



WOMEN EXPOSED:

the hairrifying truth

CHERYL. CLARISSE. LIZ. JOSIE. GISELLE

NATURAL

hassle hate
interesting , unsightly
annoying

embarrassing unwanted
curly useless
unfortunate

GROSS

private ugly awkward fun personal
dry

MESSY

UNNECESSARY important

hairy shape
weird coarse bush thick forest shaved
obstruction

NORMAL

inconvenient

disgusting

LITERATURE REVIEW

- Few relevant studies on the topic of Pubic Hair removal
- Hence, we looked into the concept of Beauty and the motivations behind it
 - ▶ Our findings showed that the main motivations for the pursuits of beauty were intrinsic motivations.
 - ▶ However, given that pubic hair WAS "cool" 30 years ago and not so much now, we hypothesize that EXTRINSIC motivations caused this emerging trend






HYPOTHESIS

1 a) Women remove hair due to extrinsic motivations

1 b) Males are the largest push factor contributing to women's practice of hair removal

2) Males prefer women who remove hair THERE due to the influence of porn

METHODOLOGY

	Survey	155		53	
	Interview	28			

QUALITATIVE + QUANTITATIVE

NEXT

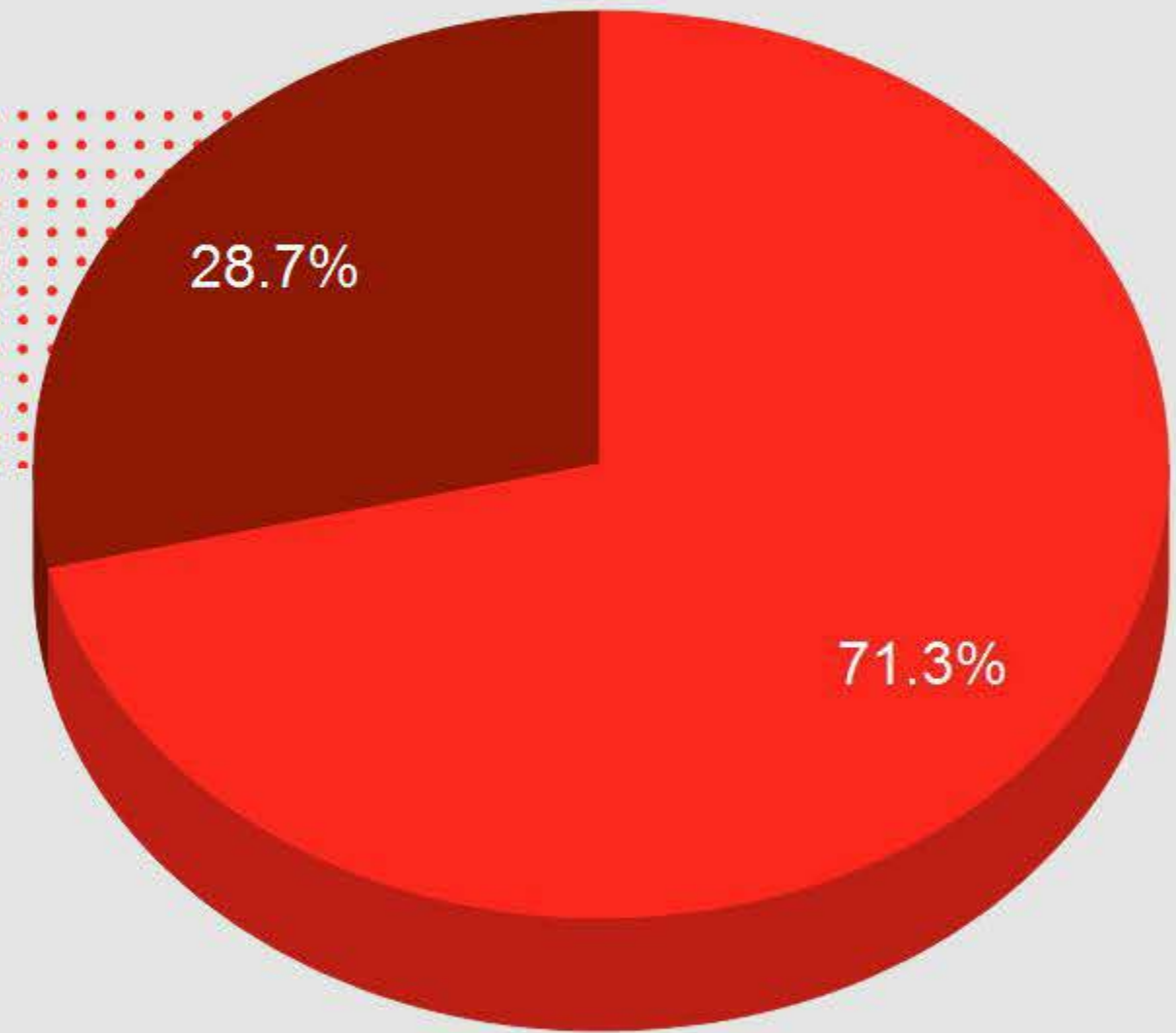




DO YOU

REMOVE YOUR
HAIR DOWN THERE?

