

RADIANT DIFFERENCE EVERGREEN EMAIL SLICES

RTB (“reason to believe): SOLE FOCUS ON WAXING

LONGER SLICE COPY SHOWN IN THE BAR (2 SENTENCES OR ONE LONG SENTENCE, MAX):

We like to think of ourselves as waxperts: wax experts. After all, it IS the only thing we do—all day, every day.

Wax + experts = waxperts. That’s def not in the dictionary but has a nice ring to it. No facials, no lips, no lashes—just wax here.

There’s a reason we’re a wax above the rest—it’s literally all. we. do.

From Brazilians to manzilians, brows to bottoms: Waxing isn’t just WHAT we do; it’s ALL we do.

Since 2010, we’ve given waxing our undivided attention. Nothing more, nothing less—just waxes here.

To say we’re wax-obsessed is an understatement. It’s our #1 focus. It’s why we get out of bed. And it’s what we do—all day, every day.

Wax when you want, where you want, how you want. Radiant Waxing is THE premier, skin-sational choice.

Wax on, wax everything else off: Our focus is on waxing & waxing alone.

We’ve got your back. And your front, sides, corners—every nook & cranny, you name it. To say we’re obsessed with waxing is an understatement.

Three words: wax, wax, wax. Okay, that’s one, but it’s powerful enough to be three. Welcome to your one-stop wax shop.

COPY SHOWN IN THE ICON (SHORTER):

A WAX-CENTRIC SALON

YOUR ONE-STOP WAX SHOP

LIVE LIFE HAIRFREE

LIVE A HAIRFREE LIFESTYLE

A SKIN-FIRST SALON

WAX OBSESSED

(JUST) WAX, WAX BABY

JUST WAXES—SUNUP TO SUNDOWN

WAXIN' ALL DAY, EVERY DAY

WAX ON, EVERYTHING ELSE OFF

WAXING'S OUR WORLD

A WAX-ONLY SALON

WAXING'S OUR NAME OF THE GAME

THE NAME OF OUR GAME? WAXING.

WHOA!—FROM HEAD TO TOE

ONE THING, REALLY WELL: WAXING

A WAX ABOVE THE REST

FULL SERVICE, SPEED-WAXING SALON

A WAXING WONDERLAND

RTB: CUSTOMIZED WAXING ZONES

LONGER SLICE COPY SHOWN IN THE BAR (2 SENTENCES OR ONE LONG SENTENCE, MAX):

Experience customized waxing for all your comfort zones. Forearm only? You got it. Bikini line versus a full Brazilian? Glow for it!

Opt for options! Each one of our services can be personalized to your liking.

We know waxing can be a little scary. Good news: Customized waxing areas let you stay in your comfort zone.

Take a little off or glow all out—you choose. Customized wax zones put the power of the wax in your hands.

You're the writer of your wax story. / You're the leader of your wax journey. Pick a zone, any zone!

Your appointment, your way! Whether you're good with just what the menu calls for or want to switch it up a bit, the choice is yours with customized wax zones.

Hairfree, carefree! Customized waxing zones let you have a truly personalized, comfortable experience.

Radiant Waxing: Where every zone is your comfort zone. Modify your service to get the most glow for your buck.

Don't want the whole enchilada? We offer customized waxing zones for every *body*. Just tell your waxologist & they'll make it happen.

From getting creative with your hair or going completely bare, customized wax zones give you the power to choose.

COPY SHOWN IN THE ICON (SHORTER):

WAX WITHOUT LIMITS

BE BARE—ANYWHERE

GO AHEAD, BE PICKY

OPT FOR OPTIONS: PERSONALIZED WAX ZONES

WAX WHERE YOU WANT

PICK A ZONE, ANY ZONE

WAXED TO PERFECTION

CUSTOMIZED ZONES: YOUR APPOINTMENT, YOUR WAY

CUSTOMIZE YOUR GLOW

YOUR GLOW, YOUR WAY

CUSTOMIZED WAX ZONES

DITCH THE MENU

DITCH THE MENU—PERSONALIZE YOUR WAX

GO OFF THE MENU

RTB: 3-STEP PROCESS / SPEED WAXING TECHNIQUE

LONGER SLICE COPY SHOWN IN THE BAR (2 SENTENCES OR ONE LONG SENTENCE, MAX):

We've got a need for speed—but only the safe kind. Our 3-step waxing technique removes hair while being gentle on the skin. We call that a skin-win!

