

(nkd)

RETAILER INTRODUCTION

nkdproducts.shop

Ingrown hair solutions for every body.

Salon-born bodycare that helps prevent ingrown hairs and razor bumps after every kind of hair removal.

Salon-born

Gender-neutral

Made for intimate skin

Made in the UK



A growing category with a clear gap on the shelf.

12.6%

Forecast annual growth in UK ingrown hair treatments, faster than the USA (8.6%) or Germany (9.7%).

Future Market Insights, 2025

\$315m

UK ingrown hair treatments market forecast for 2035, more than double its 2025 value of \$146m.

Based on Future Market Insights, 2025

17,000+

UK searches for “ingrown hair” every month.

UK monthly search volume

- ✓ UK growth is being led by younger shoppers choosing vegan and clean-label products, and by gender-neutral positioning (Future Market Insights, 2025).
- ✓ Intimate bodycare has won major listings: Luna Daily is stocked by Boots, Cult Beauty and other major beauty retailers.
- ✓ Specialist beauty retailers and salons play a strong role in educating UK shoppers about the category (Future Market Insights, 2025).
- ✓ More men are removing body hair: 57% of men aged 16–24 have removed pubic hair, up from 40% in 2016 (Mintel, 2018).

THE SHELF TODAY

UK retailer searches for “ingrown hair”, 2026

4

results on Boots.com, from just 2 brands

3

results on Space NK, none made for ingrown hairs

1

dedicated ingrown hair category, at Cult Beauty

A global category set to more than double by 2035.

\$1.9bn → \$4.7bn

Global ingrown hair treatments market, 2025 to 2035: up 147%, with 39% of that growth expected by 2030.

Forecast annual growth, 2025–2035



48.5% of global sales are already online, the largest channel. Together, online and specialist beauty retail are forecast to pass 55% of sales by 2035.

WHAT'S DRIVING GROWTH

Men's grooming is taking ingrown hair treatments into mainstream men's aisles

Prevention-based routines and post-hair-removal repair

Multifunctional formulas that exfoliate and soothe, with salicylic acid a leading active

Vegan, clean-label and gender-inclusive challenger brands gaining share

Salons helping to drive awareness and adoption

WHERE (nkd) FITS

● **One gender-neutral range: no separate men's line needed**

● **Three Steps to Happier Skin is built around prevention**

● **A salicylic acid scrub, plus a balm that soothes and hydrates**

● **96–97% natural, vegan, cruelty-free and gender-neutral**

● **Salon-born, with 17 years of specialist waxing expertise**

Source: Future Market Insights, Ingrown Hair Treatments Market 2025–2035.

806 people who remove hair told us what happens next.

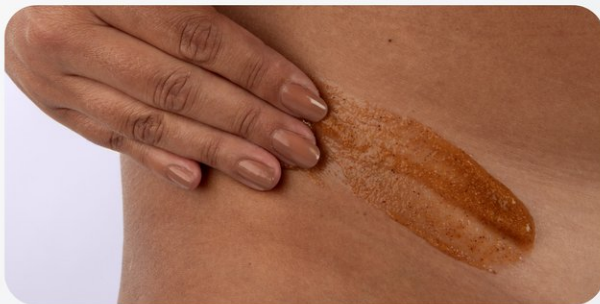
The problem



The gap



The opportunity



Nothing to stop ingrown hairs has worked so far and I've tried lots.

Survey respondent

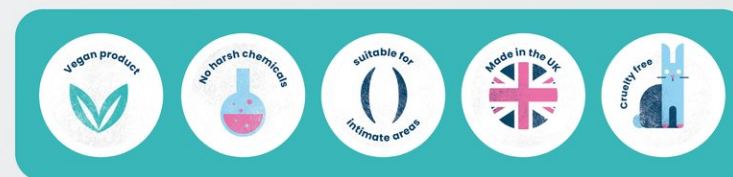
Source: (nkd) Happier Skin Score diagnostic, September 2026. 1,094 completions; base of 806 respondents who remove body or intimate hair.

The ingrown hair specialist, for everyone.



Why (nkd)

- ✓ Salon-born, from 17 years of specialist waxing
- ✓ A complete three-step routine, where most specialists sell a single treatment
- ✓ One gender-neutral range that serves every shopper from one set of facings
- ✓ Made for intimate areas, luxurious enough to use all over
- ✓ 96–97% natural ingredients



Positions reflect how each brand's ingrown hair products are marketed and merchandised, based on UK retailer searches, 2026.

Three targeted SKUs. One clear routine.

All-Over Body Scrub

Prevent & Treat Ingrown Hairs & Razor Bumps



200g

1 Exfoliate

RRP £19

Salicylic acid and walnut shell help free trapped hairs.

All-Over Body Cleanser

Soap-free, naturally-antibacterial, cooling & soothing



250ml

2 Cleanse

RRP £14

Soap-free and pH-balanced, it keeps follicles clean after hair removal.

All-Over Body Balm

Post-wax, post-shave balm with hyaluronic acid



250ml

3 Soothe

RRP £22

Hyaluronic acid and vitamin E keep skin soft so hairs grow through.

59% of shoppers want proof it works. Here's ours.

INDEPENDENT STUDY

Severe ingrown hairs showed dramatic improvement in 10 weeks using the (nkd) routine alongside a targeted serum.

Tracey Park, ingrown hair specialist, 2026



Best scrub for ingrown hair

"I used to use this post waxing and it worked really well!"

Domi, verified Amazon purchase



Works for ingrown hairs

"Effective on the bikini area and inner thighs... not too harsh on melanin skin."

Myrielle, verified Amazon purchase

Help make ingrown hair prevention a mainstream beauty essential.

Our story

Founded by Rebecca Dowdeswell, who built award-winning specialist waxing salons from 2009. (nkd) brings that treatment-room expertise home.



Our specialist waxing salons, where (nkd) was born.

Room to grow

We launched focused: 3 SKUs, one targeted routine. Every new product slots into it.

Second scent: Grapefruit, Mandarin & Basil

Formula developed; packaging at early design stage

OPPORTUNITIES IDENTIFIED FROM OUR RESEARCH

- Ingrown hair pads
- A targeted roll-on for existing ingrowns
- A daily ingrown defence serum
- A razor bump calming gel
- Care for dark marks left by ingrowns
- A treatment for strawberry legs
- A hair-minimising solution for finer regrowth that is less likely to become ingrown

Where you can buy (nkd) today

nkdproducts.shop

Professional salon stockists

Amazon

Superdrug Marketplace

Holland & Barrett Marketplace



Three steps to happier skin

1 Exfoliate

2 Cleanse

3 Soothe



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Thank you

for your interest.

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Trade pricing, case sizes and lead times on request

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