortable waxing procedures for skin types prone to redness and allergies.

Keeping up with the times and reacting to professional waxing market changes, Italwax team constantly performs educational activities with live webinar sessions and Italwax Days live events, both online and offline to guarantee that every beauty professional can participate around the world. **Italwax Academy** is the main gathering point for beauticians around the globe who want to invest in their waxing career. Italwax recognition of excellence by professionals is evident by its wide distribution - the brand is exported from Italy to more than 70 countries all over the world.

*Join our Italwax community today! Discover the world of painless, effortless but efficient waxing and explore new horizons with us!*



# Italwax Academy

## Sharing Italwax experience around the world.

Located near Milan area, Italwax Academy represents a strategic gathering point for beauticians worldwide. Our educational offer consists of both on-line webinars and off-line Italwax Days Events dedicated not only to entry-level aestheticians, but also to the experienced ones who want to take their waxing career to the next level.

We operate in more than 70 countries and our trainings can be held in 6 languages: Italian, English, French, Romanian, Spanish and Russian. In strict collaboration with our Italwax distributors all around the world, we organize more than 50 live webinar sessions each year.

From the beginning of 2021 we implemented an intensive on-line seminar for expert beauticians who want to become Certified Italwax Trainers.

*Want to find out more? Contact us as [marketing@italwax.it](mailto:marketing@italwax.it)*

## Think global, act local.

Having a great focus on educational activities in Italy, Italwax Academy provides bespoke training sessions for Italian-based beauty salons, SPA centres and barber shops which want to diversify their beauty menu by introducing the innovative waxing concept created by Italwax.

You tube live streaming sessions together with off-line seminars held in Italian by our professional Trainers represent an authentic and complete educational offer for beauticians based in Italy.

From the beginning of 2021 we implemented an intensive on-line seminar for expert beauticians who want to become Certified Italwax Trainers in Italy.

*Want to find out more? Contact us as [marketing@italwax.it](mailto:marketing@italwax.it)*



# NEW PRODUCTS



ItalWax  
*Solo*

## GlowWax kit

Face waxing kit  
with glowy film wax



### Italwax Solo Glowax Kit - Face waxing kit with glowy film wax

Italwax Solo Glowax Kit represents an innovative concept for facial hair removal, suitable for both home and professional use. Italwax Solo Glowax Kit is the smart choice for home waxing procedures, providing a series of benefits such as:

- **Time optimization:** the kit includes all the necessary products for a professional treatment at home.
- **Complete video tutorial:** using the QR code on the right you can consult the hair removal video procedure, created to make the waxing experience unique, fun and painless.
- **Excellent value for money:** the kit contains 2 bags of Glowax glittery film wax of 80 g (2.82 oz.) each, the ideal quantity for more than 30 upper lip hair waxing treatments.
- **Italian Quality:** 100% made in Italy wax heater, specially created to be used with Italwax film waxes.
- **Suitable for sensitive skin:** Cherry Pink – a new member of our film wax family, with multidirectional application. Its unique and sparkling composition, free of natural resins, makes it perfect even for the most sensitive skin, prone to redness.
- **Product refills available.**



Watch our  
video tutorial!

[italwax.com/glowax-tutorial](http://italwax.com/glowax-tutorial)

#### What makes Italwax Solo Glowax Kit the perfect choice for professionals?

The complete system for hygienic hair removal treatments:

- Disposable capsules for a 100% hygienic waxing procedure.
- Compact and convenient wax heater designed for small areas hair removal procedures.
- Ideal for beauticians who perform mobile waxing services at customer's home (easy transportation and storage).



#### The kit contains:

- 1 wax heater
- 1 power cord
- 1 removable aluminium capsule (already inserted in the wax heater)
- 2 bags of film wax in granules
- 2 sachets of cosmetic talcum powder
- 1 bottle of "pre wax gel"
- 1 bottle of "after wax emulsion retardant effect"
- 20 disposable wooden spatulas "medium"
- 10 disposable wooden spatulas "eyebrows"
- 1 instruction leaflet
- 2 sachets of "wax warmer cleaning wipes"

#### Italwax Solo refills available:

- Removable aluminium capsules
- Wooden waxing spatulas "eyebrows" and "medium"
- Glowax "Cherry Pink" film wax 400 g (14.10 oz.)



# Italwax Top Line

NEW LOOK

## Film Wax Italwax Top Line

**Created for hair removal on delicate areas (bikini, face, armpits)**

Premium level synthetic polymer wax (SP Wax) is intended to be used for hair removal on delicate areas (bikini, face, armpits). Wax is free of natural pine resin, does not cause any allergy reaction and melts at low temperature (about 38 °C). Due to its extra flexibility wax cannot be broken and does not create any stretchy threads. Film wax is appropriate for removal, whatever the hair coarseness and length. It's applied with the wooden spatula without regarding the hair growth direction, removal without the strips.

Hot film synthetic resin Italwax Top Line wax is formulated for sensitive skin prone to allergies. It is presented in a new ziplock bag, protecting the wax from dirt.

Product forms: granules sack 750 g / 26.45 oz. / 1.65 lb.

Italwax®  
**TOPline**  
FOR SENSITIVE SKIN



Premium level synthetic polymer wax (SP Wax) is intended to be used for hair removal on delicate areas (bikini, face, armpits). Wax is free of natural pine resin. Does not cause the allergy.

Orchid

Pink Pearl

Crystal

Coral



## Liposoluble synthetic warm waxes

**Created for hair removal on big areas (arms, legs, back)**

Premium class wax has synthetic composition, excluding allergy reactions on sensitive skin. The innovative wax formula allows it to capture very short hairs with a length of 1 mm and, when used correctly, remove even very stiff after-shave hair. **The wax in the cartridges does not leak in any position.**

Product forms: cartridge 100 ml and cans 800 ml.

Melting temperature 37 - 39 °C.

\* - The wax contains essential oil.



Coral

Orchid\*



Magnolia\*

Pearl

Argan\*

Italwax  
**NIRVANA**  
SPA WAXING EXPERIENCE



## Aromatic SPA waxing with oil “Nirvana”

is an innovative way to remove hair, a luxurious treatment with total skin care.

Aromatic SPA waxing line Nirvana includes hot film and warm waxes, as well as special cosmetic oils for skin care during the hair removal procedure. Aromatic SPA procedure consists of several steps. At each step, certain products are used that perfectly complement one other and provide comprehensive skin care. Light the aromatic candle before the procedure. This amazing candle is made of solid natural oil. When heated, the candle gradually melts and turns into a warm liquid oil with the incredible Sandalwood or Lavender aroma. Exquisite aroma slowly fills the beauty parlour, bringing positive emotions and helping to relax.

