



## Book Publication

# The Life & Death of a Hair

*A Complete Guide to Achieving 100%  
Permanent Hair Removal*

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### **Global statistics and projections:**

- In 2017, \$880 million was spent on hair-removal procedures, with projected worldwide sales of **\$1.35 billion** in 2022.

### **Why this publication is a difference maker:**

- It's the only book of its kind.
- *The Life & Death of a Hair* addresses an enormous need in the marketplace, which is to educate everyone, including consumers and industry professionals alike, on permanent hair removal.
- It provides otherwise technical subject matter in a relatively easy-to-read format that is accessible to anyone seeking knowledge on the topic.
- This publication will be a mainstay in many settings and situations, including people's personal libraries, aesthetic and beauty salons, the medical field — including general practitioners, dermatologists, endocrinologists, and oncologists — fitness clubs, modelling agencies, laser and electrolysis equipment providers, parents dealing with children who have excess hair and the stigma surrounding it, cancer survivors dealing with hair loss or stimulated growth resulting from treatment, training facilities, middle- and high-school health programs for students dealing with puberty, medical school, college, specialty training schools, and the list goes on and on and on....

### **Benefits to the consumer:**

- An informational tool to educate people before choosing the right solution for hair removal.
- An easily accessible ready-made reference resource for consumers and industry professionals alike.
- A guide on how not to waste time, money and emotional energy on bad hair-removal options.
- Help people build confidence and self-esteem as they look and feel better about themselves.

### **The competitive advantage:**

- *The Life & Death of a Hair* is the only book in the field of hair removal that is easy to understand and provides much needed facts and knowledge on the topic.
- This book is more extensive than any training program out there right now, and will be augmented by laser and electrolysis training programs available to aspiring professionals in the field.
- This factual understanding of hair removal can be applied to all current and future technologies.

***The Life & Death of a Hair will be the authoritative guide and reference on the topic of hair removal and will be the standard for education and treatment in the field.***