

The Gillette Company
Marketing Services Department
Prudential Tower Building
Boston, MA 02199-8004

We need a pill that would trick the body into redirecting hair growing hormones away from the face and towards the top of the head. Its discoverer would become an overnight trillionaire.

Attn: Customer Services

12/10/03

Imagine solving both shaving and balding in a single stroke? I anticipate that an early version might produce moustache hair growing on top – like a Devil’s granted wish – creating an unruly result. Well, until some endocrinologist can figure this out, we’re stuck with both.

Over the past year or so, I evaluated various shaving related products. Immediately below is my winner’s circle. These represent the products I like and intend to stay with for the foreseeable future.

Winner’s Circle of Shaving Products

Product Group	Product	Manufacturer
Shaving Technique:	Art of Shaving	Art of Shaving
Electric Shaver:	Synchro 7526	Braun, a brand of Gillette
Pre-shave oil:	Pacific Shaving Oil	Pacific Shaving Company
Pre-shave oil/cream formula:	Beard Lube Conditioning Shave	Jack Black
Pre-shave cream (lather):	Shave Cream	Art of Shaving
Pre-shave cream (non-lather):	Cream Shave	Clinique
Pre-shave cream (multi-purpose):	Ultrashave	Red, Inc.
Razor Blade:	Mach3Turbo	Gillette
Aftershave cream:	Lauder Intuition for Men	Estee Lauder Companies
Shaving Product Suite:	Art of Shaving	Art of Shaving

In the following pages, I include detail on which products I studied along with my rationales. All other products found, but not reviewed, are also listed. This includes contact information along with their product offerings. As a result, this reference listing is one of the most comprehensive of its kind.

Although I am but one customer, I suspect your research and marketing staff may find this of interest. Of particular note is the list of references. The “hot” website addresses will enable the reader to shop and compare a large variety of shaving related products very easily.

Al Medrano
Simpsonville, SC 29681
bigal_echopark@hotmail.com

Review of Men's Shaving Products

cc: Various manufacturers and retail establishments of shaving related products

Hard copies via standard mailing addresses were sent only to those in the "Winner's Circle." A "soft copy" of this document was sent to the majority of companies whose general or customer service email address was posted on their website. These email addresses are listed in the References section. For those companies with only a "direct email portal" within their website (no listed email address), a notice was sent (via this portal) advising them how to request a copy.

In some cases, certain listed companies had no website, or no standard mailing address, or neither. For companies whose regular mailing address was not specified in their website, no copy could be sent. In cases where a company did not have its own website, the product may be found in one of the webstores or product review websites.

4VOO	Cosmeticindustry.com	Lalique	Ren Ltd
adidas Salomon A.G.	Crabtre & Evelyn	Lancome	Resource Team Ltd
Ahava	Cromwell & Cruthers	Lather	Reviewcenter.com
Amazon.com, Inc.	CVS Corporation	L'Avenir, LLC	Rodale (Menshealth.com)
American Crew	D. R. Harris & Co.	L'OCCITANE, Inc.	Samor's Natural Alternatives
American Institute	David Somerset Skin Care Company	Lolita Lempicka	Sanyo
American Safety Razor Company	DDF	LPI Consumer Products	Schick
Anthony Logistics	Dealtime.com	Lynx	Scoop Skin Care
Aramis	Declor	M for Men	Scripts Elixers
arazorhouse.com	Dermalogica	Male Species, Inc.	Sens
Armand Basi	DMOZ	MaleFace Skin Care	Sensational Body Scents
Aromapharmacy	Dovo-Stahlwaren	Mankind Direct LTD	Sephora USA LLC
Art of Shaving	drugstore.com, Inc.	Martelli S.p.A.	Sesto-Senso
Ask Jeeves, Inc.	Easy Shaving Research	Matsushita Electric Corporation	Shave.com
Avid	eBay Inc.	Maxwell's Apothecary	Shaver's Choice
Avid4men	eGentlemen	MD Formulations	Shavex
Baiame	Elcina	Menaji	Shopping.com, Inc.
Bald to the Bone	ElectricShaver.com	Men-u Customer Care	Circuitskin
Barefoot Doctor	Eltron	Mercury Shaver	SkinStore, Inc.
Basenotes.org	Enchante	Molton Brown	Soap Studs
Bath & Body Works	Energizer Holdings, Inc.	Mont Source International	Sophee Corporation
Baxter of California	Eneva.com	Musgo Real	Speick
Beauty.com	Epinions	N>DN	Studio5ive
Beiersdorf, Inc. (Nivea)	Erno Lazslo	Neiman Marcus	stuf Fella
Best Skin Care	eShave	Neova	SuperMax Corporation
Bic Corporation	Estee Lauder Companies Inc	Neutrogena Corporation	Taylor of Old Bond Street
BioNova, Inc.	Excalibur Cutlery and Gifts	Nickel	Ted Baker
Biotherm	Faconnable	Norelco Consumer Products Company	Terre di Amerigo
BizRate.com	Floris	OasisPlace.com	The Body Perfect Equibal Labs
Blade Mail Ltd	Follicare Research Corporation	Ole Henriksen	The Body Shop
Bloke Ltd	Franzus	Origins Natural Resources	The Gentleman's Shop
Boots Group Plc	Fresh	Osmotics	The Gillette Company
Botanics	Gendarme	Pacific Shaving Company	The Grooming Lounge
Braun	George F. Trumper	Perfumebay.com	The Procter & Gamble Company
Brave Soldier	Google, Inc.	Peter Thomas Roth	The Soap Bar
Burt's Bees	Grundig	Pevonia Botanica	The Trafalgar Shop
California North	Guinot Institut	PFB	Thibiant International, Inc.
Carrera	H2O Plus	Pfizer Inc Warner Lambert	Total Solutions, Inc.
Carter and Bond Ltd	HeadBlade Company, LLC	Phytomer Corporation	Trevor Sorbie of America
Cassell-Wood.com	Headshaver.org	Polo Ralph Lauren	Truefit & Hill Toronto
Castle Forbes	Heavy Duty	Prep International Ltd	Universal Razor Industries
Caswell-Massey Co. Ltd	Issey Miyaki	Pricetool.com	Victoria's Secret
Clarins	Jack Black	Primedia, Inc. (about.com)	Vitaman
Classic Shaving	Jason Natural Cosmetics	Priva Shave	Wahl Clipper Corporation
Claus Porto	Johnson & Johnson	Proctor & Gamble	Walter Rau Speickwerk
Clinique Laboratories, Inc.	Kiehl's	pur:phuel	Weleda, Inc.
Coates	King of Shaves	Quik Shave, Inc.	Yahoo! Inc.
Colgate-Palmolive Co.	Knowledge and Merchandising Inc. Ltd	Red Inc UK	Zirh
Conair Corporation	Korrés	Regimens	
Consumer Reports	La Prairie	Remington Products Company, L.L.C.	

Men's Shaving Products: In Search of Excellence On the Internet

By
Al Medrano

Review of Men's Shaving Products

Preface

Not long ago, I set out to replace my electric shaver. Initially, I had certain questions on my mind:

- What products are available?
- How much do they cost?
- Where can they be purchased?
- Are there any reviews available?

Within minutes of performing various Internet searches, I discovered that the subject of shaving was large and highly disorganized. There was very little in the way of a cohesive and comprehensive source for shaving products.

Although I managed to complete my personal study, I thought it would be such a waste to just throw away my notes. So I invested more time to formalize my notes and this document is the result. By making this available to each company mentioned, I'm hopeful that efforts will be taken by manufacturers and owners of specialized websites that will make shopping a lot easier for customers in the near future.

Terse Overview of the Cosmetics Market

The cosmetics industry as a whole represented about a \$21B market (in 1999). Of that, about \$1.4B (7%) involved men's products. The distribution channels are somewhat evenly divided among prestige (31%), broad (33%), and alternative (36%) markets. The prestige channels are upscale department stores (e.g., Neiman Marcus) and broad involves mass market stores (e.g., Wal-Mart). The alternative markets include direct sales, direct mail/TV/print, free-standing stores, health food stores, and salons. [F001]

Perhaps included under the direct mail/TV/print channel, the Internet has become a new virtual channel. Even the smallest of companies can no longer afford NOT to have a website. This paper is a reflection of what can be learned through the Internet – albeit requiring, in some cases, significant effort.

Even though the men's market segment is relatively small in this venue, some, perhaps a significant amount of this segment is still driven by women. In this paper, I was in search of making my own decisions about shaving products. Ultimately, however, at least one product category was unavoidably a woman's choice. This underscores how important it is to market men's cosmetic items "through" women.

Review of Men's Shaving Products

Outline of Shaving Products Evaluation

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- D. Pre-shave Oils
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- B. Fractured sources of information
- C. Lack of wholistic marketing approach to shaving products
- D. Shaver conundrum
- E. Lack of samples
- F. The need to evaluate the evaluators
- G. The case against fragrance-based product suites

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- B. Facial cleansers
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- D. A Word About Art of Shaving
- E. Conditioning strips: The Next Generation

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- B. Search Engines
- C. Product review websites
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Review of Men's Shaving Products

I. Introduction

The historic Class of '46, for which Tom Brokaw popularized as "The Greatest Generation," was brought up with the likes of Old Spice®. Their Baby Boomer offspring have moved through the marketplace like a "pig in a python" and spending wherever they go. Having inherited their wealth, and entering their prime earning years, the Boomer vanity is leading the wave of a \$1.4 billion (1999) market in men's cosmetics. One such Boomer shares his thoughts about shopping for shaving products.

With the world of shaving expanding its depth and breadth, and manufacturers cannibalizing their own customers with variant products and multiple brands, I felt it was time to take a somewhat serious survey. Initially, my electric shaver was beginning to have problems, so I sought product reviews to help guide my selection for its replacement. Before I knew it, I turned around and found myself deep in the forest of the shaving world. I then decided to expand my research to include all those items directly related to my shaving experience. Of course, I had to keep track of things. When I was completed, I was not that far away from formalizing my study. This "white paper" is the result of that work.

Traditionally, footnotes are superscripted with numbers. Unique to this paper, I am using a different style using brackets. Within the brackets appears a letter/number combination. The letter refers to a general grouping and a number a sequence within an alphabetized group. In the "reference" section at the end, these entries serve multiple purposes including footnotes, bibliography, contact information, website addresses (active links for the electronic version), and business credits for copyrights, registered trademarks and brand names. So if a reader wished to ignore my chatter and perform their own research, this reference section is a virtual gold mine of human-verified websites.