- Apply pre-waxing oil to previously cleansed and prepared skin with light massage movements prior to hair removal procedure. Natural cosmetic oil provides gentle skin care, perfectly removes dryness and flaking and restores skin tone. The essential oil sensual aroma benefits general body state, relieves tension and stress, and has a relaxing effect.
- The next step is waxing. Heated warm or hot film wax, is applied on top of pre-wax oil. The spatula glides incredibly smooth on the skin surface and wax perfectly removes short and coarse hairs in any areas. The wax, while applied on top of the oil, enhances its nourishing and healing effect. The combination of essential oil aromas, contributes to further relaxation.
- At the end of the procedure the warm oil is treating the skin, being poured from the melted candle. The oil silky texture gently coats the skin, being absorbed quickly. It perfectly restores skin, leaving it pleasantly perfumed. After this procedure, the skin retains exceptional smoothness for a long time and has a well-groomed appearance.

Aromatic SPA-waxing “Nirvana” is a new word in cosmetology.

Lavender  
Line

Sandalwood  
Line



The SPA line “Nirvana” is formulated in two different versions with sensual Sandalwood and Lavender aroma.

The exquisite perfume slowly fills the beauty parlour, bringing positive emotions and helping to relax.

### Pre-wax oil Lavender / Sandalwood

Light natural oil made from herbal ingredients, gently prepares the skin for the waxing procedures and guarantees easy wax applications for an aromatic SPA waxing procedure. It nourishes and regenerates the skin, leaving it silky and well-groomed after the hair removal procedure. Due to the oil content, it has antiseptic, healing and relaxing properties. The calming aroma turns waxing into an exquisite SPA treatment.

Product forms: bottle 250 ml

### Premium SPA Warm Wax Lavender / Sandalwood

Innovative aromatic warm wax for hair removal with pre-waxing oil. It is used to wax large surfaces (legs, arms). The wax is applied with the wooden spatula and it is removed with strips for depilation. Warmed up wax has a pronounced aroma, perfectly removes hairs of any type and does not leave the skin sticky. The oil applied before the warmed up wax creates a relaxing effect, has a skin caring effect: softens and smoothes the skin, prevents skin flaking. The wax is especially recommended for dry and sensitive skin. The result of the procedure is clean, smooth, well-groomed skin for a long time.

Product forms: can 800 ml

### Premium SPA Hot Film Wax Lavender / Sandalwood

An innovative synthetic wax formulation with Lavender or Sandalwood oil for an aromatic SPA waxing procedure. The wax is created to be used with pre-waxing oil specifically to remove hair in delicate areas (armpits, bikini) and can be also used on bigger areas (legs, arm, back). The wax effectively removes short previously shaved hairs, and the aromatic oil protects, moisturizes delicate skin during the procedure and creates a relaxing effect. Warmed up wax has a pronounced aroma, it enhances the caring oil effect, which ensures the smoothness and softness of the skin after the waxing procedure.

Product forms: granules sack 1000 g

### Aromatic candle Lavender / Sandalwood

Aromatic candle “Nirvana” is made of solid natural oil. When heated, the candle gradually melts and turns into a warm liquid oil with the amazing aroma of Sandal or Lavender. Exquisite fragrance slowly fills the beauty parlor, evoking positive emotions and helping to relax. After the hair removal, the melted oil is applied to the skin with light massage movements. The oil silky texture gently coats the skin, getting absorbed quickly, perfectly moisturise it, leaving a pleasant aroma on the skin.

Product forms: 50 ml

# Why hot Film Wax?

Check out our tutorial videos at:

 <http://youtube.italwax.com/>



Hot Film wax is a new generation of hot (hard) waxes. Hot Film wax compared to hot traditional wax is more elastic, flexible, has a lower melting temperature and adheres better to hair.

## Why should you choose Italwax?

- Lower temperature: Italwax melts at 41 °C, which is very close to normal body temperature, so it never burns the skin.
- Unlike any soft wax, Hot Film wax sticks only to the hair, rather than the skin, reducing discomfort and pain during the procedures. This feature is extremely important for face waxing, where excessive skin tension can cause wrinkles to appear prematurely.
- Hot Film wax sets up quickly and speeds up the procedure, but remains elastic even after it solidifies. Its application does not break in the middle during removal.
- Hot Film wax is applied regardless of hair growth direction. The wax will remove the hair from the roots due to its extensive grip, no matter which direction it is applied.
- The elasticity of Hot Film wax can follow the body's curves and removes all the hair in delicate areas with 100% effectiveness during one application.
- Italwax Hot Film wax is applied in a very thin layer, saving wax waste.

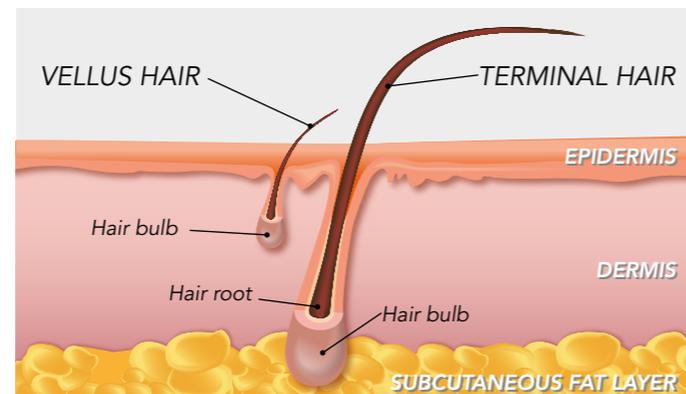
## Why Hot Film wax only for face, bikini, underarms and trunk area?

The hair consists of a visible part that is above the skin and a lower part that is called the follicle or the root of the hair. There are up to 5 million follicles capable of producing different hair on the human body. There are two main types of hair. Most of the hair that covers the human's body are tiny and colorless. Those hairs are called Vellus and they help to regulate body temperature. The Vellus hair root is located close to the surface and has a small bulb. The ones located in several areas like scalp, eyebrows, eyelashes, beard,

underarms, trunk, and bikini are thicker, longer and pigmented and are called Terminal Hairs. The bulb of Terminal Hair is located much deeper in the skin and its bulb is much bigger compared to Vellus Hairs.

Terminal hair is removed exclusively with Hot Film wax. The application of Hot wax forms a thin film on the skin surface and sets up in 4-10 seconds. During this time, the skin gets warm, pores open, and the hair becomes softer and more supple. It is easier to pull the hair out with the root, without breaking it off, if the pore is open and hair muscle is relaxed. The effectiveness of the procedure is better if Hot Film wax is used in the Terminal Hair areas.

Knowledge of the structure of the hair and the stages of its growth, are necessary for professionals to correctly approach the waxing procedure and to choose the proper wax and methods for hair removal.

