



**bliñk**

EYEBROW BAR

Dear

I am delighted to let you know that Blink, the first eyebrow bar to specialise threading, is opening in Fenwick, Bond Street on 21 October.

The bar is the first of its kind. The girls have been practicing the art of threading for many years and promise fabulous eyebrows within minutes. Not only that but you can drop in whenever is convenient for you and we will fit you in.

I have enclosed an exclusive invitation that will allow you to experience your first eyebrow shape using the art of threading.

We hope to see you soon!

Yours

**Vanita**

**HEAD OFFICE**

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### OCTOBER 21 SEES THE LAUNCH OF BLINK AT FENWICK BOND STREET – A UNIQUE EYEBROW THREADING SERVICE PROMISING FABULOUS BROWS WITHIN MINUTES

Competitively priced at £15, Blink offers women an alternative to full beauty salons. A brow bar means exactly that – a comfortable chair, a drop in service and speed with the result of great brows. You can now fit that vital but often overlooked treatment into your busy schedule and avoid the embarrassment of having untidy eyebrows for any longer than necessary.

Blink's mission is to change the way British women think about eyebrows. Eyebrows are an essential facial feature that can make a dramatic difference to how a woman looks and feels. Blink will do for brows what nail bars do for nails and ensure that women have no excuse to have unruly brows.

The concept is great but even better are the techniques. Blink are advocates of threading – so eyebrow shaping is fast, precise and so much kinder to the skin. You know that you can put your trust in Blink's experts who have been practising this ancient Indian custom for many years. Nigella Lawson, Sophie Dahl, Dido and Liz Hurley are all fans of it and now Blink will make it accessible to all women in London.

#### **Vanita Parti, founder of Blink, says**

'The idea came from my own frustration of never being able to get a convenient appointment at the last minute – let alone finding somewhere that offered threading in town.

My aim is to help busy women maintain their beauty regimes with the minimum fuss and look great – eyebrow bars in discreet but busy spots in London are the perfect answer'.

The first Blink Bar will be based in the contemporary beauty section of Fenwick, New Bond Street – on the ground floor in the new beauty section. For more information please contact:

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Founder of Blink

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### NOTES TO EDITORS

'Threading is long-lasting and just plain fabulous – it is extremely precise, almost painless and very quick.'

**India Knight Shops 2004**

'It's natural. Nothing goes on the skin, like wax or a tweezers tip, so you won't get a cut or burned. You have more control with thread, so it's more precise.'

**Vogue October 2001**

'Threading is by far the cleanest and safest method of removing hair, because of the way it's executed. It is much better than waxing, which can break the hair, and plucking – which can cause nips and scarring.'

**Asian woman 2004**

'One of the most popular new methods of facial hair removal is threading. Unlike waxing, it doesn't rip a layer of skin off along with the hair, making for a far less irritating experience.'

**Los Angeles Magazine, August 2003**

'Cher, Salma Hayek, Kathy Najimy, and Michelle Branch are among those who are turning to this technique to rid unwanted hair. Michelle Branch is a regular, threading always looks so much nicer, and the hair comes back so much finer and thinner.'

**USA Today News, April 2003**

'Daxita's incredible threading technique involves having a cotton thread rolled across the brow area to remove hair at the root; it's far more effective than just plucking. Furthermore, whereas most beauticians simply shape under the arches, Daxita gets a super-clean line by threading the full length of the brow. This also enables her to create the 'arch deluxe' on any brow shape'.

**Glamour Magazine 2004**

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