



Bravo's Summer House Star Ciara Miller Hosts Exclusive Galentine's Day Celebration with European Wax Center

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PLANO, Texas, Feb. 3, 2025 /PRNewswire/ -- European Wax Center, Inc. (NASDAQ: EWCZ), the leading franchisor and operator of out-of-home waxing services, recently hosted an exclusive Galentine's Day Celebration with popular Bravo TV Celebrity Ciara Miller. Taking place at one of its 85 New York locations, the intimate event highlighted European Wax Center's dedication to empowering guests to reveal their most beautiful skin while highlighting popular Valentine's Day waxing services and products.



As the largest provider of waxing services in the United States, European Wax Center put on the event to provide attendees with complimentary waxing sessions, skincare tips from EWC's experts, and demonstrations of the brand's top-selling products. The first 50 guests also had the chance to snap a picture with Bravolebrity Ciara Miller and take home EWC products.

Ciara Miller, a longtime guest of European Wax Center shared, "Waxing is a vital part of my personal care routine. Being able to partner with the *Experts in Smooth* and share how I'm getting ready for the day was such a great time. Self-love is the best love, and that starts with the confidence that comes after getting waxed!"

"The level of care and expertise behind every wax that takes place at European Wax Center is truly a labor of love," said Deidra Green, VP of Field Performance & Inclusion. "From the moment our guests walk in, we aim to make them feel comfortable. Education is a huge part of that experience, and we were thrilled Ciara hosted this experience —demonstrating our commitment to all guests."

With rising demand for waxing the week of Valentine's Day, over half of the services booked at European Wax Center are Brazilian/Bikini focused. Guests across the country can visit their local centers to get Valentine's Day ready and, for a limited time, new guests can get a FREE Hanky Panky Signature Thong with the purchase of any Wax Pass.

About European Wax Center:

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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