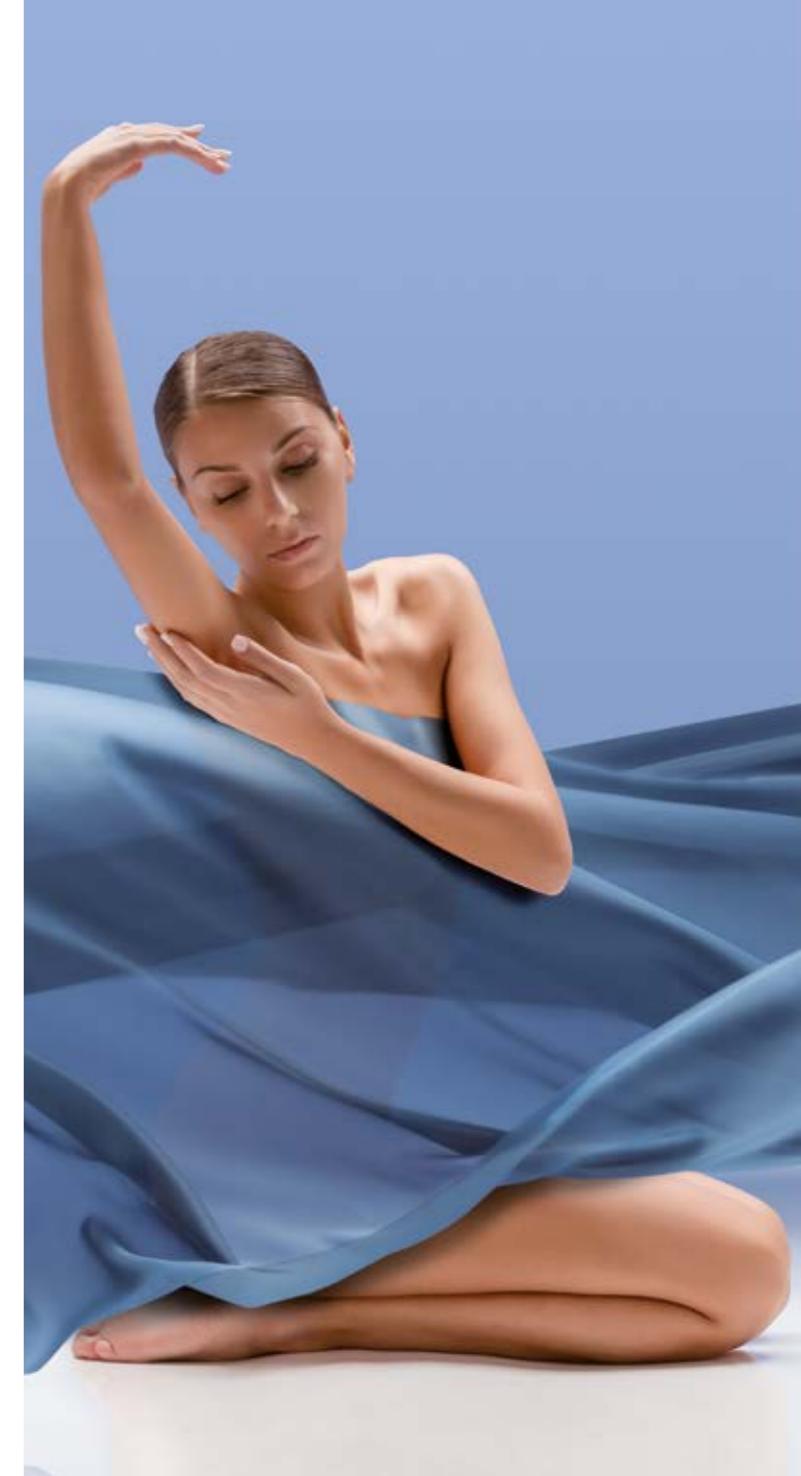


## The waxing procedure with Italwax Film wax:

1. Preheat wax to a working temperature of 40 / 45 °C
2. Treat depilation area with the with the alcohol based pre-wax lotion Aloe to degrease the skin and remove residues of cosmetic products.
3. Apply a thin layer of wax with spatula regardless of hair growth direction but towards you, leaving a small "lobe" which will later be used as a grip (for underarm depilation, apply in one application). **ATTENTION** - Do not rush during application, press spatula thoroughly with necessary force.
4. Wax will harden in 4-10 seconds. During this period wax will catch all hair completely (when touching and ready for removal wax should not stick to the hand).
5. Stretch the skin in the opposite direction from the tear-off, remove wax with fast movement away from yourself and parallel to the skin.
6. Repeat procedure on the next area .
7. Upon completion of depilation, treat skin with soothing, cooling, oil-free product Cooling Gel or Orchid Emulsion.

## Common mistakes:

- Wax stretches like caramel and is difficult to remove.  
**Reason:** wax didn't set up yet.  
**What to do:** put some talcum powder on the wax, wait 2-3 seconds and remove.
- After wax removal some hairs remain.  
**Reason:** the wax was not applied strongly enough with the spatula so the hair didn't get adequately attached.  
**What to do:** apply the wax on the remaining hair. Push in wax stronger, while pressing the spatula to the area of hair removal.
- The wax does not harden.  
**Reason:** too thick layer of wax.  
**What to do:** carefully "smudge" the deposited application on a larger surface. Next time apply thinner layer of wax.
- The edges of wax application remain on the skin after removal.  
**Reason:** uneven application of wax.  
**What to do:** create an even layer of wax in the middle and on the edges.



# Italwax Full Body Wax

## Hot Film wax and Pre Wax Oil

Italwax Full Body Wax luxury edition with its special formula allows unwanted hair removal throughout the body, including delicate areas.

Golden in color splendid wax for luxurious depilation procedure. Due to its special composition, Italwax Full Body Wax works perfectly with the Italwax Full Body Oil, that protects the skin during the hair removal, leaving it silky and well-groomed after the procedure.