Our proven, effective 3-step speed waxing technique is why thousands of waxers choose Radiant. It's quick & easy so you can be on your glowy way in no time.

Our famous 3-step waxing technique gives you that crave-ably smooth skin in an instant, so you can get up & glow take on your day.

Good things happen in threes: Our proprietary 3-step speed-waxing technique leaves you smoother than the rest.

Two steps don't make a right—try 3! Our 3-step waxing technique is the way to glow. It's a process as easy & breezy as your newly-waxed skin.

Easy does it: Our 3-step waxing technique will have you out the door & on your glowy way in no time.

The key? Three. That's all the steps it takes to silky smooth skin.

Three's the key! Our 3-step process combines effective waxing techniques with skin-loving products—crafted for the smoothest experience around.

Our speed-waxing process combines effective techniques with skin-loving products. It's a laid-back approach—literally. Just 3 steps & you're outta there.

COPY SHOWN IN THE ICON (SHORTER):

SMOOTH'S AS EASY AS 1, 2, 3...

3 STEPS, 1 SMOOTH RESULT

3 STEPS TO SMOOTH

SMOOTH IN EVERY STEP

SAFE & SPEEDY TECHNIQUE

TRIED-AND-TRUE TECHNIQUE

QUICK YET THOROUGH TECHNIQUE

BELIEVE IN THE POWER OF 3

RELAX, WAX & BE ON YOUR WAY

THIRD STEP'S A CHARM

RTB: WAX TYPE

LONGER SLICE COPY SHOWN IN THE BAR (2 SENTENCES OR ONE LONG SENTENCE, MAX):

Did you know? We're the only ones in the waxing game to go pine-based. Gentler while just as effective, it's our secret to wax-cess.

Up your waxing game—pick pine! It's gentler & more effective than all other wax types.

Shine with pine: the better-for-you, skin-loving wax. Plus, it's antibacterial! You can lay back & relax knowing that pot is bacteria-free.

Try pine! It's the better-for-you, anti-inflammatory wax your skin's sure to love. P.S. We're the only salon in the waxing game to do it.

Anti-inflammatory, soft, smooth, gentle wax? Now THAT's a skin-win. Pick pine!

Did you know? We're the only waxing salon to offer pine-based wax. The more you know, the more you glow...it's time to take smooth skin for a spin!

Sensitive skin? No problem! Our TruWax, a pine-based solution, provides that gentle touch you need, same glowy results you crave.

Skin-win 101: Pine-based wax. Gentle, effective & anti-inflammatory, it'll be your glow-to choice for every future wax.

Wax without worry! Our soft, anti-inflammatory pine-based wax is a glow-to for sensitive skin.

Pine-free doesn't mean pain-free! Our hypoallergenic wax is just as smooth—perfect for allergen-prone guests.

Pine-free doesn't mean pain-free! Our hypoallergenic wax is just as smooth—perfect for guests who don't jive with pine.

Putting your skin first since 2010, Radiant's the only salon where you'll find pine wax. It's gentler, more effective & anti-inflammatory.

There's a reason pine is a wax above the rest. It's soft. It's smooth. It's anti-inflammatory. Seriously, what can't it do?

COPY SHOWN IN THE ICON (SHORTER):

HERE'S YOUR SIGN TO TRY PINE

WAX WITHOUT WORRY

SOFTTEST. WAX. EVER.

SILKY SMOOTH, PINE-BASED WAX

BE GENTLE WITH YOURSELF

GO EASY ON YOURSELF

TWO WAXES FOR YOUR CHOOSING

PINE-BASED OR HYPOALLERGENIC: YOU CHOOSE!