In this introduction, I show (again) my so-called Winner's Circle. Although these choices may seem obvious, it is my rationale that has potential marketing value. Manufacturers spend untold millions trying to get this type of information from customers. In this regard, a customer's rationales are just as important as choices. Having invested a significant amount of time, money, and effort, it would seem wasted if not shared with the manufacturers – especially, perhaps, for those that failed to make my final cut.

In the following pages are the personal thoughts and opinions of a single customer. While these may make little difference in the overall scheme of things, I have learned from marketing experts to never underestimate the value of customer information.

Personal Winner's Circle of Shaving Products

Category	Product	Brand/Company
Shaving Technique	Art of Shaving	Art of Shaving
Electric Shaver	Syncro 7625®	Braun
Pre-shave: Multi-purpose	Ultrashave®	Red Inc UK
Pre-shave: Oil only	All Natural Shaving Oil®	Pacific Shaving Company
Pre-shave: Oil & Cream	Beard Lube Conditioning Shave®	Jack Black
Pre-shave: Lathering Cream	Shave Cream®	Art of Shaving
Pre-shave: Non-lathering Cream	Cream Shave®	Clinique
Razor system	Mach3® Turbo®	Gillette
Aftershave cream	Lauder Intuition for Men®	Estee Lauder Companies
Product Suite	Art of Shaving® Gift Set	Art of Shaving

For the pre-shave category, I have selected several products by formula. Similar to how men may prefer a foil versus a rotary shaver, men will also prefer a pre-shave by its formula. Some, perhaps many, still use soap, foam, or gels, and have not yet discovered the superior performance of oils and creams. While supplies last, I am continuing to use other products for a longer term study. Overall, I prefer using Ultrashave® and the Art of Shaving® Gift set. All selections are discussed in more detail later.

Certainly I should have charged a fee for this paper, however, it would have been difficult to market. Obviously, money was not a consideration here. My objectives for making this available to a large group of companies include the following:

- Trigger an industry-wide review of shaving products and related promotional strategies
- Compel companies to seriously analyze their competition and target markets,
- Encourage companies to re-evaluate their product evaluators,
- Inspire shaving-related webstores and product review sites to expand their offerings.

In time and with a little luck, the end result will be that future customers will have an easier time shopping for shaving products than I did.

Review of Men's Shaving Products

II. My Personal Shaving Experience

A) Shaving Problem: Defined

There's a saying that goes: "A problem well defined is half solved." To this end, my shaving situation is decidedly less demanding than others I know. My facial hair grows only in my chin area. There's about a half an inch worth of sideburns on either side; hardly worth mentioning. I have chosen to grow a moustache and it is not a factor in this venue.

I am decidedly in the "lightweight" division of shaving. A "bantamweight" person is a young teenager dealing with his first shaving experience (i.e., velum hairs or peach fuzz). On the other hand, there is my friend Ebrahim (of middle Eastern descent) who has more hair on the top of his right forearm than I have on the top of my head. His 5 o'clock shadow arrives around lunch time. Another member of the heavyweight division includes my buddy Ron who has a darker tan than I. Because his hair type has a flat shape, it causes the hair to curl. In turn, this can lead to increased ingrown hairs. Razor burn and, in particular "bumps," are tough problems for him to deal with. While researching this shaving market, I discovered that there is a specialized product known as "shaving powder." This is mixed with water and then spread on the face with a spatula-like applicator. It is left on for several minutes and then removed with the same spatula. It's a Nair®-like product that is designed specifically for black men.

My problem is lightweight. Thank goodness I don't have to deal with other types of hair removal such as shaving one's head (at least not yet, anyway), legs, underarms or that referred to as "bikini lines."

B) Resolution: My Shaving Regimens

Most men experience some degree of razor burn and other irritations and I am no exception. However, over the years I have found what works well for me. The following describes my two basic shaving regimens:

Procedure A	Procedure B
Wash, rinse, dry, Apply Ultrashave® pre-shave, Rub in until fully absorbed, Use electric shaver or razor, Apply additional pre-shave if necessary.	Wash, rinse, apply hot towel, Apply Art of Shaving Pre-shaving Oil®, Apply Art of Shaving Shave Cream® and lather up with badger brush, Use razor using long strokes, re-lather when necessary, Rinse with cool water, dry; Apply Art of Shaving Aftershave Balm®.

There are still other procedures I'm using (depending upon which one and while supplies last). This is because I am still conducting a longer term study involving each of my top choices. Each is performed for alternating two week periods. On certain days when I choose only to use an electric shaver, I use Ultrashave® as a pre-shave.

By virtue of this extended testing, I consider the choice of pre-shave as the most important aspect. It is the primary variable affecting the overall quality, closeness, and problem-free shaving experience. Both of the products mentioned above have a natural, plant-based oil as a primary ingredient.

These regimens are primarily designed to minimize skin problems that can be caused by razors. As you can see, I go to some lengths to avoid this. I have a certain trouble spot that is difficult for an electric shaver. For this, I "touch up" with a razor. This "double shave" style minimizes skin irritation by razors and lengthens the razor's life span. Even if I shave daily, a razor cartridge may last me from two weeks (normal, old way), three weeks for Procedure B, to as much as four weeks for Procedure A. Even longer life spans have been achieved when using only an electric shaver two or three times a week.

Review of Men's Shaving Products

C) Scope: What was and was not studied

The number and kind of shaving related products is quite large. Of course, it does compare at all to the size of women's cosmetics. Still, I felt it was necessary to set boundaries on what was to be reviewed.

Category	Target of Shaving Study	Excluded from Shaving Study
Electric shavers	dry foil shavers	Wet shavers, rotary shavers, beard and moustache trimmers
Razors	refillable or disposable blades	Straight razors, double-edge razors, injector blades, head blades
Pre-shaves (1)	oils and creams	Shaving soaps, foams, gels, powders, sticks, astringents, pre-shave ointments for electric shaving
Aftershaves (1)	creams	Astringents, fragrance-based topicals
Hair removal products	none	Cream-based hair removers, tweezers, waxing, electrolysis, laser, shaving brushes, strops
Alternative products (2)	some	Health store products, products with natural ingredients, aromatherapy oils, colognes
Women's products	none	Shavers, razors, epilators, creams, lotions, cosmeceuticals

- (1) To a certain degree, many pre/after shave products were not specifically targeted to either gender. Those specifically targeted for women, such as Skintimate® by SC Johnson, were excluded.
- (2) Although health store products were ignored, a few are listed for comparison purposes. One set was reviewed.

Perhaps the one omission, with which some companies may beg to differ, is my categorical skipping over of gels. Many of the finer and upscale makers of shaving products offer gels for either pre-shave or aftershave. Some, I have found, did actually fair well but I excluded them almost entirely from this report. This exclusion does not necessarily indicate that gels are inferior. They are better than most soaps and foams. But, like most product categories, many are offered in a variety of forms (or formulas) so as to better match the even greater variety of their customer's wants.

Review of Men's Shaving Products

III. Product Rankings

Listings include product names, manufacturers, and comments. Posted prices are only samples obtained from company websites or various webstores. Prices will vary depending upon source and timing. Although most prices are shown in dollars (\$), some are in English pounds (£) or Euros (€).

A. Electric Shavers

RANK	NAME	MAKER	COST	COMMENTS
1	Braun Syncro 7625	Braun	\$140	Surprisingly good results.
B*	MicroScreen3 TCT Shaver MS3-4000	Remington	\$90	Longevity of prior model was an estimated 15+ years.
C*	Sonic3 ES7017H	Panasonic	\$150	Good reviews;
		Below sorted by maker		
n/r	Elatr-50	American Institute	\$13	
n/r	Jaguar Shaver	Carrera	\$110	
n/r	MS1CS Electric Shaver	Conair	\$50	
n/r	Eltron Rotary 10-blade	Eltron	\$149	(Rotary)
n/r	PS-493GK Electric Shaver	Franzus	\$30	
n/r	Avantgarde 8875	Grundig	\$189	
n/r	Spectra	Norelco	\$180	(Rotary; does not offer a foil style)
n/r	SVM-780 Electric Shave	Sanyo	\$10	
n/r	Total Triple-Edge	Wahl	\$70	

*In the case of electric shavers only, posted rankings are based on published product reviews and personal interviews.

Review of Men's Shaving Products

B. Razors

RANK	NAME	MAKER	COST	COMMENTS
1a	Mach3Turbo	Gillette	\$8.99	Indisputable leader
1b	Mach3	Gillette	\$7.99	Initially skeptical
2	Quattro	Schick	\$7.96	Better than the Xtreme3
3	Sensor 3	Gillette	\$13.99	8-pack of disposables
4a	Sensor Excel	Gillette	\$7.99	Old faithful
4b	Sensor	Gillette	\$7.49	5 replacement cartridges
5	Xtreme3	Schick	\$7.29	Close but no cigar
6	Original	BIC®	\$2.28	12 disposables
		Below sorted by maker		
n/r	Acti-Flexxx	American Safety Razor	\$5.49	
n/r	Bump Fighter	American Safety Razor	\$5.49	
n/r	Tri-Flexxx	American Safety Razor	\$5.29	
n/r	AVID®4	Avid Foundation Enterprise, Ltd.	\$5.99	England; twin blade
n/r	Bic Plus	BIC®	\$2.64	12 disposables
n/r	Classic	BIC®	\$2.29	12 disposables
n/r	Comfort Twin	BIC®	\$4.46	10 disposables
n/r	Soft Twin	BIC®	\$3.49	5 disposables
n/r	Comfort3™	BIC®	\$3.00	4 disposables
n/r	Metal	BIC®	\$2.59	5 disposables
n/r	Sensitive	BIC®	\$1.47	6 disposables
n/r	Twin Select	BIC®	\$2.94	14 disposables
n/r	Razor Blades	Consumer Value Products	\$1.09	5 disposables
n/r	Twin Blades	Consumer Value Products	\$1.89	5 disposables
n/r	CVS Twin II	CVS	\$3.69	10 disposables; also Pivoting, Chrome Injector
n/r	Disposable Shaver	CVS	\$5.69	10-pack of blades
n/r	Twin Blade	CVS	\$3.69	10-pack of blades
n/r	Comfort Touch	CVS	\$4.99	10-pack of blades
n/r	Merkur Vision	DOVO/Merkur	\$123.00	Solingen, Germany; platinum stainless double-edged blades;
n/r	Atra	Gillette	\$8.79	
n/r	Custom Plus	Gillette	\$7.59	10-pack of blades
n/r	Goodnews	Gillette	\$5.69	10-pack of blades
n/r	TracII Plus	Gillette	\$10.79	10-pack of blades
n/r	Headblade	Headblade	\$15.00	
n/r	Shave Mate	LPI Consumer Products	\$2.49	Single disposable with pre-shave cream
n/r	Quick Shave	Quick Shave	\$2.99	Unique double cartridge design
n/r	ST	Schick	\$6.49	10-pack of blades
n/r	Tracer FX	Schick	\$6.99	5-pack of blades
n/r	SuperMax3	SuperMax Corporation	\$8.89	8-pack of disposables (+ 2 free)
n/r	Old Spice High Endurance	Univeral Group	\$3.94	4-pack of disposables