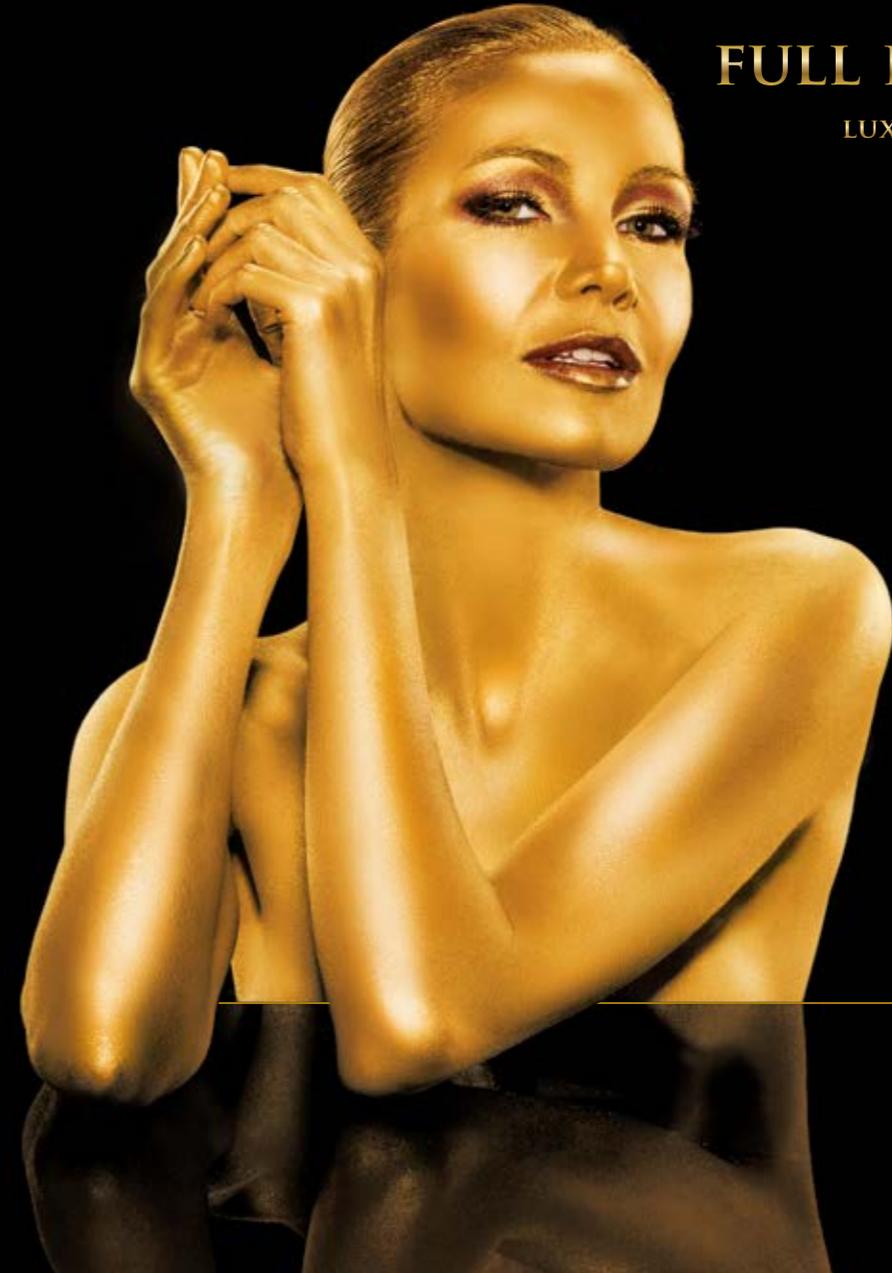
The wax is distinguished with extra softness and plasticity, which provides it an advantage for larger applications throughout the body. Using a special spatula, the wax is easily applied on a large surface, forming an elastic film. It is removed as a film and it never breaks.

The wax doesn't leave any stickiness on the skin. It removes the thick and previously shaved hairs efficiently and painlessly from any body area. Wax is hypoallergenic, does not contain components, that can cause allergy or irritation, suits perfectly for sensitive skin.

Product sizes: granules sack 1000 g / 2.2 lb  
oil bottle 250 ml / 8.45 us fl.oz.



Italwax®  
**FULL BODY WAX**  
LUXURY EDITION



# Hot Film Wax Italwax

For hair removal on delicate areas (underarms, bikini, face)

Italwax Film Wax is a new generation of stripless waxes.

Due to the addition of specific components, wax has unique properties and advantages:

- Film Wax has lower melting temperature 40 - 45 °C
- Film Wax completely provides the relief of depilated area, catches all hair close to the skin surface which allows hair removal from hard-to-reach areas on the first try
- Applied in a thin layer using the spatula regardless of hair growth direction
- Film Wax application can't be broken during removal
- Film Wax sticks only to the hair and not to the skin, reducing pain and skin irritation during the procedure

- Film Wax due to its long setting up time (5-12 seconds) warms the skin, and removes even short and coarse hair
- Film Wax is removed as a film, depilates all the hair with roots, does not leave any broken hair, irritation or redness
- The number of applications to a treated area is 3 times less compared to traditional hot wax
- Significantly reduces depilation procedure time
- 38% more economical in use, comparing to classic hot wax

Product sizes: granules sack 100 - 500 - 1000 g / 0.22 - 1.1 - 2.2 lb

## NEW DESIGN



Rose

Transparent Film wax. Applied in a thin layer, removed as a film. Characterized by a long setting up time which allows even the inexperienced cosmetologist to thoroughly apply on depilation area, allowing enough time to correct mistakes prior to wax hardening. Effective for removal of coarse and short hair. Ideal for underarms, bikini and face areas. Setting up time 10 - 12 seconds.



White Chocolate

Medium dense wax with titanium dioxide. Characterized by high plasticity which does not create stretchy threads. Does not leave irritation or redness on the skin. Effective for removal of coarse and short hair. Has slight vanilla aroma. Setting up time 6 - 7 seconds.



Azulene

Transparent Film wax. Applied in thin layer, removed as a film. Characterized by short setting up time which allows experienced cosmetologist to perform depilation procedure with a tight work schedule. Effective for removal of coarse and short hair. Ideal for underarms, bikini and face areas. Setting up time 3 - 4 seconds.



Plum

Medium thickness wax with titanium dioxide. Characterized by high plasticity and does not create stretchy threads. Creamy, scented wax with a slight fruit aroma. Effective for removal of coarse and short hair. Ideal for underarms, bikini and face areas. Setting up time 6 - 7 seconds.



