



King of Shaves Hyperglide

Even *better* with King of Shaves shaving software

Mother nature gave us Sebaceous Glands all over our skin (except on the palms of our hands and the soles of our feet). These glands produce sebum that is there to help protect our skin and hair. Too much sebum and we have greasy oily skin – not enough and we end up with dry cracked skin.

In terms of shaving, sebum coats the bristles in the beard with a waterproof layer. It can also cause the bristles to 'stick' or lay on the surface of the skin, which is obviously a problem when you want to shave them.

In an ideal world – in order to prepare the skin for a comfortable, close and quality shave – we need to:

1. Remove the sebum from our bristles to allow them to take on water. Dry stubble can have the tensile strength of copper wire, but when it has been thoroughly wetted out in warm water for 3-4 minutes it becomes much softer and much easier to cut.
2. Lift the bristles off the skin's surface (making it easier to cut them) by massaging and rubbing the beard area.

Number 1 can be achieved by using a face wash, shower gel or a shave prep (containing a surfactant for example any King of Shaves Shaving Gel) as these products will remove the sebum from the bristles. They also remove sebum from the skin and take any dirt debris and a lot of bacteria with them so they will also help cleanse your face.

Number 2 is achieved by the use of warm water (in conjunction with number 1) and by the massaging action when you apply a face wash / shower gel and then a shave prep as this stimulates blood flow near the surface of the skin and helps "wake-up" your bristles and skin.

WHAT ELSE CAN SHAVE PREP DO?

Once the stubble and skin are prepared for a shave, then the shave prep also provides several other functions:

1. It provides lubrication and a protective barrier between the razor blade(s), cartridge and skin.
2. It lets you track where you have shaved (even low-foam or clear products allow this).
3. It can help keep the razor clear of clogging (though this usually only happens with shave preps formulated with a surfactant).
4. It imparts any other benefits included in its formulation to the skin (whilst it is on the skin).
5. It encourages you to rinse the skin after shaving (to remove any residual shave prep), which helps ensure the face is left clear of any unwanted cut bristles or other debris that have been sloughed off by the blades during the shave.

PROTECT YOUR SKIN AFTER SHAVING

Post shave the Sebaceous Glands will, given time, produce sebum to replace that which is lost (removed) during the shave. To protect your skin whilst the Sebaceous Glands catch up, apply a good quality moisturiser or balm within five minutes of shaving to help protect the skin and seal in moisture.

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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