



Sugar Coated



The future of hair removal
and the ethical
alternative to waxing.

Our Story

Sugar Coated was founded by Rosie Khandwala. Rosie's story goes back to the shores of the Indian Ocean, on the north-east coast of Tanzania, where she grew up.

It was here that Rosie learnt 'sugar waxing', a gentle way of removing unwanted hair, which was the only form of hair removal used by everyone. Rosie was taught how to 'sugar wax' by her mother and older sisters. By working in her cousin's salon after school as a teenager, she learned the tricks and techniques for the best and gentlest results. When Rosie moved to the UK in 1987 with her young family, she wanted to start working as a mobile beauty therapist but to her amazement sugar waxing didn't exist, she couldn't find the product materials anywhere, so she started making her own!



Seeing an advantageous gap in the market,

Rosie and her husband Hafiz decided to introduce sugar waxing to the UK. They started manufacturing at home.

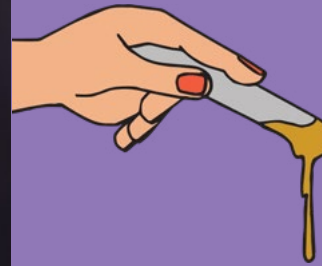


With the success of their small-batch retail product and a 'by chance' visit from none other than 'Anita Roddick' (Founder of The Body Shop), they became a supplier of this ethical, vegan hair removal brand for more than 18 years until global giant L'Oreal bought the company in 2006.



SUGAR
STRIP EASE

After The Body Shop Rosie and Hafiz launched Sugar StripEase their first retail brand. Sugar StripEase was launched in 2009 and was stocked with Ulta the US's fastest growing beauty retailer. Sugar StripEase was sold globally for 10 years until it was time for a fresh look and name.



Having quickly outgrown the kitchen they found premises nearby, where the sugar wax is still manufactured by Rosie and her family today. It is still a family-owned and operated business. Rosie was joined by her son Noor in 2019 and re-branded her business Sugar Coated.



100%
Natural

Their key aim is to continue bringing an ethical and eco-friendly alternative to traditional waxes to the mass market, with an approachable and easy-to-use product that is 100% Natural, ethically sourced, environmentally friendly, and cruelty free.



Eco
Friendly

Introducing

The Sugar Coated
Product range:

- > Ultra-effective hair removal treatment for unwanted hair
- > Genderless
- > Suitable for all body parts
- > Easy to use
- > Gentler on your skin than waxing and kinder to the environment.
- > Prevents ingrown hairs
- > Suitable for all skin types
- > Salon Quality Treatment at home
- > Suitable for pre-tanning or pre-tattoo preparation
- > Perfect for pre - Op preparation
- > 100% natural ingredients,



- > Made from just sugar and water no nasties
- > Water soluble making any mess easy to clean up,
- > Instantly biodegradable for safe and easy disposal,
- > The ethical and eco-friendly choice with reusable strips, and vegan and cruelty-free ingredients.

Pure Fine Talc



- Pre-use to dry the skin.
- Pharmaceutical grade.
- Free from titanium dioxide.
- Free from fragrance or perfume.

Soothing Mist



- Post-use to calm skin.
- Removes sticky residue.
- Formulated with Witch Hazel (to soothe the skin) and Bergamot (to nourish and moisturise).



Range continued...

*Treat every body part
with essential oils*



Lavender



Facial Hair Removal Kit includes Lavender essential oil. We have chosen Lavender especially for the face for its soothing effects, and Lavender is amazing for stopping inflammation and reducing redness and soreness

Calendula



Bikini Line Hair Removal Kit is designed to make your waxing experience as pain-free as possible. We have achieved this by adding Calendula! This beautiful essential oil will help soothe and calm your skin. It doesn't have a strong fragrance leaving the area feeling clean and natural.

Rosehip



Leg Hair Removal Kit contains one of our favourite essential oils, Rosehip! Its incredible properties help keep your skin nourished, moisturised, and it is known for reducing stretch marks making it ideal for legs.