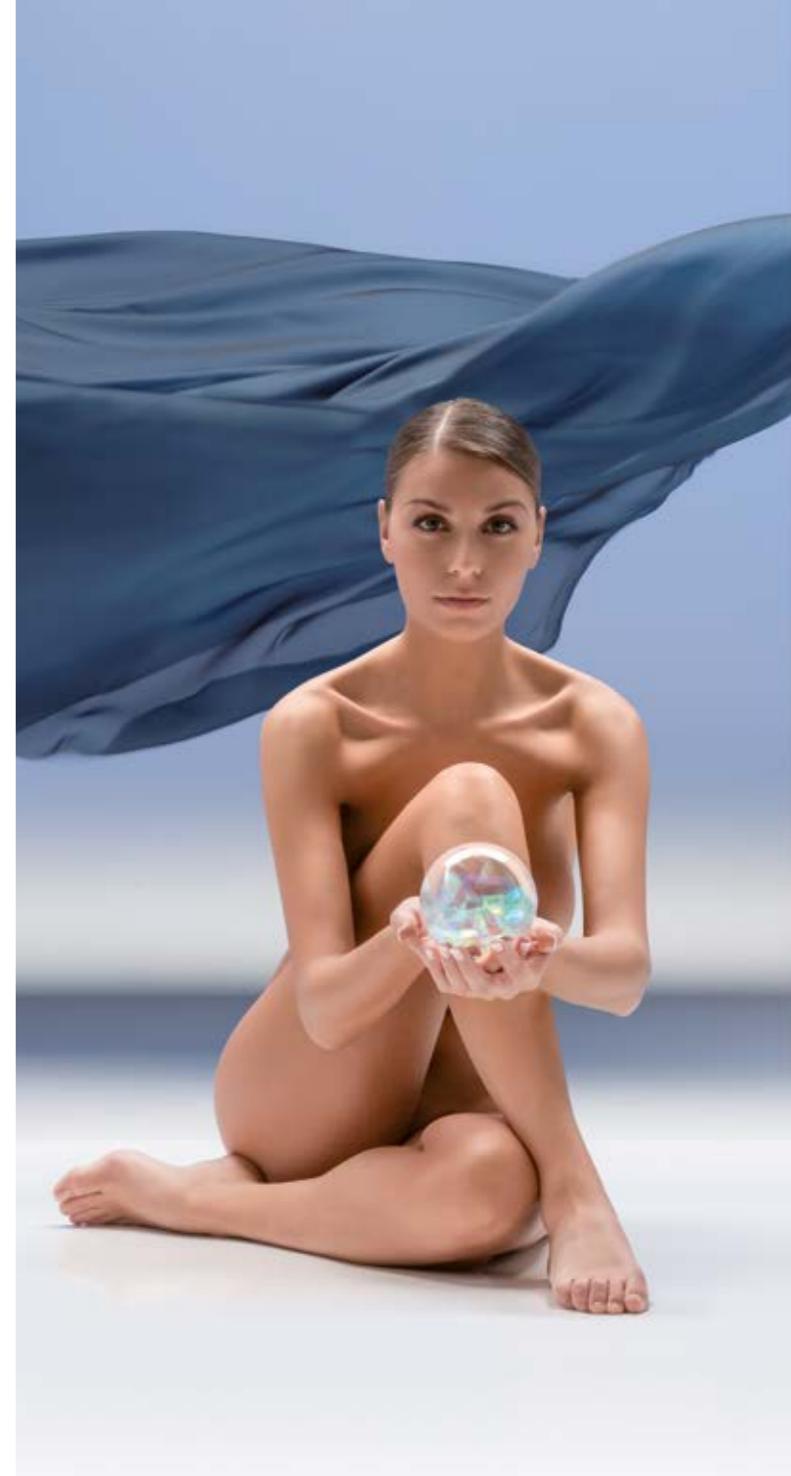
Natural

Transparent wax with the special delicate formula for sensitive areas. The wax follows the body curves and easily captures the short and coarse hair on uneven surfaces. While applying, the wax temperature is very low, which makes it ideal for sensitive skin in delicate areas. Setting up time 6 - 10 seconds.



Pour Homme

Unique composition of wax for men made especially for men depilation. Provides maximum adherence of wax with thick men's hair. Wax easily removes 100% of unwanted hair with only one application and the minimum of pain during the procedure. Doesn't damage the skin. Applies with a spatula regardless of hair growth direction. Suited ideally for terminal hair waxing on the face and neck, for trimming of beard, moustache, brows, and hairline. Setting up time 6-10 seconds.





Format: 500g / 1.1 lb

*Just be yourselfie*

**Delicate hot film wax for face with Oils Complex.**

**Perfect for:**

- Eyebrows
- Upper lip
- Sideburns / Temporal area



Innovative "Selfie" wax formulation was created specifically to remove unwanted hair on the sensitive face skin. Wax "Selfie" is formulated resin-free and is created to remove hair on the sensitive skin of the face. Natural oils complex in wax composition cushions wax effect on face, creates maximum protection and extra comfort during the procedure. Wax does not burn and does not injure delicate skin, it does not leave redness even on thin and sensitive skin. The working temperature of the wax is 38 °C.

*Selfie* WAX

Be the best version of you



# Liposoluble Flex Wax

Created for hair removal on big areas (arms, legs, back)

Perfect mix of natural resins with innovative components.

Italwax Flex wax has very high plasticity, is applied in a thin layer with a spatula (or roller) on big surfaces. After solidification, the wax forms a thin film on the skin, which grabs all the hair (especially while working with the spatula) and guarantees firm adhesion with a depilation strip.

- Flex wax removes 100% of hair, without breakage.
- Flex wax doesn't leave a sticky feeling on the skin.
- Flex wax significantly reduces pain from the depilation process.
- Flex wax is suitable for all hair types, from fine to coarse.

The melting temperature of Flex wax is 37/39 °C.

Product forms:  
cartridge 100 ml / 3.5 oz  
cans 400 ml and 800 ml / 14 oz and 28 oz

\* The wax contains essential oil.