YES
NO



Hypothesis

Methodology

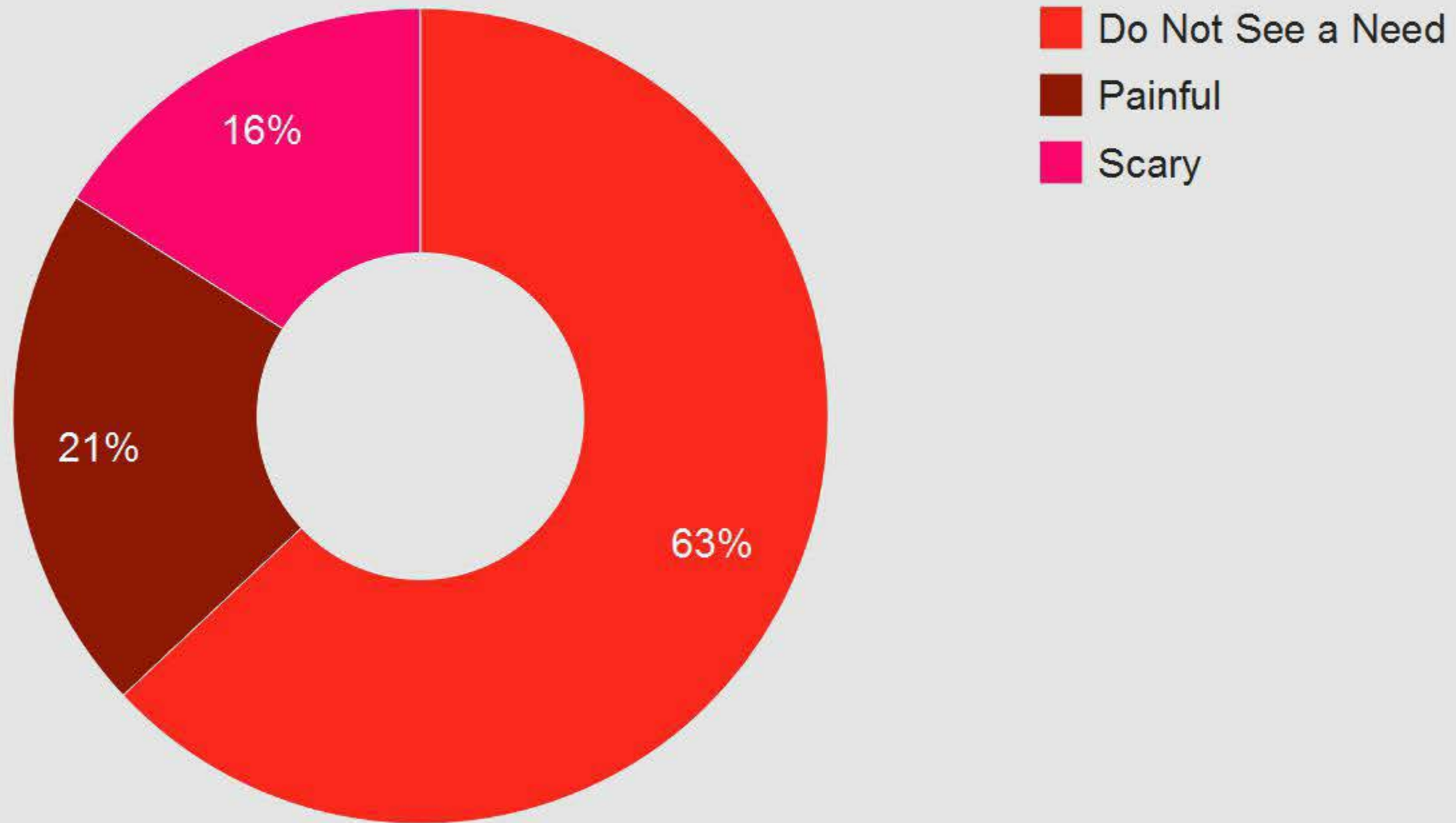
Qualitative Results

Quantitative Results

Conclusion



NO, I DON'T.



Hypothesis

Methodology

Qualitative Results

Quantitative Results

Conclusion



NO, I DON'T.

”

Seems painful
Scared of the pain
...it probably hurts
Haven't found a particular reason to do it as of yet

”