BREAK UP WITH BAD WAX

BAD WAX IS SO LAST YEAR

ALL-NATURAL SOFT WAX

SMOOTH STARTS HERE

SMOOTHER THAN THE REST

BETTER-FOR-YOU WAX FORMULAS

FORMULATED FOR WAX-CESS

PLAYS NICE WITH ALL SKIN TYPES

GENTLE ON ALL SKIN

YOU WAX LIKE FINE PINE (insert “sly face” emoji here, if possible)

RTB: BACK-BAR PRODUCTS USED DURING SERVICE

LONGER SLICE COPY SHOWN IN THE BAR (2 SENTENCES OR ONE LONG SENTENCE, MAX):

Give your skin the 5-star treatment with soothing pre- and during-service products we apply. All you have to do is lay back & relax.

Contrary to our hair removal services, we like to keep our products (nearly) au naturel—at a whopping 98%.

Bare your beauty with confidence! Our 98% natural product lineup is fragrance-, toxin- and color-free.

Toxin-free, carefree AND hair free? Now THAT’S what we call a glow-worthy experience.

Carefully crafted products for the (skin)win!

COPY SHOWN IN THE ICON (SHORTER):

FEELING IS BELIEVING

PRIMED FOR SMOOTH SUCCESS

TOP-SHELF PRODUCTS ONLY

ELEVATE YOUR WAX JOURNEY

SAFEST WAY TO SMOOTH

KEEP IT SMOOTHIN’

TOXIN-FREE, HAIR FREE, CAREFREE

SKIN-FIRST INGREDIENTS

SKIN-SOOTHING INGREDIENTS

WE'VE GOT HIGH STANDARDS

SMOOTH MOVES

BREAK UP WITH TOXIC PRODUCTS

RTB: POST-WAX PRODUCTS FOR MAINTENANCE AND CARE

LONGER SLICE COPY SHOWN IN THE BAR (2 SENTENCES OR ONE LONG SENTENCE, MAX):

Go the extra mile—your skin will thank you. Our post-care products are here to help extend your glow as long as possible.

Skinsational must-haves, post-service. Don't leave the salon without 'em!

Keep the love of smooth going. Our post-wax products are fragrance-, color- and harsh-chemical free.

Pre, during, post—you name it—we're with you every step of the wax journey. Shop our post-care product lineup!

Ditch artificial preservatives, color, fragrance & harsh chemicals—and say hello to a more friendly, natural product lineup.

You're now entering a harsh chemical-free zone. Our post-care products give your skin the love & treatment it deserves.

COPY SHOWN IN THE ICON (SHORTER):

KEEPIN' IT NATURAL SINCE 2010

NEARLY ALL-NATURAL PRODUCT SUITE

MAKE A LASTING IMPRESSION

98% NATURAL INGREDIENTS

KEEP GLOWING—LONGER

SMOOTH SKIN'S ALWAYS IN

THOUGHTFUL PRODUCT LINEUP

SKIN-LOVING INGREDIENTS

SKIN-LOVING PRODUCT LINEUP

FALL IN LOVE WITH NATURAL

BYE, TOXIC—HELLO, SMOOOOOOTH

MAX YOUR WAX

TAKE YOUR WAX TO THE MAX

TOP-NOTCH PRODUCTS

DO YOUR SKIN A FAVOR

HARSH CHEMICAL FREE ZONE

EXTENSIVE POST-CARE PRODUCT LINEUP

ENJOY POST-WAX RADIANCE

RTB: SALON AMBIENCE/INTERIOR

LONGER SLICE COPY SHOWN IN THE BAR (2 SENTENCES OR ONE LONG SENTENCE, MAX):

We're on a clean streak. And we don't plan on breaking it, ever. Step inside one of our sanitized salons to see—and feel—the difference.

Details, details, details: Our clean, contemporary salons will put you immediately at ease—from their bright ambiance to the strict hygiene standards we follow.

We clean up nicely, too! Our bright, hygienic salons will instantly put you at ease.

Be our guest! Our salon's boutique feel puts you & your skin right at home.

We're pretty high-maintenance when it comes to hygiene. Step inside any one of our clean, bright, sanitized salons.

In all of our 5-star salons, every detail is designed to give you a luxurious experience—perfectly catered to your glow.

Bright this way! Our clean, organized, thoughtfully-designed salons reflect the peace you'll feel on the waxing table.

