

IMUSTHAV'S RANGE OF HAIR REMOVERS - AWARD OF EXCELLENCE FOR MULTI AWARD WINNING GLOBAL HAIR REMOVAL DEVICE SOLUTIONS OF THE 2023

iMusthav® is a UK-based lifestyle brand that's rapidly expanding globally, with popular products among customers worldwide, particularly in North America and Europe. The company's R&D Team Leader notes that their product designers are also users, prioritizing real user needs over marketing requirements.

The brand has been recognized for its excellent results in the SOUTH EAST STAR EXCELLENCE 2023, winning the Multi Award Winning Global Hair Removal Device Solutions 2023. Let's take a closer look at how iMusthav achieved this.

Innovation is a key factor for iMusthav's success. In 2020, the company launched a new range of ladies' hair removal devices that offer the best-in-class performance, quality, and reliability. Each device in the range comes with an 18K gold plated hypoallergenic head.

The DermaRazor (MV500) is the top-of-the-range hair removal device, which is the world's first Derma-plane Electric Razor. It is a pioneering product that combines dermaplaning with an electric razor, removing unwanted hair and exfoliating the skin simultaneously. The device comes with a skin guard for sensitive areas and combs for the bikini area, making it ideal for total body hair removal.

Another unique product from iMusthav is the Dual Function Brow and Facial Hair Remover (MV400). This device features twin motors that power a precision "pencil-tip" eyebrow remover on one end and a mini facial hair remover on the other end. Each end has its own 360-degree LED illuminated bezel, ensuring no stray hair is missed. It is a rechargeable, hand-bag-friendly device that provides everything needed for facial hair removal.

The Professional Facial Hair Remover (MV300) is another product from iMusthav that features a large twin ring floating head. This rechargeable unit can remove unwanted facial hair in half the time, and the

360-degree LED illuminated bezel ensures perfect results every time.

For people on the go who need confidence in looking perfect anytime, anywhere, iMusthav offers the Mini-Series, which includes the Mini Eyebrow Remover (MV100) and Mini Facial Hair Remover (MV200). These two devices are small enough to fit into a small clutch bag, yet still maintain high performance and 360-degree LED illumination.



For each product, the Product Research and Development Team spent around 2 to 3 years on product development, including obtaining comments and feedback from focus groups, before launching the product. Before releasing any product, a third-party lab test company approves it for safety. Furthermore, all units are tested on a blown-up balloon before leaving the factory to ensure they can't cause skin damage.

In conclusion, the brand's aim is to make routine beauty chores simpler, easier, and with better results for a better life.

Official Website of iMusthav:
www.iMusthav.com