n/r = not rated; listed alphabetically by company

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C. Pre-shave Oils

RANK	NAME	MAKER	COST	COMMENTS
1	All Natural Shaving Oil	Pacific Shaving Company	\$6.95	Works very well; inexpensive; only \$1 shipping;
2	Pre-shave Oil Unscented	Art of Shaving	\$22.00	Silky texture
3	Johnson's Baby Oil	Johnson and Johnson	\$1.99	Comparatively economical
4	Pre-shave Oil	American Crew	\$10.50	Disliked clove scent
		Below sorted by maker		
n/r	Pre Shave Oil	Anthony Logistics	\$18.00	
n/r	Smooth Faced Son of a Gun Shave Oil	Barefoot Doctor	€ 5.50	
n/r	Shaving Oil	Bloke	€ 5.99	Ireland
n/r	Smooth Shave Oil	Botanics	€ 3.64	Ireland
n/r	Castle Forbes Shaving Cream – Lavender Oil	Castle Forbes	£ 17.50	England
n/r	Shave Ease	Clarins	£ 17.00	
n/r	Shaving Oil Xtra Sensitive	Cromwell & Crothers	\$4.99	Canada
n/r	Pre-Shave Oil	Decleor	\$17.00	France
n/r	Pre Shave Oil	eShave	\$18.00	
n/r	Shaving Oil Drops	Jason	\$7.50	
n/r	Kinnexium Shaving Oil	King of Shaves	\$14.00	England
n/r	No. 8 Nature's Shave Oil	Lavenir	\$12.95	
n/r	Cade Travel Shaving Oil	L'occitane	\$22.00	
n/r	Unique Shave Solution	Mont Source	\$13.98	Canada
n/r	REN Tamanu High Glide Shaving Oil	REN	£ 13.50	France
n/r	Ultimate Shave	Samora's Natural Alternatives	\$4.00	Canada
n/r	Somersets Original Shaving Oil	Somersets	\$5.85	England
n/r	Pre-Shave Oil	Taylor of Old Bond Street	\$18.00	England
n/r	Skinware Shaving Oil	Ted Baker	\$21.00	England
n/r	Terre di Amerigo Shaving Oil	Terre di Amerigo	\$19.99	Italy
n/r	Total Shaving Solution	Total Solutions	\$12.00	
n/r	Shave Oil	Trevor Sorbie	£ 4.50	England

n/r = not rated; listed alphabetically by maker

Review of Men's Shaving Products

D. Pre-shave Creams

Only pre-shave creams were studied. Certain classes of pre-shave products were specifically excluded. These include shaving soaps, foams, gels, powders, sticks, astringents, and pre-shave ointments for electric shavers.

Also excluded were a large number of fragrance-based topicals. These are pre/after shave products offered by companies who do NOT have skin care expertise. This was generally inferred by their lack of offering true skin care products. For further explanation on this aspect, refer to the section "The Case Against Fragrance-based Product Suites."

RANK	NAME	MAKER	COST	COMMENTS
1	Ultrashave	Red Inc UK (Robert Norburn)	\$9.95	Impressive performance as a multi-purpose shave cream.
2	Shaving Cream Unscented	Art of Shaving	\$19.00	Lathering cream provided a very comfortable and effective shave.
3	Beard Lube Conditioning Shave	Jack Black	\$15.00	Contains pre-shave oil, shave cream, and conditioner.
4	Cream Shave	Clinique	\$9.00	Favored for many years.
5	Noxema	Proctor & Gamble	\$3.99	Not designed as a pre-shave medium; Good texture, medicated and has cooling properties; lubricates well.
6	Pour Homme Shave Cream	L'occitane	\$20.00	(formula discontinued; replaced with Cade, an oil-enhanced product)
7	Classic Shave Cream	American Crew	\$9.26	Good texture; lubricates very well.
8	Close Shavers Squadron Ultimate Brushless Shave Creams	Kiehl's	\$14.00	Good product but decidedly unremarkable;
9	Shave Cream Tube	Zirh	\$18.50	Good results but formula contains a light green dye;
10	Maximum Comfort Shave Cream	Aramis Lab Series	\$11.00	By Aramis; parent Estee Lauder Companies.
11	Skin Clearing Shave Cream	Neutrogena	\$4.79	One of the better products in the mass market arena.
12	Pre-shave Gel	Sensational Body Scents	\$6.99	Consistency similar to a clear shampoo; good lubrication.
13	Blade Runner Energizing Shave Cream	Origins	\$12.50	Performed well; disliked clove scent.
14	Original Shave Cream	Caswell-Massey	\$5.95	
		Below sorted by maker		
n/r	Shave Cream	Anthony Logistics	\$22.00	
n/r	Pre-Op Shave Balm	Aromapharmacy	\$14.00	
n/r	Skin Glider	Avid Foundation Enterprise, Ltd.	£ 2.99	England
n/r	Super Close Shave Formula	Baxter of California	\$10.00	
n/r	BioTherm Homme	Biotherm	\$11.00	
n/r	Sensitive Skin Close Shave	BioTherm	\$11.00	
n/r	Brave Shave	Brave Soldier	\$15.00	
n/r	Razor Shave Cream	California North	\$16.00	
n/r	Dr. Hunter's Original Barber Shop Shave Cream	Caswell-Massey	\$12.00	England
n/r	Smooth Shave	Clarins	\$14.00	
n/r	Shaving Cream with Lanolin	Claus Porto	\$7.50	Portugal
n/r	Shaving Cream	Coates	£ 5.00	
n/r	Afta Shave Cream	Colgate-Palmolive	\$2.39	
n/r	Lather Shave Cream	Colgate-Palmolive	\$2.79	
n/r	Nomad Shave Cream	Crabtree & Evelyn	£ 9.50	England
n/r	After Shave Lotion Skin Conditioner	CVS	\$2.29	
n/r	Arlington Shaving Cream Tube	D. R. Harris & Co.	\$14.99	England
n/r	Medicated Shave Cream	DDF	\$18.00	
n/r	Shaving Cream	Decleor	\$20.00	France
n/r	Easy Shave	Easy Shaving Research	\$10.00	

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n/r	Protective Shave Cream	Erno Laszlo	\$21.00	
RANK	NAME	MAKER	COST	COMMENTS
n/r	eShave Cream	eShave	\$19.00	
n/r	Shaving Cream	Fresh	\$22.00	
n/r	Platinum Shave Cream	Gendarme	\$15.00	
n/r	Almond Shaving Cream	Geo F. Trumper	\$14.00	England
n/r	H2O Plus Marine Shave Cream	H2O	\$10.00	
n/r	Headstick Shave Cream	Headblade	\$8.97	
n/r	AutoStrip	Heavy Duty	\$16.00	
n/r	La Toja Classica Shave Cream	La Toja	\$9.00	Spain
n/r	Cade Shaving Cream	L'occitane	\$25.00	(replaces Pour Homme Shave Cream)
n/r	Vitamin Rich Shave Cream	MaleFace	\$13.97	
n/r	No Friction Shave Cream	MaleSpecies	\$18.50	
n/r	Proraso Pre-and-after Shave Cream	Martelli S.p.A.	£ 5.99	Italy
n/r	Smooth Shaves	Maxwell's Apothecary	\$17.00	
n/r	Shave Cream	MD Formulations	\$22.00	
n/r	Shaving Crème	men-u	\$16.99	France
n/r	Supershavé Olibanum	Molton Brown	\$19.00	England
n/r	Moisturizing Shave Cream	Mont Source	\$11.48	Canada
n/r	Shaving Cream with Lanolin	Musgo Real	\$12.00	Portugal
n/r	Sayonaura	N>DN	\$16.00	
n/r	Blue Razor Shaving Butter	Osmotics	\$18.00	
n/r	Medicated Shaving Cream	Peter Thomas Roth	\$18.00	
n/r	Pre Shaving Emulsion	Pevonia Botanica	\$31.00	
n/r	Rasage Perfect	Phytomer	\$28.00	
n/r	Prep Shave Cream Pot	Prep Shave	£ 3.50	England
n/r	Priva Shave	Priva Shave	\$14.95	
n/r	Skin Conditioning Shave Cream	pur:phuel	\$21.60	
n/r	Multi-vitamin after-shave Moisturizer	REN	£ 18.50	England
n/r	Scoop Sensitive Man Shaving Soufflé	Scoop	£ 17.95	
n/r	Sens Shaving Care	Sens	£ 10.50	France
	Shavex Brushless Shaving Cream	Shavex	\$11.00	England
	Moisturizing Shaving Cream	Circuitskin	\$28.00	
n/r	Shaving Lotion	Soap Studs	\$6.00	Canada
n/r	Bio5ive Speed Shave	Studio5ive	\$16.50	
	Smooth Fella Shave Cream	stuf Fella	\$4.50	Australia
n/r	Mr Taylor Shaving Cream	Taylor of Old Bond Street	£ 5.00	England
n/r	Brushless Shaving Cream	Terre di Amerigo	\$19.00	Italy
n/r	Equibal's You Can Shave Too!	The Body Perfect	\$12.00	
n/r	Shave Cream Tube	The Body Shop	\$8.00	
n/r	Pre-shave Beard Softener	Trevor Sorbie	£ 5.99	England
n/r	Shaving Cream Trafalgar	Truefitt & Hill	\$27.00	England
n/r	VitaMan Shave Cream	VitaMan	\$10.95	Australia
n/r	Speick Shaving Cream	Walter Rau Speickwerk	\$5.99	Germany
n/r	Shaving Cream	Weleda	\$7.00	

n/r = not rated; listed alphabetically by maker

Review of Men's Shaving Products

E. Aftershave Creams

Only after-shave creams were studied. Certain classes of after-shave products were specifically excluded. These include gels, sticks, astringents, and aftershave colognes.

Also excluded were a large number of fragrance-based topicals. These are pre/after shave products offered by companies who do NOT have skin care expertise. This was generally inferred by their lack of true skin care products. For further explanation on this aspect, refer to the section "The Case Against Fragrance-based Product Suites."

