

The logo for European Wax Center, featuring the words "EUROPEAN WAX CENTER" in white, stacked vertically on a red square background.

## SHAPE Names European Wax Center "Best Nationwide Waxing Studio"

November 19, 2024

PLANO, Texas, Nov. 19, 2024 /PRNewswire/ -- [European Wax Center, Inc.](#) (NASDAQ: EWCZ), the leading franchisor and operator of out-of-home waxing services in the United States, is excited to announce its 2024 Shape Beauty Award Win. Chosen by *SHAPE*'s dedicated team of testers and beauty professionals, European Wax Center has been named Best Nationwide Waxing Studio.

A large, bold version of the European Wax Center logo, with the words "EUROPEAN WAX CENTER" in white, stacked vertically on a red square background.

The accolade comes as part of an extended version of *SHAPE*'s coveted beauty awards, which are widely viewed as an essential resource for wellness-focused women. Defined by *SHAPE*'s brand philosophy of empowering women to do what is right for their bodies, the newly extended list solely focuses on aesthetic treatments, including in-office services, treatments, prescription-only products, or dermatology-office-backed products.

"At EWC, every touchpoint in our centers, from our expertly trained estheticians, our innovative Comfort Wax® and our award-winning product line, has been developed with our guest's comfort and well-being in mind," said David Berg, CEO of European Wax Center. "Consistently providing our guests with a first-rate waxing experience is the foundation for our loyal guest base and we are proud to be recognized for these efforts by *SHAPE*."

With over 1,000 locations nationwide, European Wax Center offers a full suite of waxing services for every body. Affectionately known as the "Experts in Eyebrows", the company introduced its latest offering, Eyebrow Tint, to its service portfolio earlier this year and has received great guest feedback on the FDA-compliant formula.

To view European Wax Center in the full ranking, visit <https://www.shape.com/shape-beauty-awards-2024-tweakments-8741622>.

### About European Wax Center, Inc.

European Wax Center, Inc. (NASDAQ: EWCZ) is the leading franchisor and operator of out-of-home waxing services in the United States. European Wax Center locations perform more than 23 million services per year, providing guests with an unparalleled, professional personal care experience administered by highly trained wax specialists within the privacy of clean, individual waxing suites. The Company continues to revolutionize the waxing industry with its innovative Comfort Wax® formulated with the highest quality ingredients to make waxing a more efficient and relatively painless experience, along with its collection of proprietary products to help enhance and extend waxing results. By leading with its values – We Care About Each Other, We Do the Right Thing, We Delight Our Guests, and We Have Fun While Being Awesome – the Company is proud to be Certified™ by Great Place to Work®. European Wax Center, Inc. was founded in 2004 and is headquartered in Plano, Texas. Its network, which now includes more than 1,000 centers in 45 states, generated sales of \$955 million in fiscal 2023. For more information, including how to receive your first wax free, please visit: <https://waxcenter.com>.

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