Lemongrass



Underarms Hair Removal Kit has the added delectable scent of Lemongrass which not only smells fresh it has amazing antibacterial properties that will leave your underarms feeling smooth, clean and smelling great.

Proud to be:

Sugar Coated



Registered
as Vegan



Leaping
Bunny Certified



Made in the
UK



100%
Natural



Water
Soluble



Eco
Friendly



Fully
Recyclable



Fully
Biodegradable



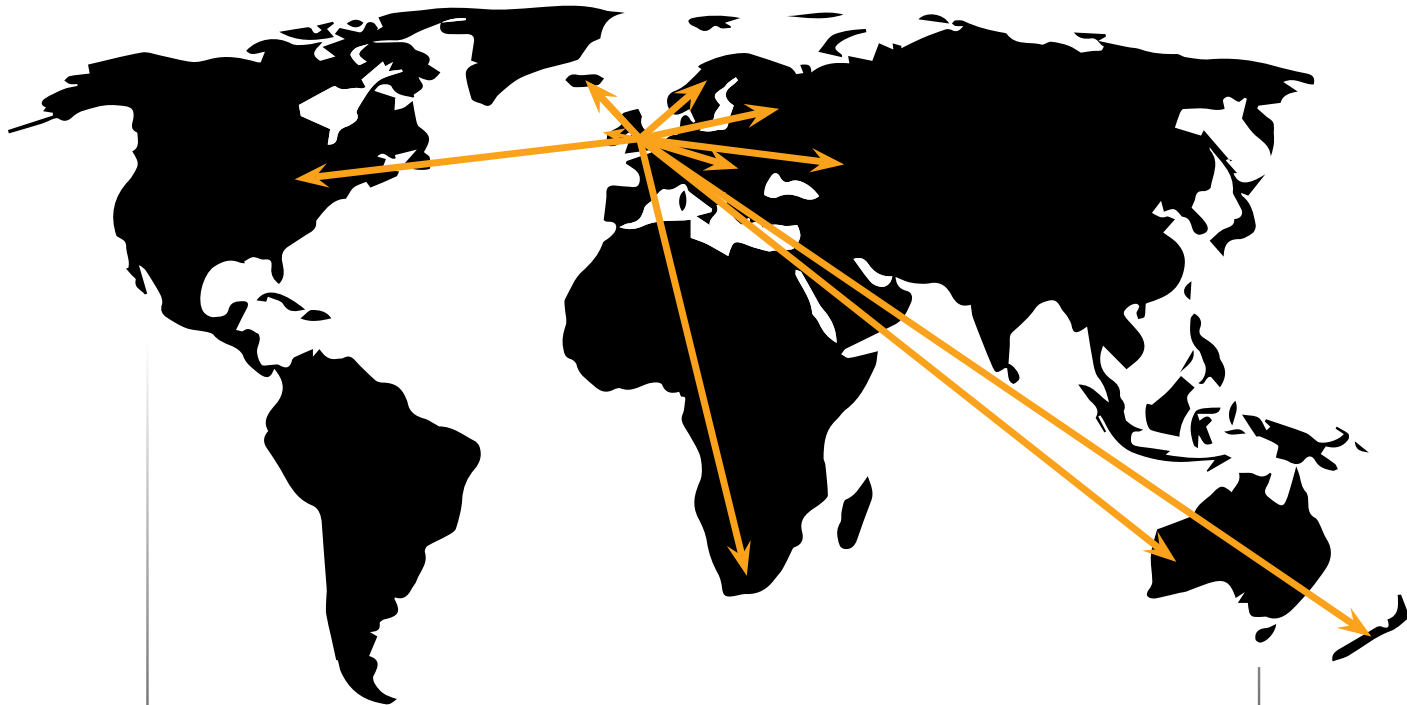
Washable &
Reusable Strips



Supporting
Bees

Global Reach

To Date...