RANK	NAME	MAKER	COST	COMMENTS
1	Lauder Intuition for Men	Estee Lauder	\$40.00	Rang the bells
2	Aftershave Balm Unscented	Art of Shaving	\$35.00	
3	L'eau D'issay	Issey Miyaki	\$40.00	Good balance between cream, oil, and fragrance;
4	Romance After Shave Balm	Ralph Lauren	\$42.50	Brand of Polo
5	Transactive Post Shave Healing Balm	H2O	\$19.50	
6	Soothe - Post Shave Healer	Zirh	\$28.50	
7	Pour Homme After Shave Balm	L'Occitane	\$23.00	Good feel; a little too greasy (formula discontinued; replaced with Cade After Shave Balm)
8	Post-shave Healer	Clinque	\$14.50	
9	Fire Fighter	Origins	\$15.00	
10	Razor Burn Relief Plus	Aramis Lab Series	\$25.00	By Aramis; parent Estee Lauder Companies
11	Sensitive Aftershave Balm	Nivea	\$5.99	
12	Aftershave Balm	Sensational Body Scents	\$6.99	
13	After Shave Lotion	Gillette	\$2.99	Good as a starter for less sophisticated
		Below sorted by maker		
n/r	Repairing After Shave Balm	4VOO	\$39.00	Canada
n/r	Cooling After Shave Balm	Adidas	\$5.99	Distributed by Coty
n/r	After-Shave Moisturizer	Ahava	\$28.00	
n/r	After Shave Moisturizer	American Crew	\$7.95	
n/r	After Shave Balm	Anthony Logistics	\$18.00	
n/r	Basi Homme Aftershave Balm	Armand Basi	\$22.90	
n/r	Post-Op Shave Balm	Aromapharmacy	\$16.00	
n/r	Kakadu Plum Aftershave Gel	Baiame	£ 14.00	
n/r	Soothing Face Cream	Bath & Body	\$5.00	
n/r	After Shave Balm	Baxter of California	\$15.00	
n/r	N1™	BioNova	\$40.00	Customized Nano-Care™ line
n/r	Active Shave Repair	BioTherm	\$15.00	
n/r	Moisture Cream	Bloke	£ 6.98	Ireland
n/r	Post Shaving Balm	Botanics	£ 4.25	
n/r	Brave Face	Brave Soldier	\$16.00	
n/r	Bay Rum After Shave Balm	Burt's Bees	\$8.99	
n/r	O2xygen Aftershave Balm	California North	\$16.00	
n/r	Castle Forbes 1445 After Shave Cream	Castle Forbes	£ 24.99	England
n/r	Helan 'Rum & Vetiver' After Shave Balm	Caswell-Massey	\$25.00	England
n/r	Happy for Men Aftershave Balm	Clinque	\$26.00	Brand of Estee Lauder Companies
n/r	M Lotion for Men	Clinque	\$17.00	Brand of Estee Lauder Companies
n/r	After Shave Original	Colgate-Palmolive	\$2.99	
n/r	After Shave Balm	Crabtree & Evelyn	\$24.00	England
n/r	After Shave Lotion Cooling Menthol	CVS	\$2.99	
n/r	After Shave Lotion Skin Conditioner	CVS	\$2.99	
n/r	Arlington After Shave Milk	D. R. Harris & Co.	\$35.00	England

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RANK	NAME	MAKER	COST	COMMENTS
n/r	Aftershave Balm	Decleor	\$31.00	
n/r	Professional Shave	Dermalogica	\$16.00	
n/r	After Shave Balm	Elcina	£ 39.00	
n/r	After Shave Soother	eShave	\$17.00	
n/r	After Shave Balm	Faconnable	\$38.00	France
n/r	JF Aftershave Balm	Floris	\$50.00	England
n/r	Follique	Follique	\$19.95	
n/r	After Shave Balm	Gendarm	\$39.00	
n/r	Moisturizing & Soothing After-Shave Baume	Guinot Baume	\$32.00	
n/r	Post Shave Conditioning Gel	Jack Black	\$16.00	
n/r	Signature After Shave Balm	Jack Black	\$32.00	
n/r	Soothing Nourishing Face Cream for Men	Kieh'l's	\$13.50	
n/r	Ultimate Men's After Shave All Day Moisturizer	Kieh'l's	\$14.00	
n/r	Marigold After-shave Balm	Korrés	£ 9.00	Greece
n/r	Men's Cellular Soothing Lotion	La Prairie	\$85.00	
n/r	Le Lion After Shave Balm	Lalique	£ 22.00	
n/r	Miracle Homme	Lancôme	\$35.00	
n/r	Calm After Shave	Lavenir	\$22.00	
n/r	Cade After Shave Balm	L'Occitane	\$23.00	
n/r	Men's Moisturizing After Shave Balm	Lolita Lempika	\$28.00	
n/r	Lynx Post Shave Moisturizer	Lynx	£ 3.99	England
n/r	After Shave Balm	M for Men	\$18.00	Australia
n/r	Rejuvenating Moisture Cream	MaleFace	\$25.97	
n/r	Proraso Liquid Cream Aftershave	Martelli S.p.A.	£ 11.95	Portugal
n/r	Razor Relief Aftershave Balm	Maxwell's Apothecary	\$24.00	
n/r	Total Protector	MD Formulations	\$21.00	
n/r	Moisturizing After Shave	Menaji	\$16.00	
n/r	Afta After Shave Conditioner	Mennen	\$2.12	Parent Colgate-Palmolive
n/r	Hydrator Bai Ji	Molton Brown	\$40.00	
n/r	After Shave Hydrating Lotion	Mont Source	\$11.98	Canada
n/r	Aftershave Therapy	Neova	\$29.00	
n/r	Fire Insurance After Shave	Nickel	\$30.00	
n/r	All Purpose Aloe Vera Gel	Ole Henriksen	£ 22.00	
n/r	After Shaving Cream	Pevonia Botanica	\$34.00	
	PFB Vanish	PFB	\$19.85	
n/r	Phytomer Accept Soothing After Shave Fluid	Phytomer	£ 16.95	
n/r	Shave Balm	Polo Ralph Lauren	\$35.00	
n/r	Prep Aftershave Balm	Prep Shave	£ 7.50	
n/r	Post Shave Treatment	Priva Shave	\$14.95	
n/r	Nourisher Facial Moisturizer	pur:pheel	\$25.60	
n/r	Purple Label After Shave Balm	Ralph Lauren	\$60.00	
n/r	REN Multi Vitamin Soothing Aftershave Balm	REN	£ 16.95	England
n/r	After Shave Skin Therapy	Shaver's Choice	\$5.99	
	After Shave Refreshing Gel	Sircuitskin	\$29.85	
n/r	After Shave Balm	Soap Studs	\$2.75	Canada
n/r	After Shave Lotion	Speick	\$12.00	Germany
	Cool Fella After Shave Balm	stuf Fella	\$9.50	Australia
n/r	Mr Taylor After Shave Balm	Taylor of Old Bond Street	£ 11.00	England
n/r	Aftershave Lotion	Terre di Amerigo	\$21.99	Italy
n/r	Arber Aftershave Balm	The Body Shop	\$12.00	

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RANK	NAME	MAKER	COST	COMMENTS
n/r	For Men Face Protector	The Body Shop	\$12.50	
n/r	Javari Aftershave Balm	The Body Shop	\$12.00	
n/r	Kistina Aftershave Balm	The Body Shop	\$12.00	
n/r	Of A Man	The Body Shop	\$12.00	
n/r	Post Shave Healer	Trevor Sorbie	£ 5.99	England
n/r	After Shave Balm	Truefitt & Hill	\$40.00	England
n/r	Very Sexy For Him	Victoria's Secret	\$35.00	
n/r	Fire Extinguisher After Shave Balm	VitaMan	\$10.95	Australia
n/r	After Shave Lotion	Weleda	\$14.50	Switzerland

n/r = not rated; listed alphabetically by maker

Review of Men's Shaving Products

IV. Comments on Product Categories

By and large, I did not consider “price” as an aspect for consideration. Judging from the relative market share of discount brands, those for whom price are major considerations is something on the order of 10% to 15%. This is why even the market leaders often create variant products that are specifically targeted for that sector of customers (i.e., cheaper).

When something is performed, say, once a month, then most anything will do. But if it's done every day, then get the best. Moreover, when health and well-being is involved, then price becomes even less a matter of concern. For this matter on shaving, I consider myself among the leading edge group of customers. We are those who like to try new things. And while a significant amount may be spent on the *research* of new products, we are still somewhat price conscious about the on-going replacement and maintenance costs.

A. Shaving Techniques

One day, a man named Eric Malka walked into an old fashioned barber shop in London for the “whole nine yards” treatment. It was one of his most enjoyable and high quality shaving experiences. This inspired him to look for a way to emulate this experience for the common man. The unique set of products, offered by Art of Shaving he co-founded with Miriam Zaoui, is the culmination of several years of research.

There are a large number of sources that talk about shaving techniques. These ran the gambit from how to use a single-blade (cut throat type) to electric shavers. Rather than going into various discussions about these techniques, I will simply state that the definitive dissertation on this subject is the booklet *Art of Shaving* by Miriam Zaoui and Eric Malka. It is available separately (\$17) or with their gift set (\$100) that includes their Pre-shave Oil, Shave Cream, badger-hair brush, and Aftershave Balm. I may not know what it's like to live in a seven-bedroom home in Palm Beach, or to drive a Series 7 BMW just for Mondays, or to stay in a 4-digit room at the Broadmoor. However, I now know how such a man shaves and an Art of Shaving experience is the ticket.

B. Shavers

Historically, electric shavers have not been able to shave as close as a razor. Lately, however, electric shavers have improved (according to product reviews). On the up side, they are less prone to causing razor burn and other irritations. Some men must actually alternate between using a shaver versus a blade as a means of minimizing damage to skin. There are two basic designs: foil and rotary. There are two types: dry or wet.

The choice of an electric shaver, for a surprisingly number of men, is made by someone else. This happens as a result of receiving one as a gift, i.e., birthday, Father's day, or Christmas. Since these items are of significant cost, this is not something one can just throw away. If an electric shaver was equal in performance to a razor, then cost would not be such a big factor.

The shaver that I was last *gifted* was a Remington Series 9000®. It is a very old model and, like two other product categories I cover in this document, was chosen by a woman (in this case, by my mother). For the time I've been using it, it has performed satisfactorily. This ho-hum comment is actually impressive – this model was first introduced in 1985. However, it was only recently beginning to lose its ability to hold a charge. This is what prompted me to seek its replacement and, ultimately, served as a basis for performing this research study.

