

HAIR-REMOVAL CLEAN FREAKS CURE INGROWN HAIRS!

Shobha, a chic, colorful brow-threading and bikini-wax studio in SoHo, has always stood out because it's so remarkably immaculate. Everything's sterilized, the wooden sticks only touch the wax once, and the aestheticians wash their hands more than Howard Hughes. The salon's new, amazing ingrown treatment lotion is colorless, odorless, and paraben-free—and it's as fast, efficient, and ultra-hygienic as its services.