Distribution in over 20 Countries spread across 4 Continents.

We are very close to expanding into South Korea and Middle East giving us a foot hold into Asia as well.

List of Countries Sold in:

Cyprus
Germany
Australia
Norway
Greece
France
New Zealand
Iceland
Czech Republic
South Africa
Croatia
Slovenia
Estonia
Denmark
Canada
Belgium
Netherlands
Luxembourg
Ireland
USA

Currently stocked in...

Sugar Coated

amazon
(Global in 15 countries)

JOHN
BEERENS
.COM

Etos

ORGANIC
SHACK

DOUGLAS

ocado

Adrian Dunne
pharmacy

MCCABES
PHARMACY

next
BEAUTY

LoveLula



INISH PHARMACY

Nourished Life

FEELUNIQUE

victoriahealth

Normal
Normal products. Abnormal prices

URBAN OUTFITTERS

Studio.co.uk

fashion
WORLD

freemans

JD·WILLIAMS

simply be.



Full Body

Sugar

ESTÉE LAUDER

Wax

Sugar Wax

All Things
Beauty

FOAM



What sets us apart

from our competitors?



Traditional waxes for at-home hair removal are created with only one aim, to remove the hair.

Because this is the only objective there is little care given to anything else. A regular wax is effectively designed to be a glue that sticks to the skin and will remove the hair from the root but also layer of skin with it!

At Sugar Coated we think hair removal should be about more than that.

We have created a product that is gentle on the skin and even acts as an exfoliant. Taking care of the skin is as important as removing the hair to prevent any further damage and side effects such as ingrowing hair. We are also firm believers in ethical and green beauty, values which are at the core of our company. This is why as a business we are 'Leaping Bunny Approved' and also registered with The Vegan Society.

We also ensure that all of our packaging is 100% recyclable and our removal strips can be washed and reused time and time again, reducing waste. Our sugar wax is biodegradable and made from sugar syrups only, so any wasted formulation doesn't damage the environment and won't end up in landfills.

gentle

ethical

green

recyclable

Market Competition



Brand	Sugar Coated	Nads	Parissa	Moom	Veet
Product	Full Body Hair Removal	Natural Sugar Wax	Warm Wax	Tea Tree Hair Removal	Oriental Wax
100% Natural	Y	Y	Y	Y	N
Made with Pure Sugar	Y	N	N	N	N
Suitable for All Body Parts	Y	N	N	Y	Y
Safe to use on Skin Tags and Healed Scars	Y	Y	Y	Y	N
Leaping Bunny Approved	Y	N	Y	N	N
Vegan Society Trademark	Y	N	N	N	N
Water soluble	Y	Y	N	Y	Y
Non-toxic for Waste Disposal	Y	Y	N	Y	N
15 Reusable Strips	Y	N	N	Y	N
Made in UK	Y	N	N	N	N
No Perfume	Y	Y	Y	Y	N
Uses Thickening Agent	N	N	N	N	Y
Unnecessary Ingredients	N	Y	Y	N	Y
Ingredients	Sucrose, Aqua	Sucrose, Aqua (Water), Phoenix dactylifera (Date) fruit extract, Mel (Honey), Acetum (Vinegar), Citrus limon (Lemon) juice, Caprylic/Capric triglyceride, Citric acid.	Sucrose, aqua, glycerin, chamomilla recutita, citric acid	"Chamomile Lemon Juice Tea Tree Oil Sugar Cane Water"	Sucrose, Aqua, Citric Acid, Parfum, Solanum Tuberosum Starch, Myrocarpus Fastigiatus Oil, Cedrus Atlantica Bark Oil, Citrus Aurantium Dulcis Peel Oil
Price£/100g	5,99	6,46	8,66	13,21	3,33