A shaver is not something one can easily test. This is primarily because there are potential health concerns involving such a product being used by more than one person. Since these can cost upwards of \$200, one must be careful about choosing. The only recourse one has is to rely upon product reviews and personal accounts. And once a choice is made, we're stuck with it for several years. [Some manufacturers offer a limited guarantee; one can return the unit for a full refund if done so within thirty days of purchase, for example. Conceivably, it would be possible to purchase two competing electric shavers, test them for three weeks, and return one of them in the fourth week.]

My choice of the Braun Synchro 7625® is a result of reviews and recommendations from friends. As indicated earlier, I normally am not cost sensitive. After all, even if a \$140 device lasts for only five years, I'm not going worry much about a \$0.07 a day matter. In the case of my old Remington, which was probably an estimated \$0.01 a day investment, it may very well be one of the better investments my mother ever made.

The list of shavers I show is dedicated to the class of dry foil shavers. There are also wet shavers and rotary shavers. Certainly there are advantages to both of these designs. But as a man, who tends to be a creature of habit, I preferred the foil type shaver and wanted to stay with it.

[As a side note, there is an old saying that goes: “That which is learned in the cradle, lasts to the grave” (old French proverb). Some believe that no matter how one starts, that one tends to stay with it for life. This “cradle-to-grave” mindset is why some marketing campaigns are heavily directed to a young audience.]

Review of Men's Shaving Products

C. Razors

Testing Parameters

The primary aspects studied for razors include shaving closeness, comfort, irritation, and skin damage.

Clearly, the aspect of shaving closeness is paramount. To test this, I used three techniques: (1) normal shave, (2) half and half, and (3) shave over. In the "shave over" test, one razor is used for a set number of strokes and is followed by shaving again with a different razor. The one that showed improvement on the second shave is likely to be better. Improvement was judged on feel only. In this regard, I had a few trouble spots that were usually difficult and required more strokes than other areas.

Gillette Mach3Turbo®

The Gillette series of blades have been very successful. Since the early '90's, I have been using the Sensor/Excel®. Although I have tried other brands, I've always come back to the Sensor®.

I was initially skeptical about the Mach3Turbo® because, after trying the Mach3®, I was not fully satisfied and returned to the Sensor Excel®. But after a thorough trial of the M3T, I have converted. The M3T provides a close and comfortable shave and the blades are as durable as the Sensor®. It performed better than Schick's Xtreme3® in the *shave over* test. This *shave over* test involves using one blade, for a set number of strokes, then using the other one. The one that can demonstrate improvement on the second *shave over* is better.

The M3T is designed with a firm handle and base. The only parts that move are the base that swivels and the blades that rest on individual springs. Like independent suspension in cars, each blade can flex independent from the other blades. Moreover, because the blades are so thin, they can also flex along its length. These two types of flexibility are virtually impossible by any other brand. Moreover, the M3T design is protected by more patents than there are cards in a deck.

Because of my lightweight facial hair, mostly limited to the chin area, one blade can last me nearly two weeks of daily shaving (using a standard method of shaving). Three ten-packs could last me a year (I would normally use an electric shaver, instead of a razor, for about 20% of the time).

With an intelligent design, Gillette customers have voted with their wallets on the order of three to one over all others. This commanding market share is a time-tested testimony to a highly successful product line and marketing strategy.

Schick Xtreme3®

The Schick triple-bladed razor is flawed. In order to understand my opinion, one must understand a little history.

Some time ago, Schick introduced the Tracer®. One might recall the commercial where this razor was shown shaving a billiard ball in an attempt to demonstrate the blade's flexibility. Although the Tracer® certainly could flex, the result was quite the opposite.

If you take an ordinary 3x5 index card, fold it in half and stand it on its side, you could balance a saucer on its edge and the matching coffee cup on top of that. This principle of stiffness is exploited in myriad ways such as corrugated cardboard in packaging or honeycombed aluminum on aircraft. Now when the Tracer® is flexed (or curved) the flat surface gets stiff; very stiff. In effect, it forces the contours of the face to morph to the shape of the blade. This is apparently the opposite effect that was intended. This is why I think the Tracer® was flawed.

One would think that Schick learned its lesson. But noooooo, instead they reincarnated this flaw into a subsequent version – including their Xtreme3® model. The only difference now is that there are three blades. The basic design can be described as "stiff blade, flexible base" which is the polar opposite of the Gillette's M3T model. Now when the base of the Schick Xtreme3® is curved while shaving, it causes all three blades to be curved in unison rendering them stiff. Because the blades act together, having one blade or three blades makes little difference. This stiffness results with having to use comparatively more strokes which eventually lessens its life span. It's such a shame that such a finely engineered blade is compromised by its own ill-designed base. This is why Schick's triple-bladed razor is an extreme disappointment.

On a positive note, customers who shave their heads seem to like it. [C006] But the head is a completely different shaving challenge (i.e., billiard ball scenario). The innovative razor product known as the "Headblade" has a flexible base as well. However, this study is not about shaving one's head, it's about shaving one's face.

Review of Men's Shaving Products

Schick Quattro®

Does more mean better? Just adding more blades does not necessarily translate into a better shave. Parent company Energizer is dipping into its deep pockets with a 9-digit attempt to shave market share away from Gillette's commanding two-thirds domination of this market niche.

My initial trial of the Quattro® was a surprise. It was a definite improvement over the Xtreme3® and Tracer® models. The shave was close and apparently effective. However, it rated lower than Gillette's M3T in the *shave over* test. This *shave over* test involves using one blade, for a set number of strokes, then using the other one. The one that manages to pick up any amount of hair on the second *shave over* is better.

In stark contrast to the design of Schick's *stiff* predecessors, the Quattro® has abandoned this for an even stiffer or "fixed" blade base. This means that the blades are firmly mounted into the base in a manner indistinguishable from most other blade systems (except for Gillette's). This could indicate that (1) there were fundamental problems with the flex base design of the Xtreme3® and its predecessors, or (2) use of the flex base introduced new problems, when a fourth blade was added, and no other cost/effective resolution could be developed. The only movement possible involves the base that can be tilted.

By abandoning their flex base design, it sends a mixed message (i.e., aforementioned #1 or #2 reasons). Worse, perhaps, since fixed blade cartridges can be easily cloned, soon these, too, will be indistinguishable from the cheap copies that will surely follow. The combination of a mixed message, along with the threat of clones, makes this expensive campaign seem somewhat questionable. This threat of clones does not haunt Gillette's independent, spring suspension design because it is protected by a large number of patents.

Schick's Quattro® was introduced sometime during September 2003. Even after its introduction, initial units seemed to have been snapped up rather quickly. Certainly, any new product will see a certain spike initially but the real payoff is in on-going sales of replacement blades. Whether this comes at the cost of cannibalizing its own Xtreme3® customers, or winning over Gillette customers, remains to be seen.

Certain men will be easy targets for the "more is better" philosophy – irrespective of apparent performance. But those who are seriously interested with the quality of shaving may not be easily swayed.

Gillette Sensor Excel®

The Sensor Excel is my OP Faithful. It has performed great for over a decade. I intend to keep it for travel purposes.

BIC®

The only positive aspect about Bic disposable shavers is that they are inexpensive. As for performance, these are dangerous. I never got so many cuts and nicks from a razor than this. I would prefer to buy an entirely new Gillette than use a Bic. When testing the first one, I stopped after a mere half dozen strokes and threw it and the rest away.

AVID4®

The AVID4® is a uniquely designed razor. It is held in a storage casing roughly the thickness of three pocket-sized combs. It opens like a switch blade and the removeable blade housing can be attached to the handle. It makes for easier storage during travel and won a FHM (men's fashion magazine) award for innovative product design. [E012]

Quick Shave®

One of the Quick Shave line of razors is essentially a double razor. The device holds two blade cartridges and is efficient for women who shave their legs.

Gillette Daisy®

The Gillette Daisy is designed for women. It was first introduced long ago during the early 1970s. Although women's products were not studied, it deserves an honorable mention. My wife has used this model for about half of the three decades it has been around. At least one credible source informed me that, aside from color and style, that there is essentially no difference between razors for men and women. Think about it, could the blades be angled differently, for example?

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C. Pre-shave Oils

Testing Parameters

The primary aspects studied for pre-shave oils include lubrication, preventive skin care, and compatibility with other pre-shave mediums. All of the oils tested seemed to do a surprisingly good job. In the end, the aspect of scent or, more the point, the lack of scent, became a determining factor for me.

Commentary

In the venue of pre-shave products, there are a wide variety of products. These generally come in certain basic types: soap, foam, gel, astringent, powder, cream, and oil. The prime directives here are lubrication and preventive skin care.

As evidenced by my final selections, I found oil to be a very effective medium. Consider, for example, that when it comes to the lubrication of a metal device, oil is the primary medium. To a significantly lesser degree, there are synthetics, silicon derivatives, and plant-based formulas. Insofar as pre-shave oils are concerned, these came as a surprise because they are not easily found on store shelves. For the purposes of this study, I concentrated on the two types I liked best: oils and creams. *[Although not listed among the nominees earlier, I did include tests of various oils such as pure vitamin E oil, jojoba oil, and aloe, for example. The most attractive aspect of these seemingly uncommon alternatives is low cost.]*

My choice to use oils is straightforward: effectiveness and persistency. Once applied, oil is not removed easily – even by a razor. Because of an oil's surface tension, it requires a soap to break it so that the water can actually clean. Oil, therefore, has a quality of duration (persistency) that cannot be matched by any other pre-shave medium. This quality of persistency helps prevent problems caused by using razors.

Oil has another advantage: Just how changing oil regularly in a car will make the engine last longer, using an pre-shave oil will make razors last longer.

Use of a pre-shave oil, by itself, does work OK. However, I found it more comfortable using a non-oil pre-shave cream on top of the oil. For a while, I was using this oil and non-oil cream combination. This changed, however, once I started using either Ultrashave® or Beard Lube Conditioning Shave® (both of which contain plant-based oils as well as cream-like emollients).

There are a few pre-shave products for electric shavers. This includes Lectric Shave® by J.B. Williams, for example. While these appear to work as designed, it adds more work (time) for cleaning the foil (or rotary). Repeated cleaning with a brush can dull the blades thereby garnishing its life span. When not used, the foil (or flip top of a rotary) can be simply removed and debris blown out of the way (manually or by using a spray can commonly used for airing off dust from a PC). A brush may be needed on occasion. I chose to ignore this category.