Hypothesis

Methodology

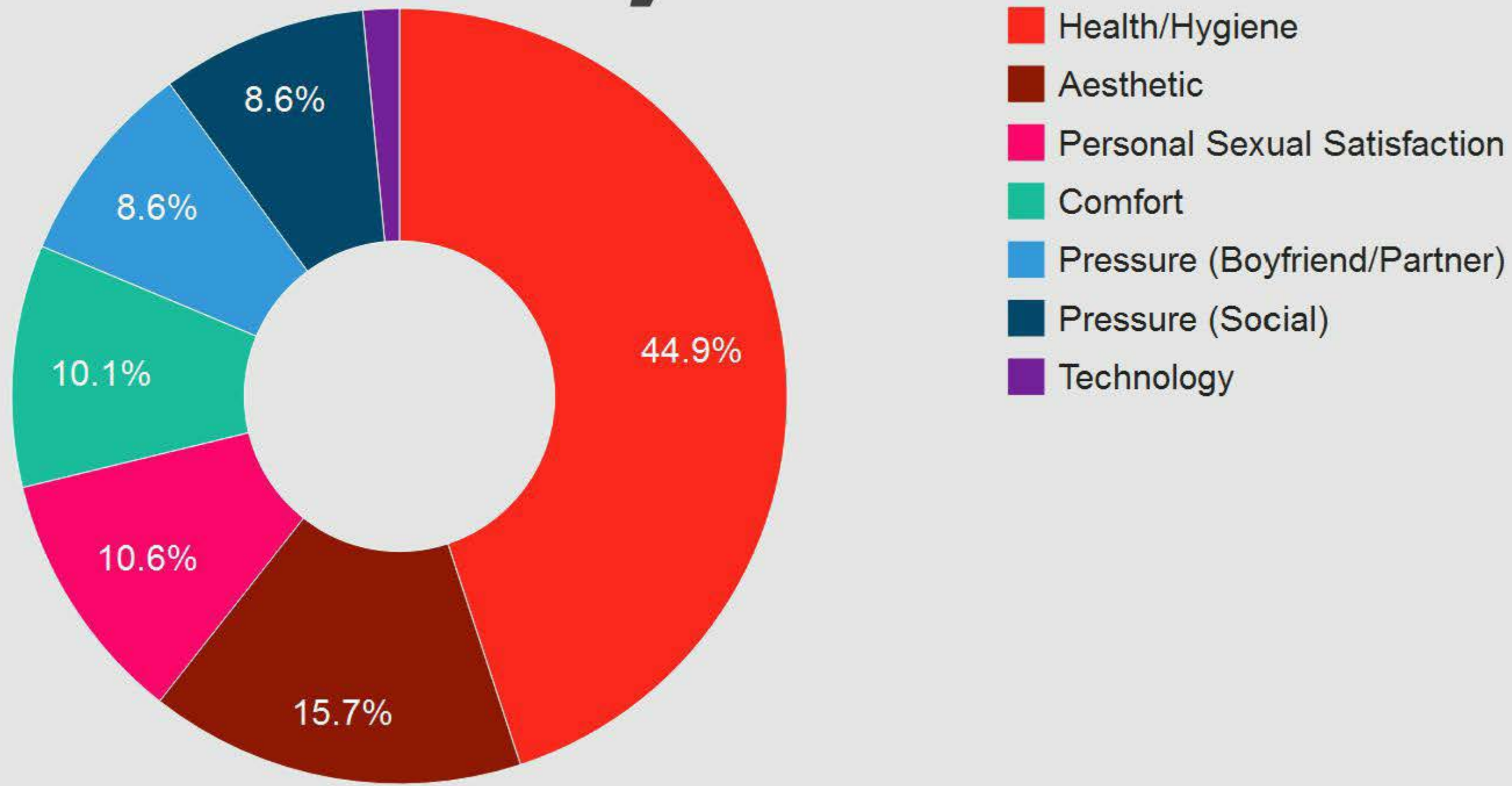
Qualitative Results

Quantitative Results

Conclusion



YES, I DO.



Hypothesis

Methodology

Qualitative Results

Quantitative Results

Conclusion

HEALTH /
HYGIENE



“

Hygiene (x41)

Cleanliness for period..

...we need to make sure that the
area is cleaned properly.

”

AESTHETICS

PERSONAL
SEXUAL SATISFACTION

COMFORT

Hypothesis

Methodology

Qualitative Results

Quantitative Results

Conclusion



HEALTH /
HYGIENE

”

I personally find pubic hair aesthetically displeasing

For presentation

AESTHETICS



...looks more pleasant

”

...because I am keeping my image. I am quite vain la.

PERSONAL
SEXUAL SATISFACTION

COMFORT

Hypothesis

Methodology

Qualitative Results

Quantitative Results

Conclusion



HEALTH /
HYGIENE

AESTHETICS

PERSONAL
SEXUAL SATISFACTION

COMFORT

“

I feel more...

Better sensitivity.

Better sensitivity of clitoris and
labia minora.

It feels good

”



Hypothesis

Methodology

Qualitative Results

Quantitative Results

Conclusion



HEALTH /
HYGIENE



Comfort... (x11)

Singapore is so hot and humid,
so you tend to sweat a lot so it's
good to keep clean



AESTHETICS

Don't like it either, prickly, gross
and annoying

PERSONAL
SEXUAL SATISFACTION

COMFORT



Hypothesis

Methodology

Qualitative Results

Quantitative Results

Conclusion



”



PRESSURE (BOYFRIEND /PARTNER)

Girls do it for men's fantasy

...not be because I want to,
but it is for the sake of other
person.

When he ask, I don't know
how to answer...I think that I
should.

”

PRESSURE (SOCIAL)

TECHNOLOGY

Hypothesis

Methodology

Qualitative Results

Quantitative Results

Conclusion



”

I started because my friends do it

Media also plays a part...women show more skin, and they are mostly hairless.

It has come to a point where hair on women is considered gross.