Social Media




 Followers
3,444

 Followers
2,309


Events

- > We work closely with our partners to create a 360 launch programme through PR and social media. A sample of tailored approach could be provided on request
- > To promote our launch with Next, Rosie ran a series of Zoom demonstration calls with press and influencers. They would be sent a kit and would wax along with Rosie, getting tips and advice along the way.
- > We work strongly with a number of micro influencers and we ask them to promote our launches.

 naturalbeautywithjo Message 👤 ⌵ ⋮

228 posts 11.6k followers 1,728 following

Jo | Skincare & Beauty
Digital creator
📍 LDN
🛠 Skincare | Wellness
❤️ #GlowWithJo
👤 Mrs B 🧑‍🍳
📧 hello@naturalbeautywithjo.co.uk
👤 jo_bushay
direct.me/naturalbeautywithjo

 glamoroustreasure Follow ⌵ ⋮

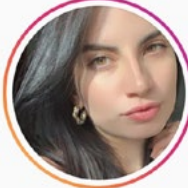
334 posts 20.3k followers 1,173 following

♡ MARIYA ♡
Digital creator
Skincare + Makeup + Reviews
+Beauty Blogger | Product Photography
+Enquiry ➔ glamoroustreasure1@gmail.com
+Pharmacist 📍 UK

 glitsandglaam Follow ⌵ ⋮

295 posts 21.7k followers 1,248 following

👤👤👤
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Beauty Blogger 🇬🇧
🔴 Makeup/Beauty/ Lifestyle
🔴 Products Shots/Videos
🔴 PR/Collab Friendly
🔴 Email:glitsandglaam@gmail.com

 anevgrung Follow ⌵ ⋮

2,082 posts 33.6k followers 4,295 following

Vanessa | Vintage & Aesthetics
Digital creator
dreamer 🌙🧘
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✦ social tips: @socialconvanessa
✉ anevgrung@gmail.com
20% off #vivaia: VAV
www.vanessaventuri.com

In-store pos

We have available POS and information leaflets are available on request



250ml Full Body Hair Removal Kit



200ml Leg Hair Removal Kit



200ml Facial Hair Removal Kit



200ml Underarm Hair Removal Kit



200ml Bikini Hair Removal Kit



200ml Tattoo Hair Removal Kit



Sugar Coated

100% natürlich veganes Zuckerwachs

Einfache Anwendung & Seidenweiche Ergebnisse



Rasierst Du noch?

Sugar Coated

100 % natürlich veganes Zuckerwachs

Einfache Anwendung & Seidenweiche Ergebnisse

PR and Marketing

SHOPPING with Alice Hinds



...No wardrobe is not a good selection of t-shirts, and we love this one.



...a brilliant brew. Made with broad and faba beans, Barney's Cool Beans IPA is gluten-free, vegan and totally delicious. **£1.49, Lidl**



...y in style. This natural oak table will make your dining room more like a Hollywood set. **£129, Next**



...happy homewares. Pop this bright cushion on your bed to wake up filled with cheer each morning. **£5, George at Asda**



...long-wear lipstick. Not even a face mask will smudge or smear it! Makeup's Infinitely Matte Lip Cream. **£20, Hunkage.com**



...lovely lace. Update your underwear drawer with a pretty, colourful set that will boost your mood – and confidence. **£15, knickers, £39, both doanlarsen.com**



...comfortable footwear. Show off your pedicure in show-stopping sandals, like this metallic pair from Birkenstock. **£73, Hgleaves.com**



...glowing skin. Toxane's AHA Cleansing Gel features glycolic acid, niacinamide, vitamin C and phytic acid, to deeply clean your face and neck, leaving your complexion looking brighter and more radiant. **£35, toxaneshop.co.uk**



...eco-friendly hair removal. Sugar Coated wax is made from natural sugar, which is biodegradable and water-soluble. Plus, each kit comes with reusable, reusable strips, so you can enjoy silky smooth skin without harming the planet. **£12.99, sugarcoatedhairremoval.com**

the Beauty edit

The vegan products you need on your radar this month



Sugar Coated
Leg Hair Removal Kit
£9.99, sugarcoatedhairremoval.com

Daily Mail



Elsa McAlonan's Beauty upgrades

Is there a pain-free way to wax your face?



