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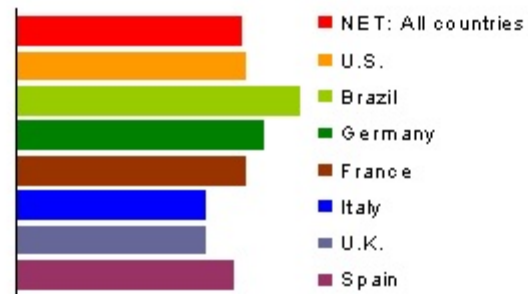
Women's Hair Removal Practices

How do women's hair removal practices differ by country? From which areas of the body do women remove hair and how does this compare by country? How frequently do they remove body hair and what methods do they use? What are the common practices for bikini area hair removal by country? The answers to these and other questions are presented, offering key comparisons of women's hair removal practices in the **U.S.**, **Brazil** and **Western Europe**.

REPORT EXCERPT:

Personal hygiene is the leading reason why women remove hair from the bikini area, most often mentioning "to feel cleaner" as their reason for this practice. In Brazil, where bikini hair removal is most common, personal hygiene is by far the leading reason given.

Remove Bikini Hair "To Feel Cleaner"
(Among women who follow this practice)



COST **\$8,100.** (subject to New Jersey or New York sales tax where applicable)

METHODOLOGY Compiled from primary research data reported in the . . .
2013 Studies of the International Women's Intimate Care Market in: Brazil, Western Europe (Germany, France, Italy, U.K., Spain) and the United States

DELIVERABLES Electronic delivery of the narrative analysis **Summary Volume** in PowerPoint format. Optional, bound hard-copy volumes are available at a cost of \$75 each.

For additional information, including full **TABLE OF CONTENTS**, please contact:
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