PRESSURE (BOYFRIEND /PARTNER)



PRESSURE (SOCIAL)

”

TECHNOLOGY

Hypothesis

Methodology

Qualitative Results

Quantitative Results

Conclusion



**PRESSURE
(BOYFRIEND /PARTNER)**

”

...we, as women, have so much access to technology and products that allow us to remove our body hair, it is up to us to take advantage of it.

**PRESSURE
(SOCIAL)**

”



TECHNOLOGY

Hypothesis

Methodology

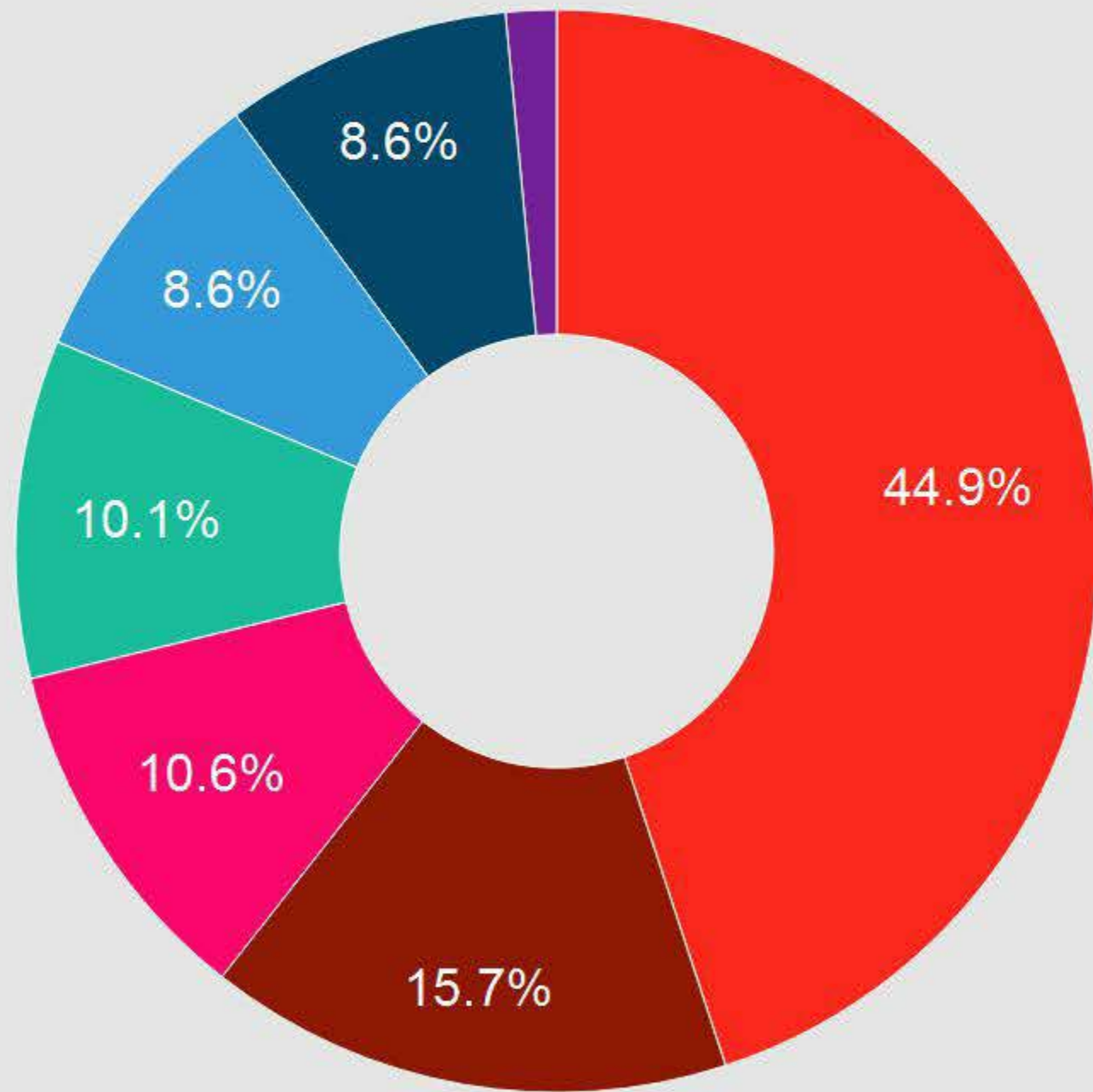
Qualitative Results

Quantitative Results

Conclusion



YES, I DO.



