

The logo for European Wax Center, featuring the words "EUROPEAN WAX CENTER" in white, uppercase, sans-serif font on a red square background.

European Wax Center's EWC TREAT® Brightening Ingrown Hair Wipes Wins 2025 NewBeauty Award

March 25, 2025

PLANO, Texas, March 25, 2025 /PRNewswire/ -- [European Wax Center, Inc.](#) (NASDAQ: EWCZ), the leading franchisor and operator of out-of-home waxing services, is proud to announce its *NewBeauty* Award win. The brand's EWC TREAT® [Brightening Ingrown Hair Wipes](#) has been named "Best Ingrown Hair Treatment" in the 2025 *NewBeauty* Awards.

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The EWC TREAT® Brightening Ingrown Hair Wipes builds on the success of two-time *NewBeauty* award-winning EWC TREAT® Ingrown Hair Serum with a new format and enhanced formula that addresses skin discoloration. Formulated with vitamin C, azelaic, kojic, and lactic acids for a brighter, more even-looking skin tone, the Brightening Ingrown Hair Wipes contain salicylic and glycolic acids for exfoliation and narcissus bulb extract to help slow hair regrowth between waxes. As the largest provider of waxing services in the United States, European Wax Center recommends the wipes to guests for daily use to help prevent ingrown hairs or twice a day to treat existing breakouts.

"We are honored to receive another *NewBeauty* Award, this time for our EWC TREAT® Brightening Ingrown Hair Wipes," said Chris Morris, Chief Executive Officer of European Wax Center. "Our mission to help guests reveal their most beautiful skin is achieved through our waxing services and award-winning products. Our Brightening Ingrown Hair Wipes are a favorite of our guests, used to help treat and prevent ingrown hairs, and we are delighted to receive similar recognition from *NewBeauty*."

The *NewBeauty* Awards have long been recognized as a leading and trusted awards program franchise in the beauty space. In 2010, *NewBeauty* launched this annual edition with just 75 winners, and this year are honoring 395. The *NewBeauty* editors test, investigate, and write about the latest and greatest products all year long to curate this incredible group of winners, knowing the products will do what they claim and earn readers' stamp of approval as they have theirs.

European Wax Center's EWC TREAT® Brightening Ingrown Hair Wipes retails for \$34.50 and is available for purchase at all European Wax Center locations as well as through [waxcenter.com](#).

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 includes more than 1,000 centers in 45 states, generated sales of \$951 million in fiscal 2024. For more information, including how to receive your first wax free, please visit: <https://waxcenter.com>.

About the NewBeauty Awards

Each year, NewBeauty editors test thousands of products leading up to our annual Awards Issue with the goal of selecting the top performers in skin, hair, body, makeup, smile, wellness, fragrance, and more. NewBeauty editors also collaborate with board-certified doctors and medical experts to determine the most effective, results-driven in-office treatments and post-procedure essentials.

With more beauty products than ever before lining shelves both in-store and online, choosing the right one can be overwhelming, let alone finding something that actually works. Our editors comb through the clutter so our readers don't have to, with the goal of empowering them to look and feel their absolute best, inside and out.

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