

Sorbet launches First Thursdays programme to kick off annual Beauty and Grooming Fairs

Issued by [OnPoint PR](#)

14 Apr 2022

After-hours glam and grooming treatments available at selected salons every month.



Leading professional beauty brand, Sorbet, announced an exciting new programme at the launch of the annual Sorbet Beauty Fair and Sorbet Man Grooming Fair on Thursday, 7 April. The new programme, called Sorbet First Thursdays, will run at selected stores on the first Thursday of every month, giving both ladies and gents the opportunity to have glam and grooming treatments after regular business hours.



Thulane Toolz Hadebe

The launch took place at the Sorbet Salon at Mall of Africa and Sorbet Man Hyde Park, where selected guests were given an exclusive preview of new products and innovations by Candice Thurston, marketing executive of the Sorbet Group and founder of Candi&Co. They were also treated to 30-minute pamper sessions while sipping Bombay Sapphire G&Ts. Promotional partner, Thulane (Toolz) Hadebe added an additional spark by demonstrating a number of grooming must-haves for men at Sorbet Man in Hyde Park.

“At Sorbet we pride ourselves on the extent and high quality of our treatment menu and the special service we’re committed to delivering,” says Thurston. “It’s our mission to make sure that every guest who visits one of our salons leaves looking and feeling good from the inside out.”

The Beauty Fair and Grooming Fair is back with a bang, introducing

new advances in personal care, such as collagen. Also on offer are treatments with featured brands such as Dermalogica, Environ, Exuviance, DMK, Soft Gel Tips, Rapid Lash, MotherKind and Be Bright. And, as always, all Sorbet salons have the highest hygiene protocols in place to ensure the safety of both guests and staff.

"There's an added extra for our Sorbet family too," says Thurston. "Guests who spend R500 or more at any one of our 200 stores nationwide during the Beauty Fair and Grooming Fair stand a chance to win Sorbet vouchers for a range of great treatments plus extra spoils up for grabs on all social media platforms."

The beauty and grooming fair will be run across all The Sorbet group brands including Sorbet Salons, Sorbet Nailbars, Sorbet Drybars, Sorbet Man and Candi&Co.

Follow us on our social media platforms for all of the latest updates on beauty products, treatments and trends – and to hear about the spoils we regularly have on offer.



Serina Singh Dermalogica brand consultant

Sorbet Salons: [@sorbetgroup](#) | Sorbet Drybar: [@sorbetdrybar](#) | Sorbet Man: [@sorbetman](#) | Candi&Co.: [@candiandcosalon](#)

- " Absa partners with the Karkloof Country Club in a new 3-year agreement to support the community 7 May 2024
- " A feast for vegans At Panarottis 26 Apr 2024
- " Sorbet in collaboration with Depilève unveil exciting revolutionary service offering of the V-Facial treatment! 25 Apr 2024
- " Fluence Africa Influencer Festival electrifies Johannesburg with unprecedented buzz 25 Apr 2024
- " Bombay Sapphire's 'Saw This Made This' local campaign 24 Apr 2024

OnPoint PR



OnPoint PR is a 21st Century PR Company. We have extensive experience in Public Relations, Media Relations, High Level Marketing, Celebrity Relations, Event Marketing, Media Production, Journalism and Social Media Practice.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>