- Health/Hygiene
- Aesthetic
- Personal Sexual Satisfaction
- Comfort
- Pressure (Boyfriend/Partner)
- Pressure (Social)
- Technology

} **81%**

Hypothesis

Methodology

Qualitative Results

Quantitative Results

Conclusion





FINDINGS

QUALITATIVE DATA:

WOMEN REPORT THAT INTRINSIC MOTIVATIONS
ARE THE MAIN REASONS WHY THEY ENGAGE IN
HAIR REMOVAL PRACTICES

NEXT



SURVEY



QUESTIONS FOR FEMALES:
155 female responses

have you
had sex
before?

yes, with a man
no
yes, with a woman

do you
engage in
hair
removal?

yes / no

what are the
types of hair
removal
techniques?

brazilian/ bikini
shaving/ trimming
others

QUANTITATIVE FINDINGS



hair removal x sexual activeness



SIGNIFICANT



significance level: 0.00

Removing hair is found to be correlated to having sex.

Hypothesis

Methodology

Qualitative Results

Quantitative Results

Conclusion

QUANTITATIVE FINDINGS

hair removal + sex with men



hair removal + sex with women



significance level: 0.00 ✓

SIGNIFICANT

Hypothesis

Methodology

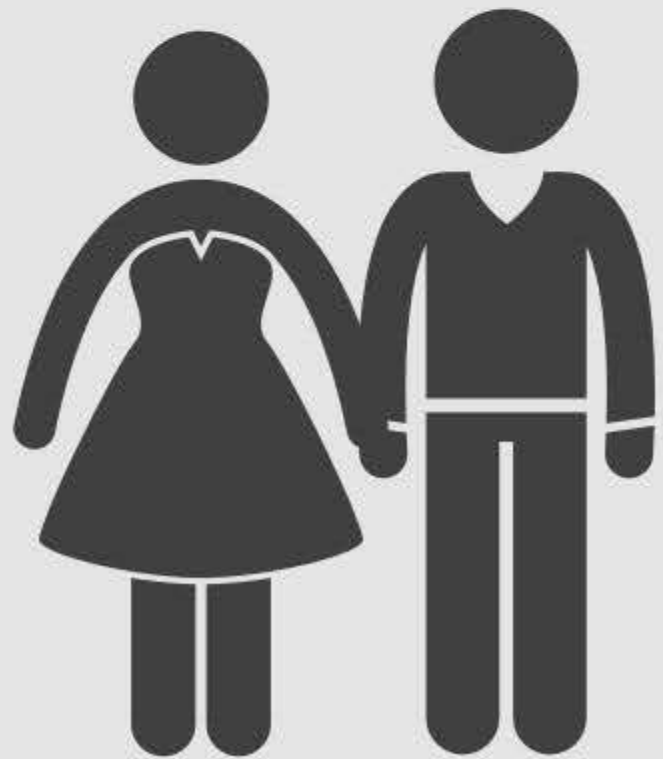
Qualitative Results

Quantitative Results

Conclusion



SEX WITH A MALE



brazilian
waxing
✓ 0.000
significant

shaving
✓ 0.013
significant

trimming
✓ 0.047
significant

others
(e.g. IPL, cream)
✓ 0.032
significant

bikini
waxing
✗ 0.497
not significant

Hypothesis

Methodology

Qualitative Results

Quantitative Results

Conclusion

QUANTITATIVE FINDINGS

hair removal + sex with men



significance level: 0.00 ✓

SIGNIFICANT

hair removal + sex with women



significance level: 0.99 ✗

NOT SIGNIFICANT

Hypothesis

Methodology

Qualitative Results

Quantitative Results

Conclusion





SIGNIFICANT ✓

Women face lesser pressure from their female partners



NOT SIGNIFICANT ✗

”

Neutral; perfectly normal. If friend doesn't shave its okay. If partner doesn't shave its alright also...I doesn't want to put her (partner) through this.