## Amber



## Rose Oil\*



## Raspberry\*



## Oud



## Wine



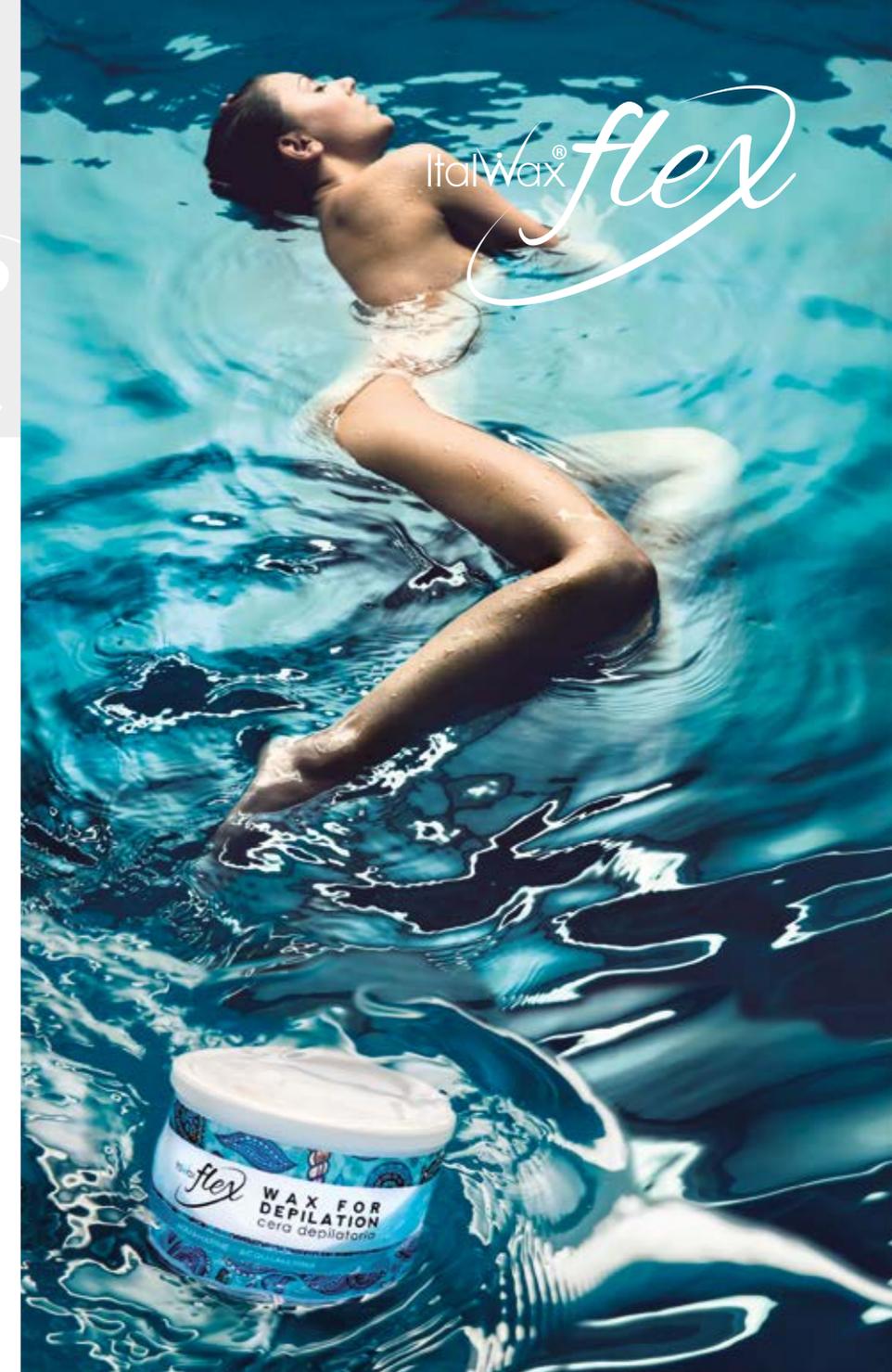
## Algae



## Aquamarine



Special type of wax, created for depilating thick and strong hairs. It has sensual Arabic aroma. Removes even very coarse, short and dark hairs. Aromatic composition, based on the Oud tree resin essence, provides strong relaxing effect, relieves the stress. Oud wax is used for hair removal during the SPA and aroma therapy.



ItalWax® flex



# Classic liposoluble warm waxes

Used for depilation of large areas (arms, legs, back)

Transparent waxes

Created for removal of thin, light hair, characterized by great adhesion, applied in thin layer and effectively remove hairs.

Melting temperature: 40 °C.

Product forms:  
cartridge 100 ml / 3.5 oz  
cans 400 ml and 800 ml / 14 oz and 28 oz



# Classic liposoluble warm waxes

Used for depilation of large areas (arms, legs, back)

Medium density waxes

Created for removal of medium-coarse hair, contain Titanium Dioxide for better adhesion of wax with hairs, non-transparent, well visible on skin.

Melting temperature: 40 °C.

\* - Scented wax.

Product forms:  
cartridge 100 ml / 3.5 oz  
cans 400 ml and 800 ml / 14 oz and 28 oz



Honey



Aloe Vera



White Chocolate\*



Banana\*



Azulene



Natural



Coconut\*



Zinc Oxide

# Classic liposoluble warm waxes

Used for depilation of large areas (arms, legs, back)

High density waxes

Suitable for removal of short, coarse hair. High content of Titanium Dioxide. Advanced adhesion. Effective for removal of short and coarse hair.

Melting temperature: 40 °C.

\* - Scented wax.

Product forms:  
cartridge 100 ml / 3.5 oz  
cans 400 ml and 800 ml / 14 oz and 28 oz



Strawberry\*



Rose



Lemon



Olive

## Hair removal procedure for liposoluble waxes Italwax

1. Preheat wax in melter up to 40 °C degrees temperature.
2. Treat depilation area skin with pre wax lotion.
3. Keeping the cartridge inside the wax melter roll the preheated cartridge with wax along the depilation stripe. Make sure that wax is warm enough.
4. Apply wax onto the treated skin area toward hair growth direction.
5. Apply the stripe while keeping the end of the stripe in a wax-free area.
6. Thoroughly press the stripe to the skin.
7. While holding the free end of the stripe remove the stripe with fast movement in direction against hair growth and parallel to the skin.
8. Repeat procedure at the next section. Apply wax on the same section not more than two times.
9. On completion of the procedure remove residues of stickiness and wax using after wax lotion.

## Most common mistakes during depilation with warm waxes:

1. Wrong application against hair growth direction and wrong removal along hair growth direction, which results in failure to remove hairs from skin.
2. Tearing the stripe off perpendicularly to the skin leads to appearance of hematomas.
3. Multiple wax application onto the same section leads to damage of the top epidermis layer.

## Contraindications:

Acute and chronic diseases of the skin in place depilation.  
Varicose veins on the site of the procedure.



# Sugar Paste

Sugar Paste is a new, absolutely hypoallergenic product created in accordance with the traditional recipe "nothing extra": contains only sugar and corn starch.

Water soluble Sugar Paste does not contain citric acid – the main ingredient causing allergic reactions. The paste has a unique consistency, very plastic and soft but at the same time does not melt or spread which provides a convenient working process.

Product sizes:  
cans 600 g and 1200 g / 21.16 oz and 42.33 oz



Sugar Paste Ultra Soft

Paste has a very soft consistency. It is suitable for depilation in the cold season on big surfaces (hands, legs), and especially on dry skin areas. Sugar Paste works well with the strips and spatula technique. Can be used without pre-heating.



Sugar Paste Soft

A soft consistency paste. Created for hair removal procedures in cool, air-conditioned spaces. Used for large areas (legs, arms) and suitable for manual and strip technique.



Sugar Paste Strong

A medium density paste. Created for hair removal procedures in warm/hot seasons. Used for depilation of high temperature and moist skin areas. Suitable for manual technique.



Sugar Paste Extra Strong

A high density paste. hair removal procedures in hot seasons, in poorly air-conditioned spaces, and used for depilation in high temperature body areas. Suitable for manual technique.

## «Organic» Line: Sugar Paste with natural extracts for depilation

«Organic» Line performs sugar paste with natural components for skin-care. Moisturizing effect of Aloe Vera, regenerating and recovering action of propolis and honey convert depilation into sophisticated SPA treatment for demanding clients. Sugar paste is easy to heat in microwave.