YES, says Rosie Khandwala, founder of waxing brand Sugar Coated. But as the upper lip area is sensitive, it pays to wax carefully. 'Clean the upper lip thoroughly so there is no oil left behind from skincare products, as this will create a barrier between the hair and the wax,' she advises. 'Skin should be

dry, so it's good to apply a layer of talc as this will absorb any moisture. Use a cold compress afterwards.' **Sugar Coated Facial Hair Removal Kit With Lavender Essential Oil (£9.99, sugarcoatedhairremoval.com)** is especially suitable for sensitive skin; lavender is soothing and good for calming inflammation.

Women's Health

9 Best At-Home Waxing Kits, Plus, Your Expert Guide on How to Use Them

Smoothen skin for summer, anyone?

When it comes to at-home beauty treatments, waxing has got to be one of the most intimidating. While there's plenty of news with dying your hair and a bit of intensity with manicures, ripping hair from various parts of your body with a hot, sticky substance means that you've got the 'ouch' factor to contend with.

If you do want to use wax to get rid of any leg, pubic, facial or armpit hair, then, experts agree that it's crucial that you opt for the best at-home wax kit. Whether you're feeling a little rusty on the waxing front, or if you've never done it before, WH has rounded up the best pro DIY waxing products, from strips to sugaring kits.

We've also enlisted the help of Rosie Khandwala, beauty therapist and founder of sugar waxing brand **Sugar Coated**, who reveals everything you need to know about safe, effective DIY waxing.

What is the benefit of waxing?

Waxing involves pulling hair directly from the root. Repeatedly waxing an area and continuing every 4-6 weeks with your hair growth cycle can lead to hairs growing back softer, finer, and thinner, eventually leading to less hair growth,' says Khandwala.

But make sure you are pulling the hairs from the root, rather than breaking them. The best way to do this is by using a hot sugar wax, then you apply thinly so it adheres to hair and not the skin. Also, pull the strip in a quick flick motion in the opposite direction of hair growth, and parallel to the skin - this leads to less hair breakage,' she adds.

How can I prevent ingrown leg hairs when I wax at home?

'There are many steps that can prevent getting ingrown hairs: Exfoliating 48 hours before you wax and 24 hours after you wax if the skin isn't irritated. Don't wear tight clothes after waxing,' explains Khandwala.

What are the best at-home waxing kits?

1. Best sugar wax

'This sugar waxing product provides an ultra-effective hair removal treatment that is gentle on your skin and the environment. Made from just sugar and water, it is completely water soluble and biodegradable (no more messy strips, melting cups and clothes) and is non-toxic with our washable and reusable strips. You can use this on all parts of your body.'



Treat yourself to...

The weather may have been rubbish this summer, but our bright and fun must-have shopping picks will bring a little sunshine to your Sunday.

THE SUNDAY TIMES STYLE

Step away from the kitchen scissors! The expert guide to at-home beauty

TRY THIS
Sugar Coated Full Body Hair Removal Kit Vegan Sugar Wax, £15
Sugar wax is kinder to skin and many find it less painful. »



The Sunday Times Style – 1st FEBRUARY 2021

Featured: Sugar Coated Full Body Hair Removal Kit

Readership: 1,942,866



'BALM IS YOUR BEST FRIEND'
Jenna, 23, from Scarborough says: 'My mum Alison, 55, always told me to take a multi-use balm everywhere I went. She has a tube of **Elizabeth Arden Eight Hour Cream Skin Protectant, £26**. In almost every coat pocket, one in the car, one by the sink, one on her bedside table. Not only is it great for preventing chapped lips, but you can also put it on your cuticles, dry elbows and on your nose when you're struggling with a cold. Plus, it's a great lip or cream for small burns or cuts, and all a pinch you can even use a little bit of it as a highlighter or to help fix brows in place. Plus a tube lasts forever, so what may seem like a pricey purchase is actually really great value.'