I found the Pre-shave Oil® (by American Crew) product in a shop that specialized with shampoos. Although it worked as designed, it soon fell out of favor with me because of its scent. I can't put my finger on it, but I think it is clove. This reminded me of being in the dentist chair or smelling like a Christmas ham. If it were unscented, I may have ended my search since I did like their pre-shave cream.

The All Natural Shaving Oil®, by Pacific Shaving Company, was a real bargain. Its cost is a mere \$6.95 for a .5-oz. bottle plus \$1.00 shipping. A single small bottle can last for months. Effective and fragrance free, it was a winner.

By the time I got around to testing the Art of Shaving product suite, my level of discrimination was as sensitive as a hair-trigger. Still, the Art of Shaving performed amazingly. The Pre-shave Oil® has a silkier texture than the other oils. And like most, requires very little to be effective. The overall effectiveness really comes to form when their suggested shaving technique is also used. This is covered very well in their booklet.

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D. Pre-shave Creams

Testing Parameters

The primary aspects studied for pre-shave creams include lubrication, consistency, and preventive skin care. Personally, I had preferred a pre-shave cream with a consistency similar to Noxema® (a women's facial cream, by Proctor & Gamble). Viscosity* (consistency) refers to a fluid's tendency to resist flow; water would have a low measure and oil would have a high measure [F002]. If a pre-shave cream has a low viscosity, it may be too runny and not stay on the skin very well. Noxema® has a viscous (thick) and creamy texture that mixes well with water and its lubricative feel remains on the skin well.

**One measure of viscosity is called a "cP" or centi-Poise. According to one source, air has a 0.018 cP, water (at room temperature) has a 1.002 cP, olive oil is 84.0 cP, honey is 3,000 cP, and peanut butter is between 150,000 cP to 250,000 cP. For more information see reference [F002].*

In order to maintain the presence of a pre-shave medium, I altered the manner in which I shave. This involved spreading the pre-shave, from other parts of the face, over just-shaved areas. Doing so helps to minimize the potential skin damage caused by razors. This procedure is not easily done with foams; but more so with almost all other mediums.

Ultrashave® by Red Inc UK

The Ultrashave® product, unusual in its formulation and use, is in a class by itself. I would describe it as a "salubricious baume." This is a term I invented for this product and it represents a combination of words: salubrious for its medicinal qualities, lubricity for its lubrication, and baume for its plant-based oil and moisturizing aspects. Acting as both pre- and aftershave, and skin conditioner, it's easy to use, very effective, healthful, and economical in terms of frugal use as well as extending the life span of razors.

It's application, however, is counterintuitive, when applied the cream is totally invisible. Used as directed, Ultra requires no water – other than that used for washing and rinsing the face beforehand. To use it, a small amount is rubbed into the skin until fully absorbed. Then one can shave with a razor or electric shaver. Although I can testify that shaving in this manner is comfortable, many, I'm sure, may be [psychologically] hesitant. For a niche market, this is not a problem. But for a mass market situation, this waterless/invisible shaving technique aspect could pose an advertising challenge.

The Ultrashave® product is basically a cream that has a toothpaste-like texture. It gets absorbed into the skin rather easily and leaves a moist surface that is resistant to nicks that can happen while shaving. The act of shaving is very different compared to using other mediums but is nonetheless effective.

Its inventor is Robert R. Norburn, a tribologist, which is an engineering specialty dealing with friction and lubricants. His company Red Inc UK has created a number of special purpose lubricants for industrial, automotive, and aerospace industries. According to the customer testimonials, even women like this product for its healing properties.

Although Ultrashave®'s waterless aspect may seem odd, this quality does lend itself to interesting applications. In particular, in places where water is a premium, it would have an obvious advantage. Consider its compact size, (the 50ml tub lasts on average 6 weeks), serving as both pre- and after shave, medicinal side affects, allowing razors to last longer, and relative inexpensiveness. Certainly these qualities can be appreciated by individuals or groups "on the move", Ultra is already in use by the Canadian Military in Afghanistan.

Shaving Cream® by Art of Shaving

My choice for a lathering shave cream was a surprise – both in choice as well as effectiveness. When used properly, it provided one of the most comforting shaving experiences in the trial. In the booklet included with the gift set, it covers aspects of shaving that represents a wealth of research. The products, therefore, are formulated to optimize the advantages of using natural ingredients and achieving a close and healthy shave.

Beard Lube Conditioning Shave® by Jack Black

I rated Jack Black's Beard Lube Conditioning Shave® highly because it was the only other product formulated with oil along with cream and conditioners. It performed very well. Because it already contains oil, I had skipped the pre-shave oil preparation and use it alone. (On other occasions, I had used an oil in addition to a different non-oil pre-shave cream combination.)

Cream Shave® by Clinique

My choice in a non-lathering, non-oil, cream pre-shave is Cream Shave® by Clinique, a brand of the Estee Lauder Companies. This was originally a choice provided to me by my sister long ago. Even without a pre-shave oil, this product had worked very well. Once I discovered the pre-shave oil products, I added the oil to my regimen.

Review of Men's Shaving Products

Noxema® by Proctor and Gamble

Although not designed as a pre-shave medium, I have used it off and on over many years. I like its texture and medicinal aspects. It mixes well with water and produces very good lubrication. One friend of mine, an attorney, revealed to me that she uses this for shaving her legs. I find it surprising that they don't offer a specific shaving product.

Pour Homme Shave Cream® L'occitane

Maker L'occitane has discontinued this formula. In its place, they have introduced Cade Shaving Cream® whose formula has been enhanced with a natural-oils. This trend towards oil-enhanced formulas, by other manufacturers, may accelerate as a result of this publication and other complimentary research.

Classic Shave Cream® by American Crew

I had chosen to try this because its texture was somewhat similar to that of Noxema®.

Close Shavers Squadron Ultimate Brushless Shave Cream® by Keihl's

Keihl's offers an interesting line of skin care products. When I purchased this at a Neiman-Marcus, they also gave me several samples of their other products. Though these are likely intended for use by women, I tried some of them and was surprised by the results. Their shave cream was, however, unremarkable.

Shave Cream Tube® by Zirh

Zirh is a relative newcomer for shaving products. Although they did not offer samples, I was drawn to them by various articles (FHM in particular). The product set included a gel wash, pre-shave, and aftershave. The pre-shave cream has a light green color. In the *Art of Shaving* booklet, the author advised against products with dyes because they can irritate the skin. Though I ranked this product somewhat low because of this, I did like their gel wash.

Maximum Comfort Shave Cream® by Aramis

The Aramis line is one of the oldest of those that offer a comprehensive number and kind of men's skin care products. After using the products many years ago, I eventually preferred the Clinique line (both brands are owned by Estee Lauder Companies).

Skin Clearing Shave Cream® by Neutrogena

Neutrogena® is one of the few mass market products. Although I had used this product early on, I eventually moved on to more sophisticated products. This mass market product is likely as far as most men may go in terms of sophistication. The advantages to this are easy availability and low price.

Pre-shave Gel by Sensational Body Scents

As stated earlier in my scope, I had categorically excluded gels from my study. I opted to include this (and four other products) from this small company for the purpose of comparison. In the later section "The Case Against Fragrance-based Product Suites" I make a case FOR this type of company as opposed to the expensive fragrance-based products. The reason is that fragrance houses normally do not have expertise in skin care.

In addition to being a gel, this also somewhat qualifies as a health-related product. This is evidenced by its other offerings such as aromatherapy oils, for example. Generally, men are not warm to this venue but their women may help drive this.

Blade Runner Energizing Shave Cream® by Origins

Origins offer a high-end line of skin care products. Almost everything about its shave cream was good – except for the scent. It, like some other brands, uses clove oil as one of its ingredients. Personally, I disliked this scent and, therefore, ranked it accordingly.

Original Shave Cream® by Caswell-Massey

While this was a fairly good product, I found it only slightly better than one of the mass market brands. The only reason I decided to purchase (and test) this was because of its price – I found a small size locally available for only \$5.00.

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E. Aftershave Creams

Testing Parameters

The primary aspects studied for aftershave creams include moisturizing, damage repair, irritation, greasiness, and scent.

Commentary

Unlike the other shaving products, this category has a special constraint – this one had the potential of interfacing with *women*. So even though I might personally prefer a certain brand, this had to be tempered by the preference of my spouse. My wife has a highly sensitive sense of smell along with a decidedly conservative taste. And if you think about it, no one is going to marry someone whose smell they don't like! In fact, I suspect that one's smell secretly drives marriage decisions more than one could imagine.

For the pre-shave category, I preferred an oil product. For the aftershave category, I (initially) preferred an *unscented* cream. I specifically dislike astringents like Colgate's Skin Bracer®.

An aftershave needs to address the repair of damage to the skin. The aspect of scent is mostly superfluous. If present, however, scent becomes a critical factor if those who come in close contact do NOT like it. In general, men tend to like unscented products. This is not just because men don't like cologne-type products, it is mostly to avoid potential rejection by their significant other (spouse factor). For example, if a man were to use a worn out product like Old Spice® or a no-name brand from contemporary K-Mart, she'd probably slap him. So, many men wind up taking the safer default position: use what SHE buys him!

Since we're talking about the potential of aftershave products having scents, a brief lesson on scents is in order. First, a *perfume* is the most concentrated form of a fragrance whereas *cologne* and *eau de toilette* are more diluted forms of the perfume. Second, the finer perfumes are engineered in tiers called "notes." These notes are basically intensities over time because the various ingredients (within each note) evaporate at differing rates. The "top note" is the part one smells when the scent is first applied. It may last for a few minutes. The "heart note" (also middle note) may last for an hour. Finally, the "base note" may last for several hours and represents the inner personality of the scent. Third, complicating this even more is that each note is usually constructed with different ingredients – although there is generally a central *theme* that integrates the three notes. Thus, a finer perfume is actually three scents in one. [F003]

Lauder Intuition for Men® by Estee Lauder

Earlier, I mentioned that I categorically ignored fragrance-based pre-shave and aftershave products. And yet, in my Winner's Circle, I chose Lauder Intuition for Men® aftershave balm which is (what I'm referring to as) a fragrance-based product. I have good reason for making an exception to my own rule. First, Estee Lauder is not just a fragrance house. They have among the finest facilities, equipment, and world-wide expertise in several areas – particularly, in skin care.