”

Hypothesis

Methodology

Qualitative Results

Quantitative Results

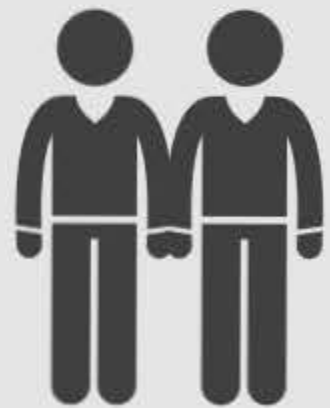
Conclusion



SIGNIFICANT ✓



NOT SIGNIFICANT ✗



Hypothesis

Methodology

Qualitative Results

Quantitative Results

Conclusion





SIGNIFICANT ✓



NOT SIGNIFICANT ✗



POSSIBLY SIGNIFICANT ✓

Men also face greater pressure from their male partners

”

Actually, we (gays) are quite particular about hair... better to be shaven.

Better for oral sex...

Shave or no sex!

”

Hypothesis

Methodology

Qualitative Results

Quantitative Results

Conclusion





FINDINGS

QUANTITATIVE DATA:

THERE IS A SIGNIFICANT CORRELATION
BETWEEN HAIR REMOVAL AND SEX WITH MEN

SURVEY



QUESTIONS FOR MALES:
53 male respondents

have you
watched
pornography
before?

yes (94%)
no (6%)

do you prefer
women who
have removed
their pubic hair?

yes (43%)
no (3%)
no preference (54%)

why do you
you have/
don't have a
preference?

in one word
or phrase,
describe
pubic hair

NEXT



🎤 qualitative results vs. quantitative results 📋
self reflection vs. facts

PERCEPTION VS. REALITY

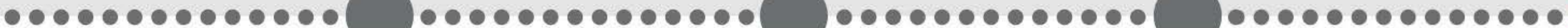
Hypothesis

Methodology

Qualitative Results

Quantitative Results

Conclusion





CONCLUSION

PERCEPTION VS. REALITY

Women think that they have full control over something so intimate and personal (intrinsic factors).
In actual fact, such an action is driven by men (extrinsic factor)

HYPOTHESIS REVISITED

1a) Women remove hair due to extrinsic motivations



1b) Males are the largest push factor contributing to women's practice of hair removal



2) Males prefer women who remove hair THERE due to the influence of porn



LIMITATIONS

- ▶ Cannot indefinitely say that extrinsic motivations weighs more than intrinsic motivations
- ▶ Double count: small no. of people who did both survey and interview

FUTURE 

RESEARCH

With regard to hair removal:
Which is more salient-- Intrinsic or
Extrinsic motivations?

THE END.



What's New Pussycat?

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Add a temporary bowtie tattoo to your Brazilian wax and we donate \$1 to Cat Welfare Society.
Now, that's what we call a good groom!

Strip supports Cat Welfare Society - Save Cats, Promote No Kill. Amounts do not vary based on the product of the groom.



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Ministry of Waxing




UNFURGIVABLE

Furly or FURgly? It is no secret that Strip is against fur - be it on our bare skin, bags, coats or shoes. So it is only natural for Strip to team up with international animal rights group, PETA in the battle against fur. From now till 30 November 2011, Strip will donate \$1 to PETA for every Brazilian Wax done. Liberate yourself and the animals with a Brazilian Wax at \$40 (U.P. \$58). Here's another good reason to go bare skin and not wear skin! Visit www.antifur.sg or like us on www.facebook.com/stripofficial



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