Product sizes: jar 750 g / 26.45 oz



Sugar Paste with Aloe Vera

Paste with the dense consistency is very flexible. Suits for manual technique. Includes Aloe Vera extract that is well-known as a good moisturizing component. Paste Aloe Vera perfectly removes short and course hair, especially in delicate areas. Skin stays moisturised and smooth. The effect lasts for 4 weeks.



Sugar Paste with Propolis and Honey

Paste has a soft consistency. It is meant to be used in strips technique. Paste can be quickly heated in microwave. Efficiently removes hair on the big areas (arms, legs). Paste composition includes propolis and honey extracts, which take care of skin during depilation, providing regenerating and nutritious effect, also has delicate pleasant flavour.



# Pre wax treatments

Pre waxing treatments are dedicated to cleaning the skin and preparing it for the procedure. Non-oily lotions degrease the skin, improving the wax grip to the hair. Pre wax oils are conditioning and protecting the skin during the waxing procedure.

1. Cosmetic Talc and Menthol Cosmetic Talc (3 - 50 - 150 g / 0.11 - 1.76 - 5.3 oz.)
2. Pre wax lotion "Aloe" (100 - 250 - 500 ml / 3.38 - 8.45 - 16.9 us fl.oz.)
3. Pre wax Gel (100 - 250 ml / 3.38 - 8.45 us fl.oz.)
4. Pre sugaring foaming lotion "Vanilla" (200 ml / 6.76 us fl.oz.)
5. Pre wax foaming lotion Top Line "Lime" (200 ml / 6.76 us fl.oz.)
6. Pre wax oil Italwax Nirvana "Sandalwood" (250 ml / 8.45 us fl.oz.)
7. Pre wax oil Italwax Nirvana "Lavender" (250 ml / 8.45 us fl.oz.)
8. Pre wax oil Italwax Full Body Oil (250 ml / 8.45 us fl.oz.)



# After wax treatments

After wax treatments take care of skin after the procedure. Oils are moisturising and removing wax residues from the skin surface after waxing with strips. Non-oily gels and emulsions are soothing the skin and slowing down hair growth after hot film wax procedure.

9. After wax Lotion "Orange" (100 - 250 - 500 ml / 3.38 - 8.45 - 16.9 us fl.oz.)
10. After wax Oil "Mint" (100 - 250 - 500 ml / 3.38 - 8.45 - 16.9 us fl.oz.)
11. After wax Oil "Lemon" (100 - 250 - 500 ml / 3.38 - 8.45 - 16.9 us fl.oz.)
12. After wax Oil Top Line "Argan" (250 ml / 8.45 us fl.oz.)
13. After wax Lotion "Azulene" (100 - 250 - 500 ml / 3.38 - 8.45 - 16.9 us fl.oz.)
14. After wax Cooling Gel (100 - 250 ml / 3.38 - 8.45 us fl.oz.)
15. After wax emulsion hair growth retardant "Orchid" (100 - 250 - 500 ml / 3.38 - 8.45 - 16.9 us fl.oz.)
16. After sugaring fruit water "Citrus" (250 ml / 8.45 us fl.oz.)



## Ingrown Hair Therapy

17. Concentrated Lotion  
100 ml / 3.38 us fl.oz.
18. Active Paste  
50 ml / 1.69 us fl.oz.



17

18

# Italwax Miraveda

Miraveda Italwax is a line of scrubs and body lotions created for professional and home use skin care

**Miraveda Italwax scrubs** are made with high-quality natural oils and contain fully natural abrasive components. The scrubs wonderfully cleanse the skin, peel off keratinized cells, contribute to intense renovation, moistening and nourishment of the skin. Regular use will make your skin smooth, supple and glowing.

The scrubs are a relaxing and revitalizing part of any great manicure or pedicure procedure and the skin exfoliating is an essential point in preventing ingrown hairs between waxing procedures.

**Miraveda Italwax lotions**, made with high-quality natural oils, are splendid hands, feet and body skin treatments. Thanks to moisturizing and nourishing components, the lotions perfectly smooth and soften the skin, eliminating its tightness, dryness and flaking. Light lotions texture is letting it absorb quickly without leaving a greasy film on the skin. Thanks to Miraveda Italwax cosmetics, the skin acquires a healthy and well-groomed appearance.

Product forms:  
scrubs 250 - 500 ml / 8.45 - 16.9 us fl.oz. - lotions 250 ml / 8.45 us fl.oz.



## SEA SCRUB - Dedicated to feet care

**Formulated with marine salt.**

"Sea" is a powerful scrub perfect for pedicure. Marine salt abrasive particles are large enough to exfoliate areas with thickened skin, like heels or feet soles, fighting calluses. Sea salt also has natural antibacterial, antifungal and antiviral properties, making salt scrubs a good choice for feet.

The natural oils complex nourishes and soothes the skin, conditioning it and giving it healthy glow.

## TROPIC SCRUB - Dedicated to body care

**Formulated with coconut shell abrasive particles.**

"Tropic" is a soft emulsifying scrub for all body skin care. It contains tiny exfoliating particles of coconut shell to gently remove dry dead cells, restoring a healthy vibrant glow to the skin. This soothing scrub includes an attractive scent and will leave the skin feeling ultra-soft and velvety smooth.

## TROPIC LOTION - Dedicated to skin care

**Active lotion.** Thanks to the enriched with Monoi de Tahiti composition, it perfectly moisturizes the skin, eliminates dryness and skin flaking. Due to the content of jojoba seed oil, it deeply nourishes the skin and leaves a sweet aroma.

## Scrub ALMOND and CITRUS: made with coconut oil

*Italwax chemists created an impressively nourishing formulation made of top quality 100% natural solid coconut oil.*

*Natural coconut oil has a solid consistency, but it easily melts on skin at the temperature 36.6° C. Coconut oil is famous for its moisturising, nourishing, anti-inflammatory, antibacterial and intensive wound healing properties.*

*Coconut oil in scrubs composition coats abrasive fractures, providing a very delicate skin exfoliating effect. It can be used for massage procedures, SPA manicure, SPA pedicure, paraffin therapy, body wraps. Recommended for home use as well.*

## How to use

*Apply the necessary amount of scrub to moist skin and wait 10-20 seconds for it to soften, then spread it over with light massaging movements. Rinse with warm water. If you want to quickly warm up the scrub, place a closed jar under a stream of hot water.*



## ALMOND SCRUB - Dedicated to hands care

**Formulated with 100% natural solid coconut oil and almond oil.**

"Almond" is a delicate scrub for hands. Tiny particles of sea salt and sugar peel and remove pollution from skin surface. Thanks to the sweet almond oil in scrub composition, it is loaded with natural vitamins and minerals. Its' restorative, antioxidant and nutritive qualities are ideal for skin treating. Features a blend of coconut oil, jojoba oil and shea butter to stimulate regeneration and produce anti-oxidant effect.