COPY SHOWN IN THE ICON (SHORTER):

WE'VE GOT STYLE

SMOOTH SKIN, SMOOTHER SURROUNDINGS

SOOTHING SURROUNDINGS FOR SMOOTH SKIN

THOUGHTFULLY DESIGNED SPACE

PREMIUM GUEST EXPERIENCE

THE GLOW'S IN THE DETAILS

QUALITY'S IN THE DETAILS

A HAIRFREE, CAREFREE ENVIRONMENT

RETREAT. RELAX. REPEAT.

SO FRESH & SO CLEAN

INSTA-WORTHY SALON DESIGN

AN INTERIOR FIT FOR THE 'GRAM

CALM, INVITING SPACES

OH-SO CLEAN SALONS

SPIC & SPAN SPACES

SQUEAKY CLEAN SALONS

INTENTIONALLY DESIGNED SALONS

YOUR WAXING OASIS

QUALITY IN EVERY DETAIL

BOUTIQUE VIBES IN EVERY SALON

FRESH, INVITING, MODERN SALONS

COMFY, CONTEMPORARY SALONS

STATE-OF-THE-ART FACILITIES

FEELS-LIKE-NEW SALONS

A SALON FIT FOR UNWINDING

UNWIND IN OUR CLEAN, BRIGHT SPACE

RTB: GLOWPASS

LONGER SLICE COPY SHOWN IN THE BAR (2 SENTENCES OR ONE LONG SENTENCE, MAX):

Need a smooth, simple way to save? Glow for it! We've got everything from first-timer BOGOs, unlimited memberships, curated packages & beyond.

Your passport to Glow Town is calling. Get on board for membership programs, BOGOs, savings & more.

Money-saving, time-saving bundles & more: Your passport to glow is calling. Time to get on board!

Waxcurious? Try everything from memberships to special offers, packages & beyond. We've got a deal for every *body*.

Save time & money by receiving multiple wax services in just one appointment. Now that's more glow for your buck!

COPY SHOWN IN THE ICON (SHORTER):

STAY SMOOTH & SAVE WITH DEALS

GLOWING PERKS ALL AROUND

BOOK 1 WAX, GET 1 FREE

SMOOTHEST DEALS AROUND

MORE GLOW FOR YOUR BUCK

DEALS FOR EVERY *BODY*

RTB: FRIENDLY, KNOWLEDGEABLE WAXOLOGISTS

LONGER SLICE COPY SHOWN IN THE BAR (2 SENTENCES OR ONE LONG SENTENCE, MAX):

Needing skin-spiration? Our expert waxologists can suggest the perfect treatment for you.

Our trained, friendly waxologists are here to help you love the skin you're in.

Beauty doesn't have to be pain. Our trained, friendly waxologists are here to prove that.

Come as you are—our trained waxologists will handle the rest.

Lay back, relax & get waxed by an experienced, friendly waxologist.

Your comfort zone is our priority. From making you feel immediately at ease to being experts in what they do, we're proud to have some of the best waxologists around.

Lay back, relax & trust the waxperts. At Radiant Waxing, you're in great hands.

COPY SHOWN IN THE ICON (SHORTER):

SKIN-SATIONAL SERVICE

PUT YOUR SKIN IN OUR HANDS

YOU'RE IN GENTLE HANDS

TRAINED, FRIENDLY WAXOLOGISTS

WE'LL TAKE IT FROM HERE

TRAINED TO PERFECTION

EXTENSIVELY TRAINED WAXOLOGISTS

BONUS IDEA: GIFT CARD PLUG

LONGER SLICE COPY SHOWN IN THE BAR (2 SENTENCES OR ONE LONG SENTENCE, MAX):

Friends don't let friends shave. Buy a gift card online or in-salon today.

Want to surprise a loved one but need some skin-spiration? Shop gift cards for every *body* right here.

COPY SHOWN IN THE ICON (SHORTER):

GIVE THE GIFT OF SMOOTH

GIFTABLY SMOOTH

SHOW THEM YOU'VE GOT THEIR BACK

GIFT CARDS MAKE A WAX-CELLENT GIFT

UP THEIR WAX GAME