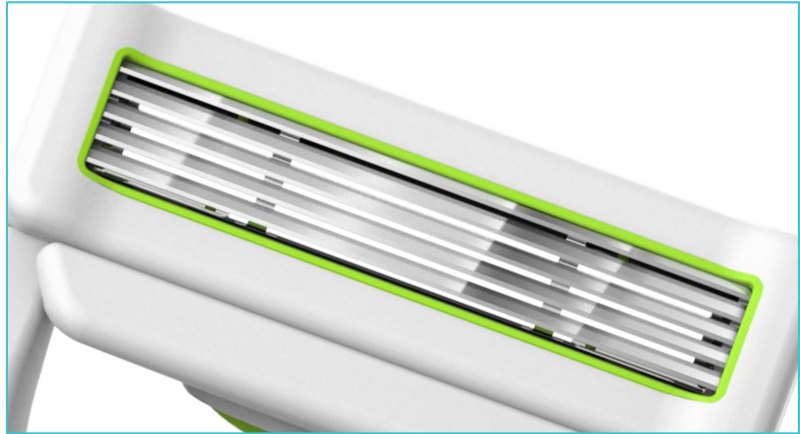




PRESS RELEASE
EMBARGOED UNTIL 16.01.2014



King of Shaves Launches Hyperglide

A razor revolution. Debuts January 16th 2014.

King of Shaves Hyperglide to set new performance standard in the global system razor market with a patented water activated self-lubricating cartridge that creates it's own HydroGel, allowing the user to shave by simply just adding water.

INNOVATION

After four years of research and development, Founder and CEO Will King announces a razor that uses advanced superhydrophilic ('super water loving') advanced technology on the cartridge's **entire shaving surface** to create its own 'HydroGel' so users can 'just add water' and shave! This amazing innovation was originally developed by a UK university tech spin-out for use in the medical device industry, to aid the easy insertion of catheters into arteries with minimal invasive friction.

REVOLUBETION

The Hyperglide 'smart-cartridge' makes lube strips (a feature of all men's system razor cartridges since 1976) instantly obsolete. It also makes styling and detailing beards and goatees a breeze with a detailing / edge trimming blade. A simple patented cartridge ejection mechanism plus redesigned open architecture blade rack (with even narrower blades) means this is truly the 'King of Blades'.

Note: All other men's razors ideally **need** a shave prep, including those manufactured by Bic, Gillette (P&G) and Schick Wilkinson Sword (Energizer) as well as those sold by shaving "clubs" such as Dollar Shave and Harry's. Of course, you can also continue to use an amazing King of Shaves shaving oil, gel or serum to further increase shave comfort and cartridge life.

Hyperglide is **designed and made in the UK** and has multiple patents granted and pending.

CEO STATEMENT

"Launching Hyperglide is an iPhone moment for us" says King. "Competitor razors require a shave prep - gel, foam or cream - to deliver a comfortable and close shave whereas with Hyperglide, water does the hard work. I view our competitors as stuck in the 'mechanical button phone' era - pressing on with the old, whilst we pioneer the new - 'just add water and shave'. It's taken four years and £5m investment to develop and perfect this technology, which is a genuine shaving world first."

RETAIL DETAIL

King of Shaves Hyperglide launches in January 2014, and will be available from most UK retailers and Target in the USA priced at **£9.99 / \$12.49 for a handle with one cartridge** and **£9.99 / \$12.49 for 3 cartridge replacement pack**. Hyperglide will also be available online at shave.com, King of Shaves' global brand site.

QUEEN OF SHAVES

Yes! Hyperglide works just as well for women who shave too (even though it's not pink and nor does it smell of strawberries)! It delivers an amazingly comfortable and close shave on legs and underarms. After all ladies, you don't drive a pastel pink car, do you?

SUMMARY

After years of either adding blades, or making handles that vibrate, King of Shaves is delighted to deliver genuine innovation to the multi-billion dollar razor and blade market with Hyperglide, the Revolutinary new razor from King of Shaves where you 'just add water'.

About King of Shaves: King of Shaves is a range of innovative and performance razors, shaving, skincare and electrical styling products for men and women. Since Will King created the Original Shaving Oil in 1993, King of Shaves now sells a product every three seconds worldwide and is regarded as one of the world's most innovative and successful challenger brands. For stockist information call **01494 671411** or visit the King of Shaves website www.shave.com which also has full details of the entire range, plus shaving tips and FAQs. To download images please visit www.thekingofshavescompany.com.

For brand press and publicity enquiries, please contact Nadine Attar, Scoop Publicity, **0207 235 6293** / nadine@scooppublicity.com

For corporate and business press enquiries, please contact Will Iredale, Iredale Communications, **07921 697282** / will@iredalecommunications.com

Follow Will King, Founder and CEO, on Twitter: [@kingofshaves](https://twitter.com/kingofshaves)

© King of Shaves Company Ltd 1993-2013. © and TM denote trademarks.

KOS Ref: K3143 v5. November 2013. E&OE