## ALMOND LOTION - Dedicated to skin care

**Moisturizing lotion.** Sweet almond oil as an active ingredient provides restorative, antioxidant and nutritive care for skin treating. Ideal for excessively dry and weather-beaten hands skin. If used regularly, it unwrinkles and evens out the skin tone.

## CITRUS SCRUB - Dedicated to hands care

**Formulated with 100% natural solid coconut oil and lime peel oil.**

"Citrus" is mild scrub for manicure. Sugar cane particles, due to their less abrasive nature, can be used on sensitive areas, such as the top of the hands. Citrus essential oils tonifies the skin. The scrub deeply moistens and nourishes thanks to coconut oil, shea butter and jojoba seed oil.

## CITRUS LOTION - Dedicated to skin care

**Gorgeous lotion.** Citrus essential oils tonify the skin. It restores radiance, smoothing irregularities, and may eliminate minor imperfections. The lotion is absorbed quickly, with no greasy effect. Lime peel oil provides a fresh aroma, which stays on the skin.

# Heaters

Our exclusive range of heaters includes a wide variety of equipment and represents the perfect choice for beauticians worldwide.

With Italtwax you can select your own waxing heaters based on your needs and working volume.

## Heaters for cartridges



**NEW**

CARTRIDGE HEATER WITH THERMOSTAT

- Allows to quickly and evenly warm up the roll on (100 ml) and maintains the temperature in a pre-set range (30-100 °C)
- Eliminates the risk of wax overheating



Free

Aurora

Shape

Easy Single

Easy Single with base

Easy Double with base

Easy Triple with base

# Italtwax Monouso

Italtwax offers a wide range of high-quality waxing disposable accessories to ensure a completely secure and hygienic hair removal procedure for your customers.



**NEW**

SPATULA DISPLAY

Elegant spatula holder, branded Italtwax. Suitable for all types of spatulas, it will be your best ally for any waxing procedure.



Eyebrows spatulas

Face medium spatulas

Face small spatulas

Standard spatulas

Full Body spatulas

Container for film wax heating

Paper rings for cans

## Heaters for cans



Liberty

Yorkma 400ml

Yorkma 800ml

Double tin

Combined

Heater for paraffin



Wax equipment cleaner



Strips in roll 100 mt



Strips in roll 50 mt



Pre-cut strips in roll



Depilatory strips

# Marketing material

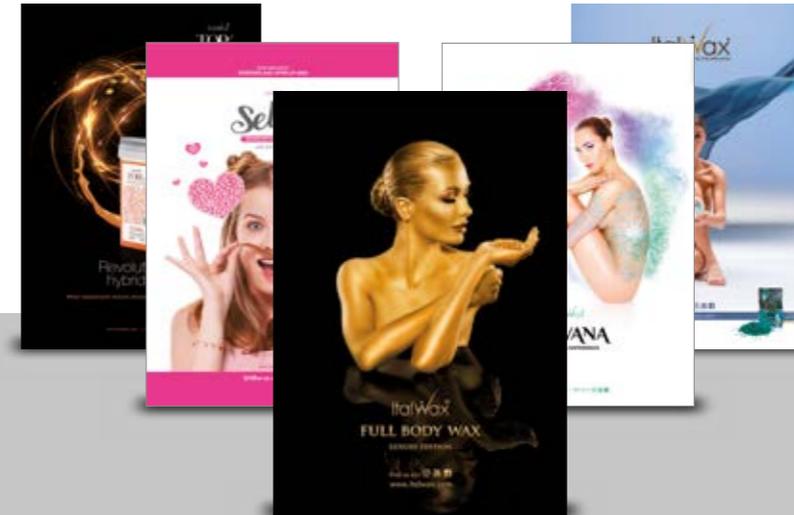
The original Italwax marketing materials are available for orders with local Italwax distributors. We only select high-quality materials for our gadgets and eye-catching designs. Using Italwax branded advertising products will increase brand awareness among your customers and enhance their loyalty towards you!



Apron



Tunic



Poster



Rollup



Paper shopping bag



Leaflet



Compact mirror



Pen



Catalogue

Filo Bianco S.r.l.

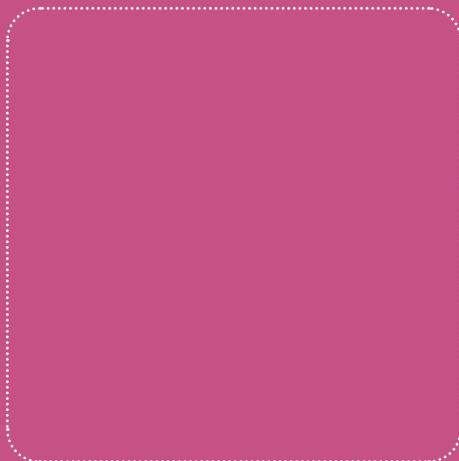
is present in 73 countries worldwide

 **Head Office:** Via Monte Bianco, 17 20833 Giussano (MB)  
ITALY • Ph. +39 0362 31 40 29 • info@italwax.it

 **U.S.A. Office:** ITALWAX LLC • 101 E Hallandale Beach Blvd  
Hallandale Beach, FL 33009 • Ph. +1 760-898-0442 (UTC -5)  
sales@italwax.com



- EEC: AUSTRIA BELGIUM BULGARIA CZECH REPUBLIC CIPRO CROATIA DENMARK ESTONIA FRANCE FRENCH POLYNESIA GERMANY GREECE HUNGARY IRELAND LATVIA LITHUANIA LUXEMBOURG MALTA NETHERLANDS POLAND PORTUGAL ROMANIA SLOVAKIA SLOVENIA SPAIN SWEDEN
- EXTRA EEC: ALBANIA ARAB EMIRATES BELARUS BOSNIA HERZEGOVINA BRAZIL CANADA CHILE EGYPT GEORGIA ICELAND ILE DE REUNION INDIA IRAN ISRAEL JAPAN KAZAKHSTAN KOREA KOSOVO KUWAIT LEBANON LIBYA MACEDONIA MALAYSIA MONTENEGRO MOROCCO MAURITIUS MEXICO MOLDOVA NEW CALEDONIA NEW ZELAND NORWAY PAKISTAN PALESTINE PANAMA RUSSIA SERBIA SINGAPORE SOUTH AFRICAN REPUBLIC SWITZERLAND TUNISIA TURKEY UKRAINE UNITED KINGDOM URUGUAY USA VIRGIN ISLANDS UK



YOUR LOCAL DISTRIBUTOR

ItalWax®

Filo Bianco S.r.l.

Via Monte Bianco, 17 · 20833 Giussano (MB) · ITALY · Ph. +39 0362 31 40 29 · info@italwax.it

[www.italwax.com](http://www.italwax.com)

