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For Immediate Release

Nad's Breaks Guinness World Record in Hair Removal

Nad's, the Australian company behind a range of depilatory products is celebrating an international record in hair removal set by company founder, Sue Ismiel, using Nad's Natural Hair Removal Gel, the world-famous hair removal product she invented in her kitchen 15 years ago.

Coming in at less than two 2 minutes per person, Sue waxed 32 pairs of male and female legs in an hour, breaking the record set in 2002 by English beautician Laura Mitchell who hot waxed 22 pairs of legs in an hour.

Sue Ismiel's record was filmed by Channel Seven's new 'Guinness World Record' television series, which will air this Sunday, July 3 at 6.30pm.

"I am delighted to have broken the record by such a convincing margin," said Sue after breaking the record.

"It highlights the fact that Nad's is the best way to remove unwanted hair. Not only is it fast, it's effective and it leaves skin smooth and hair-free for up to four weeks. And I've shown it only takes a few minutes!"

Nad's Hair Removal Gel is a natural product that can be applied without heating, simply melting with the body's own heat. Cotton backing strips are smoothed over the gel in the direction of hair growth and pulled back quickly to remove unwanted hair.

In addition to the original Nad's Natural Hair Removal Gel, the team at Nad's has developed a comprehensive range of pre and post hair removal products as part of the Nad's Hair Removal Cycle™, to use in conjunction with their innovative depilatory range.



Media Release