



MADE IN NYC SKINCARE

# Out with the wax, in with the sugaring: Shobha makes it extra simple + chic!

By [Fashionatalie](#) | February 4, 2014

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If you're looking for a hair removal place where client care, consistent quality service + precision are paramount, look no further than **Shobha**. The force behind Shobha is founder and CEO **Shobha Tummala**, a Harvard Business School grad (who also has a degree in electrical engineering!) who, during her early years in India, experienced natural beauty treatments like hair conditioners created from crushed hibiscus petals + soaps made from shaved sandalwood + lentils. Shobha also experienced the benefits of threading while in India—making her swear off wax!

The idea of Shobha salons came about in 2001, when Shobha set out to create a place where hair removal was the main focus (instead of an add-on service in the back room of a nail salon). Since the first Shobha salon opening (there's five now!), this place has become popular with top beauty editors, A-list celebs and of course, busy New Yorkers.



If you've never given **sugaring** a go, Shobha is the place you want to experience it. This all-natural practice is an incredible alternative to messy (and hurtful) waxing, because it's made with sugar, lemon juice, water + glycerin. It's also perfect for sensitive skin because there's less pain, less irritation and less redness than a wax.



As well as sugaring, Shobha salons also offer **threading**, **trimming**, and even **bridal services** and a huge list of treatments just for the **guys**. And while Shobha has branched out to four salons in NYC and one in D.C., that doesn't mean you're left out if you don't live in the area. You can grab all the Shobha goodies **online** and DIY at home!



**Shobha Sugaring Kit** (\$30): First, can we say what a steal this is at \$30? This kit comes with the signature sugaring gel, talc-free powder, denim strips, spatulas + instruction booklet. It's a complete professional-grade sugaring kit that's made from all-natural ingredients. We love this kit + we love the convenience it's giving us!



**Shobha Bump-Free S.E.T.** (\$48): No more bumps after hair removal—rejoice! This kit includes all the goodies to keep skin soothed, exfoliated and treated right after hair removal. You're treated to Shobha's rosewater freshening cloths, exfoliating cloths, and ingrown relief lotion. All made without parabens or artificial fragrances or colors. We like that a lot!



If you're close to a Shobha salon, definitely take advantage of their free skin consultations, complimentary hand treatments + makeovers (whaa? **Yes!**). And if you're looking to treat yourself to a pre-Valentine's hair removal or to whip those eyebrows into shape, don't wait—this place has it all. Including **online gift certificates** to spoil friends and family with!

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