Second, Intuition's base note rung the bells. This fragrance's top note is made of citrus nectars like orange, mandarin, bergamot, and grapefruit. The middle note includes gardenia, petals, and Chinese rhododendron. The base note has amber. [E076] Now I normally apply an aftershave in the morning. But the crucial moment of epiphany did not occur until early evening one day. So it was Intuition's base note of amber that was the scent that elicited my wife's comment: "Oh, don't you smell nice." I was in the process of studying other aftershave products. But once when she said that, this signaled the end of this study of aftershave products. To wit, "When you find what you're looking for, stop looking."

Now the choice of Lauder Intuition for Men® went further than my wife's preference. This had the right mix of cream, emollients, oil, and fragrance. Even minutes after application, my skin was smooth and dry; not greasy. The scent was light but enduring. And while I did actually like at least two other brands, none of them got the all-important positive and semi-unsolicited comments from my wife.

Aftershave Balm® by Art of Shaving

The Aftershave Balm (unscented) product was included with a gift set. Unlike some other balms that left a greasy-type feeling, this product left a smooth surface on my skin. It takes very little to be effective. For the 2 oz. trial size that came with the Gift Set, it would likely last me for three or four months even if I used it daily.

L'eau D'issay® by Issay Miyake

L'eau D'issay was an impulse buy. Early in my study, I found this pricey but was curious. I was surprised by its performance and stayed with it for nearly a year while it lasted.

Review of Men's Shaving Products

Romance Aftershave Balm® by Polo Ralph Lauren

This was a high-quality aftershave I purchased prior to L'eau D'issay. It performed well and was my first step towards higher-end aftershave products.

Transactive Post Shave Healing Balm® by H2O

Although I found this to be a good product, it is not as available as other *prestige* marketed brands.

Soothe - Post Shave Healer® by Zirh

Again, this was an impulse buy. I was drawn to this by an FHM Magazine ad. Its viscosity is rather low (runny) but did provide good moisture to the skin.

Pour Homme After Shave Balm® by L'occitane

As stated earlier, this product has been discontinued. I did find its formula to be a little on the greasy side. However, I found that by using a smaller amount helped to reduce this. The replacement product is an oil-enhanced formula called Cade After Shave Balm®.

Post-shave Healer® by Clinique

The Clinique line of men's cosmetics was probably my earliest exposure to finer products. I had used this for years. Interestingly, this was recommended by some that reviewed the product on the headshaver.com website.

Fire Fighter® by Origins

This product worked rather well but I found its consistency too thin. For the relatively small size, I found this to be a little too expensive.

Razor Burn Relief Plus® by Aramis Lab Series

Launched in 1985, the Aramis Lab Series is one of the older skin care product lines devoted to men. Both fragrance free and oil free, it established a baseline from which other men's skin care products would be judged.

Aftershave Balm by Sensational Body Scents

Although I categorically ignored natural products, and those offered in health stores, I chose to include this for comparison purposes. Again, my sister was the one who introduced me to this company with various gifts. Their Aftershave Balm worked quite well and is offered at a good price. However, the only way I could justify using this is to also use several other of their products. This would bring down the overall cost of shipping from one coast to the other. Another alternative would be to locate a similar type of company locally.

Sensitive Aftershave Balm® by Nivea

I was drawn to this mass marketed brand because of their other products such as hand lotion. I found its performance acceptable but unremarkable. It is reasonably priced.

After Shave Lotion® by Gillette

At \$2.99, I doubt there is anything less expensive. It is a good starter for the unsophisticated man that, by the way, represents a surprisingly large ratio of men.

Expensive Aftershave?

Certain aftershave lotions may seem costly. On the one hand, the After Shave Lotion® by Gillette was a mere \$2.99, a price hardly worth mentioning. On the other hand, some of those I liked most were in the \$40 range. While this may seem like a lot, I found it relatively economical. For example, the 3.3 oz bottle of L'eau D'issay After Shave Balm® (by Issay Miyaki) lasted me nearly a year – even when used almost daily. For a cost of \$12.12 per oz, or \$3.33 per month, it was a bargain. I would probably hesitate to get Polo Ralph Lauren's Purple Label After Shave®, which lists for \$60.00 (\$14.29 per oz).

On the high end, a typical order for BioNova's N1™ Solution, formulated for a man's normal skin plus after shaving care, could cost \$70.42 for a 1.25 oz or \$56.34 per ounce. Of course, N1™ is not just an aftershave; it is a cosmeceutical. As such, its cost cannot be compared in this manner.

Review of Men's Shaving Products

IV. Issues with the Shaving Product Market

A. Need to Define a new market channel

In the sales business, there are three primary market channels: prestige, broad, and alternative. "Prestige" involves department stores, specialty stores and chain department stores, such as Macy's, Neiman-Marcus and J.C. Penney. "Broad" involves drug stores, food stores, cosmetic discounters, warehouse clubs, and mass merchandisers. Examples are Eckerd, Pathmark, Cosmetic Center, Sam's Price Club and Wal-Mart. "Alternative" is defined by five marketing methods [F001]:

Direct Sales	Avon, BeautiControl, Mary Kay
Direct Mail/TV/Print	Yves Rocher, Victoria Jackson, Clientele
Free Standing Stores	The Body Shop, Bath & Body Works, The Gap
Health Food Stores	CamoCare, Kiss My Face, Rachel Perry, Zia
Salons	Aveda, Matrix, Murad

The question now is, which one of these does Internet sales belong? The correct answer is "all of the above" because all companies, in each of the three channels, generate sales through websites. Of course, this lack of distinction is not altogether helpful. It probably should be a new sub-category under "alternative." Dollar-wise, it may deserve an entirely new channel of and by itself.

The key to making Internet sales a unique distinction lies not in marketing but with accounting methods. In order to accomplish this, it would have to be a regulatory statute whereby financials would be required to reflect this distinction. Moreover, some companies do not exist as a "brick and mortar" type of business. Until there is a wide acceptance and compliance of financial reporting in this regard, any claims of Internet-based sales, regardless of source, must be somewhat suspect.

B. Fractured Information Sources

There is no comprehensive source of information about shaving products. The reference listing included at the end of this paper is deceptive. The amount of research necessary to build this impressive listing was beyond belief. This demonstrated an industry-wide lack of coordination. If manufacturers are interested in getting a bigger piece of the \$1.5 billion market in men's cosmetics, then they should make shopping easier for customers.

Most male customers are typically impatient and would never spend that much time on this type of matter. As a result, most are unknowingly forced to choose among a few mass marketed brands. While some of these *popular* brands may have a decent level of quality, choice is largely hidden.

So by sharing this paper with the majority of players, I'm hopeful that webstores, in particular, will review more products and eventually expand their offerings.

The single best website for researching or shopping shaving products is the DMOZ site. It is an index of human-verified websites by category. [A001]

C. Lack of Wholistic Approach for Shaving Products

A typical life cycle of a product may go through various stages of inspiration, development, testing, marketing, promotion, advertising, and continual improvement. While this is true for shavers and razors, the pre/after shave segments is a haphazard, onesy-twosy affair.

Would a company that makes shampoos not also make conditioners? Would a department store that sells pants not have belts? Would an outlet that sells shoes not also have socks? So do shaver/razor manufacturers have pre/after shave products? Well, in some cases yes, but you wouldn't know that by their advertisements. Shavers and razors are one side of the coin with pre/after shave products on the other side; two sides of the same coin. Yet rarely does one see these advertised together. However, at least Gillette has begun to couple their pre-shave product along with their razors.

Have you ever shaved with a razor with no pre-shave whatsoever? Certainly, this would be unsafe. Since the pre/after shave aspect is practically a given, then these Rodney Dangerfields of the shaving world deserve more respect. Understandably, ad space is some very expensive real estate. However, it is not absolutely necessary to provide "double coverage" in ads. A more wholistic approach could be achieved, for example, in a TV ad showing the main product (shaver or razor) along with the complimentary pre/after shave product in a closing shot; no verbage necessary.

Review of Men's Shaving Products

D. Shaver Conundrum

How does a man shop for a \$200 shaver? Because of health concerns and cost, one simply cannot try these out very easily. If you would ask ten people you would get at least five to eight different types of answers. Perhaps one good way is to buy the two best rated shavers, try them out for three weeks, keep the best one and return the other (within the 30-day guarantee). Not very efficient, perhaps, but for a five to ten year life span, I would consider this an acceptable approach. The point here is that few are aware of the return guarantee aspect that some manufacturers and retailers do offer.

E. Lack of Samples

In the perfume market, the aspect of samples is quite mature. The reason is simple: Cost of perfumes can be very high and, being one of the most personal choices one can make, it must be sampled before being purchased. Perfume samples can be presented in small glass vials or replicas (also known as miniatures) and contain about one-eighth ounce (or 7 ml) or less. Another popular method involves scented inserts in magazines. Miniatures are so popular among women that some actually collect them. There is even a specialized association (International Perfume Bottle Association) in which members can buy/sell/trade amongst themselves mostly in the U.S. and Western Europe. So what started out as a marketing necessity has grown into a cottage industry. Today, perfume samples are an integral part of an overall promotion strategy for fragrances.

Now as for pre/after shave products for men, samples are rare. Normal sized products can cost from \$10 to \$40 each. Although women wouldn't flinch at "trying out" a \$40 product, this is not the case with men. If smaller sized samples (of higher-priced products) were available, men would be more open to experimentation. American Crew, for example, offers a small size of their pre-shave cream, a mere 1.7 oz. and costs about \$5.00. Jack Beard offers small aluminum *packs* of several of their products, for free, that are good for one or two applications. L'occitane also offers sample packs. Perhaps Nivea offers one of the best sample sets with four products in very little containers; an excellent travel set. In each of these cases, testing of their samples led to my purchase of their full sized products. However, samples like these are exceptions.

At the Body Shop, they have a special rack containing dozens of various bath and body products in sample sizes, small (approx. 1.5 oz) containers of their popular products. This has grown because they know that this is an effective entry method for customers to try out and then move up to the regular sized products. In order to address the other side of the shaving coin effectively, manufacturers need to ramp up this "samples" aspect as part of an overall promotional strategy.

F. The Need to Evaluate the Evaluators

Professional evaluators (in-house testers) and beta customers (selected members of the public asked to trial products prior to formal release) tend to get soft and become "yes men." If these individuals were to read this paper and discover products they never heard of, this could be proof that they have lost their critical edge. If engineers have to renew their education every five years, then evaluators need to refresh their knowledge of the competition – once a year to keep up with the Joneses, or more often to keep ahead of them. The cosmetics industry is a moving target running at light speed. When countless millions are at stake, marketing specialists need three things: the truth, the whole truth, and nothing but the truth.