'USE SUGAR PASTE TO DEFUZZ'
Riz, 53, from London says: 'In Islamic culture, it is etiquette to remove pubic hair at least once every 40 days. My mum Anwar, 76, always taught me that shaving hair from the delicate skin on my bikini line and underarms could cause irritation and redness, and to use a sugar paste mixed with lemon juice and sugar such as **Sugar Coated Full Body Hair Removal Kit, £12.99** to remove hair instead. Not only is it really efficient at removing fuzz, it also gently removes the top layer of dead skin cells, leaving skin feeling silky smooth and less prone to ingrown hairs.' »

INSIDER

I tested the most popular at-home waxing kits — here's how they compared, and which ones actually work

At-home waxing kits are a great way to achieve long-lasting hair removal at home. They offer affordable ways of body and facial hair in your own space, on your own time. These days, there are hundreds of options out there — ranging from pre-made strips to sugar wax.

You may not be keen on the idea of waxing because of pain, worries about your hair growing back thicker and darker, and how long you can expect to wait before your hair grows back. But, here you'll find everything you need to know so that you can go forth with trying out a kit — already knowing its pros and cons.

I tested and evaluated a range of different waxing kits, to test its pain levels, hair removal, and regrowth. You can read more about my methodology here.

The beauty of Sugar Coated's Full Body Wax is that it's easy to remove if you make a mistake in applying, so you always get a precise wax.

Pros: Everything is natural, vegan, and easy to remove.

Cons: You have to have the perfect amount of growth before waxing. Some kits are messy and can be difficult to use.

Customer Reviews



Jess

★★★★★ **Absolute bargain!!**

So this is the first time I've even used this kind of wax I've used the Veet wax strips before but they are quite harsh on my skin so thought I'd give this a try. I have to say for someone who's never used this kind of product before its SUPER easy to use and I love the fact you can just let the used strips soak in a bowl of water water and after about half an hour or so....they're clean!! And you can reuse the strips once you've just pulled it off your skin....so example, you apply the wax to your leg, rip it off with the strip...that same strip you can place on a different patch of your leg and use it again! Saves a lot of wax!! Makes your skin feel super soft and you can just use a cloth and water soapy water to rinse any residue off! I've never been so impressed with a product before! I would like to know if you can buy the tub of wax on its own though instead of the whole kit given its all reusable?!

Helpful

Report abuse

Permalink



Sabrina

★★★★★ **Amazing product!!!!**

Love this product!!! super easy to use, didn't hurt at all worked amazing and the reusable strips were great, super easy clean up. One of my favorite Amazon purchases ever!
March 2021

Helpful

Report abuse

Permalink



Mom D

★★★★★ **Amazing product!!!!**

After months of torturing myself with an epilator this wax is a saviour! Far less painful, if you follow the instructions and pull in the right angle. Could have done with a few more strips of paper. Otherwise brilliant. I don't usually write reviews, this was worth telling people it is really good!!

Helpful

Report abuse

Permalink



Mariana Gerck

★★★★★ **No pain whatsoever**

I have been waxing for more than 25 years, have tried all different types of wax, in salons with professionals, at home, you name it and this is by far the best wax ever. No pain whatsoever, all the hairs removed in one go and the skin is super soft afterwards. Love it!!!

Helpful

Report abuse

Permalink



Resiegh

★★★★★ **Revolutionary product!!!!**

Most impressed and only glowingly positive things to say. With a little preparation time and without interruptions, quick, easy and pain free. Razor in the bin and never to be replaced, thank goodness! Enjoying not having to go to the salon and the washable strips - the best purchase I've made in quite some time. Plus good value too.

Helpful

Report abuse

Permalink

Sugar Coated

Thank you

Contact information:

Marion – sales@sugarcoatedhairremoval.com

SugarCoatedHairRemoval.com



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