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Nobody likes to talk or think about hair removal, but we all have to do it! Shobha® makes it easier and painless with their health-sensitive line of sugaring, exfoliating, and skin refreshing products. Designed to work with your skin instead of against it like depilatories and harsh chemicals do, these carefully developed at-home hair removal products leave your skin smooth, free of irritation, and hairless for weeks.

Featured in top publications like *Marie Claire*, *Lucky*, *Cosmo*, *Women's Health* and raved about on *The CBS Early Show* and the Food Network, Shobha® hair removal and skin care products are the talk of the town!

The Shobha® Story

With a background in Indian natural rituals and homemade beauty products, Shobha® founder and CEO Shobha Tummala learned from her beloved grandparents that "everything needed for a healthy lifestyle is found in nature." Having learned the benefits of threading as a hair removal technique in India, Shobha® created a hair removal salon in 2001 that was friendly, inviting, and free from embarrassment. From this successful salon, Shobha® developed her line of natural, skin-friendly hair removal products that are quickly becoming the talk of the town!

The Science / Innovation

For hair removal, sugaring is a unique process that is effective and non-irritating for skin. Gentle exfoliation removes hair to reveal perfectly smooth skin, and you don't have the pain of waxing!

Using skin-friendly and natural ingredients, the Shobha® line of hair removal and skin treatments keeps skin safe, comfortable, and irritation free. With soothing chamomile, cooling aloe, comforting cucumber, and nourishing vitamins, Shobha® treats your skin like spun gold. Most products are paraben and artificial dye and fragrance free and many are vegan friendly.