

ROMANCE YOUR BODY WITH SATIN SMOOTH® WAXES! SUPER MODELS FABIO AND CINDY GUYER WILL SHOW YOU HOW!

Stamford, CT – To wax or not to wax: That is the question. When you truly want to stir the senses, in an exciting and sensual way, Satin Smooth® Waxes may offer an exciting first step.

Just ask Fabio? Yes, that's right – the bare-chested romance icon is using Satin Smooth® Waxes to get his sexy trademark body in tip-top shape. "Fabio is the perfect person to endorse a product like Satin Smooth®. Known for decades as the ultimate sensual icon, he embodies the Satin Smooth® waxing experience. A star like Fabio needs to keep his body in perfect condition when he steps behind the camera for the cover of a romance novel. His chest is shiny, smooth, and ready for romance," states Lee Rizzuto, Jr., Senior Vice President, Conair Corp. Fabio will be paired with his female romantic counterpart, Romance Novel Supermodel Cindy Guyer, for advertisements, promotional appearances, and trade show engagements endorsing the Satin Smooth® family of wax products in 2003.

Why has Cindy Guyer turned to Satin Smooth®? Cindy has posed for thousands of romance novel covers. "Cindy keeps her beautiful skin in perfect condition, and uses Satin Smooth® to get it that way," adds Lee Rizzuto, Jr. "Cindy is the perfect super model for reinforcing Satin Smooth's® unique marketing and advertising approach." Cindy Guyer treats her delicate skin to waxing at salons with Satin Smooth® Ultra-Sensitive Zinc Oxide Wax. Before she takes one step behind the glare of the cameras and lights for her photo appearances, she gets Satin Smooth®!

Waxing products are a great first step to romance, sensuality, and attraction between the sexes. Nothing excites romance like a fine-toned body, and smooth, clear, youthful skin. Here are two dramatic examples of the benefits of waxing. It's a line of products you will truly fall in love with!

Red roses, candlelight and music, are only the first steps towards romance. Experience the sensuality of Satin Smooth® by trying these dramatic new products.

Look for Satin Smooth's® new WILD CHERRY® HARD WAX and CALENDULA WAX WITH TEA TREE OIL, to experience a natural, waxing experience that is ideally suited for sensitive skin, like Cindy's. Discover your hidden beauty! Try Satin Smooth® waxes and depilatories to unleash your sensual side.

Conair Pro® has chosen to work with romance icons Fabio and Cindy Guyer in a series of print advertising campaigns. They kicked off their new marketing and advertising relationship with Satin Smooth® and Conair Corp. in New York at the all-important New York IBS Show at the Jacob Javits Center. They posed for photos, signed romance book covers, and stepped out of the pages of a novel into the hearts of the salon professionals and editors attending the event. Unleash your own hidden romantic style by using the array of Satin Smooth® waxing products.

Romance your Body...with SATIN SMOOTH®



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