

M:ask hides a new and thriving beauty business

PRESTON'S first specialist brow bar M:ask, which uses an ancient Eastern hair removal treatment, is set to move to a bigger premises due to the huge success they have achieved just three months after opening.

M:ask offers a chemical free technique that is a far less painful, yet more effective, way than most treatments of removing hair around the eyebrow and also other unwanted facial hair.

The method consists of pure cotton thread being twisted between the fingers and trapping the hair in the thread, eventually plucking the hair gently from the root.

The tentative nature of threading contrasts sharply to the likes of 'hot waxing' and leaves the skin healthy while the hair grows back finer and less noticeable over time.

It is also rapidly becoming

one of the most popular forms of hair removal in the Western world.

Threading is also ideal for those with sensitive skin and does not cause rashes or pigmentation changes that can be caused by waxing, plucking or shaving.

The process gives the eyes a 'botox' of their own and can lift their appearance and their appeal whilst still maintaining the delicate skin around the eyes.

Reena Parekh, who co-owns the shop with husband Manish, decided to use her experience of threading, which has spanned more than 14 years, and offer it to the public.

This business venture, which is unique to Preston, has revolutionised the manner in which Prestonians deal with the delicate process of hair removal.

The rapid rise in Preston's first brow bar has seen not

just more business and interest for M:ask, but also for St George's shopping centre as a whole.

"The huge success has led to bringing extra revenue to the mall," said Reena.

"It has also brought customers from out of Preston, from places such as Blackpool, Fleetwood and Southport."

And for those looking to get involved with threading, or just health and beauty as a whole, M:ask are looking to employ extra staff to cope with the rapid rise in customers the shop is experiencing.

M:ask is currently located downstairs in St George's shopping centre, opposite H&M, but will be moving shortly.

For further details and information, contact Reena Parekh on 07957941083 or email maskbrowbar@hotmail.co.uk



BUSINESS SUCCESS: M:ask Brow Bar owner Reena Parekh



The first ever **Brow Bar** in Preston

£5 off

Any treatment with this voucher*

*subject to availability, voucher cannot be used in conjunction with any other offer, management reserve the right to withdraw offer at anytime.

The quick, chemical free, hygienic and precise way of shaping your eyebrows....

Speak to our Professional Threading Specialist for your Perfect Quick Brow Makeover

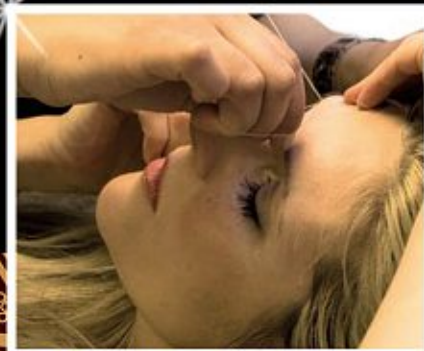
07957 941083  www.maskbrowbar.co.uk

 Email: maskbrowbar@hotmail.co.uk

Due to the fabulous success m:ask Brow Bar is now expanding & looking for Experienced Threaders.

Come and see us at...
St George's Shopping Centre,
Preston.

Please visit our website
www.maskbrowbar.co.uk



m:ask
Brow Bar