

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

European Wax Center Named One of America's Most Trusted Brands in 2025

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USA Today and Plant-A Insights Group name waxing industry leader as one of the most trusted brands in the United States

PLANO, Texas, March 27, 2025 /PRNewswire/ -- [European Wax Center, Inc.](#) (NASDAQ: EWCZ), the leading franchisor and operator of out-of-home waxing services in the United States, has been named one of America's Most Trusted Brands in 2025 by USA Today.

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.

In partnership with Plant-A Insights Group, *America's Most Trusted Brands 2025* recognizes brands in the United States that consumers trust most, based on a range of relevant metrics. This year's study is based on insights from over 24,000 US consumers who provided 359,000 comprehensive brand reviews across 40 industries—making it one of America's largest independent brand trust studies.

Established in 2004, European Wax Center is the leading provider of waxing services in the United States, offering a full suite of waxing services in more than 1,000 locations nationwide. In addition to waxing, eyebrow tint and laser hair removal are offered in specific markets.

"It is an honor to be recognized as one of the most trusted brands in the country. Our business is built on the value of trust, with millions of guests trusting us—every single day—to reveal their most beautiful skin," said Chris Morris, Chief Executive Officer of European Wax Center. "Our franchisees and associates are the true beneficiaries of this accolade and I thank them for their dedication to customer service excellence."

In today's landscape, where consumers are increasingly scrutinizing brands for integrity, authenticity, and shared values, trust has become a differentiator that sets top-performing companies apart. The consumers interviewed for *America's Most Trusted Brands 2025* provided insights and assessments about the brands overall, as well as how much they trust each brand based on five vital brand trust categories. They only evaluated brands they have used in the past / are personally familiar with, ensuring that study results are grounded in real-world consumer experiences.

To learn more about *America's Most Trusted Brands 2025* and view the full list of brands, please visit <https://www.usatoday.com/story/money/2025/03/26/americas-most-trusted-brands-2025/82514223007/>.

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 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>.

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Media contact: Sophia Tortorella, sophia.tortorella@zenogroup.com