



PRESS RELEASE  
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## Fact and Friction

### Or why our competitors still use 40 year old lubricating technology. And why we don't.

Shaving can be rough on your skin. Back in the early 20th Century, when a single steel blade was de rigeur, you needed a lubricant, and that meant (drying) soap. Still used today if you're enjoying a barber shop shave.

Fast forward to 1976, and the introduction of the Lubrastrip (lubricating strip) by Gillette on their Trac® 2 razor.

A lubrication technology they **still** use today. "Whaaaat" I hear you say. "Gillette uses a 40 year old soapy slip tech on 2014 products? Sensor? Mach3? Fusion?"

Yes. Why? Because it's **cheap**. And the old adage, "if it ain't broke, don't fix it" springs to mind. So they haven't. And neither have their competitors, including Bic, Schick Wilkinson Sword (who use variant of the lube strip technology) and all other razor manufacturers worldwide.

Keeping faith with old technology because "if it ain't broke, don't fix it" is a big mistake. Just ask Nokia or Blackberry. They held the same belief in 2007. "Apple? Launching a phone with no buttons? It'll never catch on. And we **own** the smartphone market." Sadly they did. With dumb phones however. That used dated and (cheap) tech. Now their market shares are a fraction of what they once were. Or PC manufacturers, who have seen market shares decline as people increasingly use mobile devices and tablets.

#### FROM SAVING LIVES TO SHAVING LIVES

In 2009 we started work on developing the next generation of razor. One that not only shaved closely, but supremely comfortably too. Our breakthrough came from the medical device sector, where a UK university tech spin-out had developed a superhydrophilic (super water loving) coating technology, designed to coat the delivery system for catheters for insertion into the body's arteries, providing minimal invasive friction whilst being completely safe. Our breakthrough was to perfect the manufacture of a razor cartridge, where the entire cartridge surface was coated with this technology - which we call Hyperglide - which essentially creates its own HydroGel over the **entire** cartridge head making the use of the dated lubrication strip redundant.

Introducing unique and patented Hyperglide by King of Shaves. The world's first and only razor with a cartridge that creates its own lubrication! Delivering a glide so amazing you can simply 'just add water', wet out your stubble, shave - and **go!** Yes. No shave prep or (1976 - just to repeat that date again) lube strip necessary. It's an elegant 'digital' shaving solution in a world of analogue competitors. And it's been designed, developed and patented by King of Shaves.

Plus the cartridge lasts longer as the Hyperglide coating gradually wears down over the lifetime of the cartridge, delivering from 10-15 shaves per cartridge (for even more shave comfort and to help extend the life of a Hyperglide cartridge even further you can of course use King of Shaves Shaving Gels, Oils and Serums). And it has a trimmer blade for edging and detailing facial hair. And a way too easy and fun to use cartridge ejection action. And Bendology Technology too. That's our patented flexi-face-following head that shaves you closely and comfortably.

Hyperglide is a razor revolution. A Revolubetion in-fact. And it's launching in the UK and USA in mid-January 2014. On the basis there's pretty much nothing else in your life you use daily, that remains unchanged since the Seventies, we invite you to "Change Up" your shave to Hyperglide and enjoy The World's Best Shave.

After all, who doesn't deserve the King of Shaves? Hyperglide #JustAddWater

**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**.

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