Review of Men's Shaving Products

G. Case Against Fragrance-based Product Suites

Generally, there are two classes of pre-shave and aftershave product suites: dermatological and fragrance-based. The dermatological class involves manufacturers who have expertise with skin care. Many of the perfume and cologne houses do not have expertise in skin care. This distinction is important because the primary focus here is skin care. Perfume houses, that cannot afford their own skin care specialists, end up using a generic lotion base and adding their fragrance and label. Since a large number of perfume houses use the same small number of suppliers, many of the pre/after shave products are similar. Because of this, I categorically ignored most of the fragrance-based offerings.

So how does one determine if a given pre/aftershave product is either dermatological or fragrance-based? This is not easy. One way is to first determine if a given manufacturer offers products such as cosmetics. For example, consider the brand FancyMan, Inc. (a fictitious name based on a real company). They are a highly respected brand that offers fine apparel, accessories, and fragrances. Given that they don't offer makeup or any other type of skin care product, it may indicate that they do not have skin care expertise. For this reason, their pre-shave and aftershave products were excluded from this study.

Based on my final choices, one might be tempted to ask why I would mix and match products from different manufacturers. A product "suite" normally implies that the different products work together. While this may be true for integrated, computer software suites, for example, such is not the case for this venue. Rather, at most, these types of product suites have a similarity by their chemistry (i.e., hypoallergenic, plant-based) or manufacturing process (i.e., eco-label, animal-free testing.). As such, I evaluated each of these as "stand alone" products.

The reason is simple: After trial and error, use the best. By and large, I have been disappointed with product suites. Usually, there is one item that is fairly good. But the others are "fill-ins" thrown in for marketing purposes. After all, would you trust ordering a Mexican-styled machaca burrito at a Chinese restaurant? So why would you buy a skin care product from one who is known only for perfume? That is why I would recommend that one pick out the good *one* and then look elsewhere for the other categories.

So, instead of getting one of the overpriced *generic* versions of pre/after shave creams from a fragrance house with no skin care expertise, I would opt for a lotion base of a higher quality. For example, the small business called "Sensational Body Scents" located in Chino, CA, offers a variety of high quality lotions, shampoos, conditioners, and oils to which can be added scents of a customer's choice. While some scents are natural, other "designer" scents are actually low grade copies of designer scents. This offering includes a pre-shave lotion. At least with this alternative, the customer would know exactly what they are getting. Moreover, the customer's favorite perfume or cologne manufacturer may not offer the item in question so this may, in fact, be the only way one can get the best of both worlds – a superior "base" and a similar scent.

Review of Men's Shaving Products

VI. Appendix

A) Epilogue

This document may seem like overkill. However, I would submit to you that an impressive number of men conduct similar trials as I did; perhaps not as thorough, or as comprehensive, or as meticulously documented. But where there is an unavoidable procedure that involves time, money, effort, pain, and potential rejection or appreciation from a spouse, you can bet research is a given. The only difference is style.

B) A Brief Word on Facial Cleansers

The venue of facial cleansers fell outside of this shaving study. However, since I chose a pre-shave medium that is an oil, this posed the problem of removal. While simple soap would normally suffice, I thought that it would be advantageous to use something that was specifically designed as a facial cleanser. After all, there is little difference, time-wise, between using a soap or a specialized cleanser.

The world of soap is huge. In terms of raw numbers, this was larger than any of those I studied. Very likely, it is the single largest category in all of business. Given that there is little true differentiation between the various brands in this venue, and that I did not have any unique or demanding skin problems to deal with, it made little sense for me to study this at any length. To simplify this, I opted for the "gift default." At some point long ago, my sister thought that I would like Clinique products. She started me off with their Scruffing Lotion®. So for many years since, she has been gifting me with various of their products. One of them included "Face Scrub®" which is an exfoliator. So, again, this choice was primarily made by a woman.

C) A Brief Word on Estee Lauder

For half a century, since she introduced her first fragrance Youth Dew® (which is still selling), the name of Estee Lauder has been synonymous with quality. It's a name brand that I trust and is why I would always include her products in a study like this. Clinique is only one brand among many owned by the Estee Lauder Companies (ELC). Others include Aramis, Prescriptives, Origins, M·A·C, La Mer, Bobbi Brown, Tommy Hilfiger, Jane, Donna Karan, Aveda, Stila, Jo Malone, Kate Spade and Bumble and bumble, Darphin, Michael Kors, Rodan and Fields. [E076]

Many of these brands offer products for men. So like a virtual store within a store, when looking for a quality skin care product one rarely needs to look further. With ELC's vision of continual innovation, it is important to keep trying out new products. "It's like a box of chocolates; you'll never know what you're gonna get." [It's interesting to note that a third of their revenues result from products being introduced within the previous three years. But which came first, the style of continual innovation and aggressive campaigning or the natural whims of a woman?]

D) A Brief Word on Art of Shaving

Earlier I had indicated a distinct bias against product suites in general. Initially, I was skeptical about the high-priced shaving set from Art of Shaving. Out of curiosity, I chose to test this suite as the last entry in my study. This was a mistake; I wish it had been among the first. However, if this had been first, I probably would have ended my search and not gone to the trouble of authoring this document.

Contrary to my slanted perception, I found the Art of Shaving experience to be of very high quality. Each item in the set worked very well. Of particular mention is the booklet. It provided a brief history of shaving as well as descriptions of each type of shaving product. Perhaps the most valuable aspect was its dissertation on technique. Although I have long thought I knew how to shave, I was surprised to learn there was a better way – the Art of Shaving way.

I never thought that I would go back in time and use a shaving brush. But I do now and enjoy very much my new technique. It is not only nostalgic but surprisingly effective. The gift set comes with Pre-shaving Oil, Shaving Cream, Aftershave Balm, a badger hair brush, and the Art of Shaving book. At the time, it was listing for \$100. Though this may seem pricey, the relative miniscule amounts needed (per shave) could make the 2 oz. (trial sized) portions last for at least three to four months (for me, anyway). If men could give this a decent trial, and follow the directions, it could significantly change their shaving life. It did for me.

E) Ultrashave®: Going Beyond Shaving

Inventor Robert Norburn had sent me a handful of customer testimonials. Among them are accounts from those who use Ultra specifically for its medicinal qualities. Some customers have begun experimenting with Ultra for other than shaving such as acne, scars, dry skin, and construction-worker-hands. One even used it to help recover from a scar leftover from surgery to remove a hemangioma (a type of tumor). Others, who had abandoned wet shaving due to the problems razors cause, have even returned to the "dry shave" concept using Ultra. Although Mr. Norburn has turned down a number of suitors for his patent, negotiations are finally under way with a significant player. If successful, you'll know who it is; many will.

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F) Conditioning Strips: The Next Generation

My old mentor taught me never to complain about a problem without providing at least one alternative. So here goes.

The better quality blade systems incorporate leading and trailing conditioning *strips*. In focus here is the trailing strip, also known as a “cap.” On Gillette’s Mach3Turbo®, the cap is called an Indicator® strip. On Schick’s Xtreme3®, the cap is called a lubricating® strip. These caps help with lubrication and problem prevention. Of course, this innovation makes perfect sense. Since the first stroke removes the hair, as well as any pre-shave medium from a given area, the very next stroke that follows (in the same area) is the one that has the most potential for razor burn, among other problems. This is why the cap had been designed to add, to some degree, the lubrication that was just removed. For the Mach3Turbo, the cap contains vitamin E; on the Xtreme3®, it contains aloe. Both claim that these strips are activated by water.

I would like to see this trailing cap replaced with something more useful. Specifically, I would like to see a cap that has the equivalent width but half as tall as the blade and made of a soft material such as sponge. This could be primed with a pre-shave medium. Foams, gels, and even creams would not work well for this. I would recommend an oil product. Since oil is not water soluble, it would not be washed away easily when the razor is rinsed. It would only take a few drops worth to be effective and, since it does not evaporate, would last for several shaves. In theory, as a stroke is in progress, the blade would remove everything in its path but the cap would leave behind a fresh coat of oil – thereby setting up the lubrication for the very next stroke. In this way, potential damage to the skin is minimized to a significant degree more than current strip systems.

There were two ways to test this concept. The first way was to alter my shaving procedure to spread the pre-shave medium over the just-shaved area in-between strokes. This was a time consuming and tedious task. I found it difficult to change my normal inclination. For the trial, I simply spread the pre-shave from another part of my face to the just-shaved area. Although this worked as intended, it immediately made me think of an easier way.

The second way was to modify the blade to do it automatically. To test this, I jury-rigged what I’m nicknaming a “backslider” cap. This backslider was made primarily from a piece of a woman’s makeup application sponge. To attach this, I drilled two ultra-small holes into a cartridge. I then straightened out a small paper clip and reshaped it so that it would fit into the two holes. The result resembles a reverse letter “C” which, in effect, extended the cross-wise width of the blade structure.

Now in the open area, between the wire and the blade housing, I squeezed in a piece of make-up sponge. It was held in place with a piece of tape (suspended lengthwise) underneath so that the sponge piece would not get pushed out during use. To picture the end product, think of the leading cap (touches face first), the blades, the trailing cap (touches face last) and finally the “backslider” cap.

For the initial test of this unusual prototype, I used a few drops of pure vitamin E oil directly onto the sponge. Although the resulting geometry left much to be desired, it actually worked, at least well enough to establish a proof of concept, anyway.

My test of the “backslider cap” cost under \$5. Certainly, Gillette and Energizer (or previous Schick owner Pfizer) has spent eight-digit moneys (each) just coming up with their respective versions of conditioning strips alone. New or enhanced versions, from drawing board to store shelves, could be just as expensive.

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VII. References

Technically speaking, many of the footnoted facts were previously known by me from a variety of other sources. This includes books, magazines, newspapers, and discussions with personal contacts, over the course of a lifetime. As a convenience to the reader, I have Internet-ized selected facts with sources found on the web. In this way, potential verification or shopping would be easier to perform.

Of course, certain documents on the Internet are both dated and potentially volatile. This means that they may have been archived or removed subsequent to the publication of this document. So unlike a typical bibliography, with author names and book titles, I am using primarily website addresses grouped within logical categories. I'm hopeful that marketing analysts, and other interested parties reading this, may find new sources to strengthen their respective research specialties. And while bottom lines are always a key focus, the potential of improved products is one that would benefit all.

Below is a generic entry illustrating the format of the reference listings.

Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
Xnnn	Primary website Alternate website	Company name Address, city, state, zip Phone number Email address	Product(s) mentioned; Brief company description

In cases where a given company does not have a website, an alternate is shown. This is usually a webstore's site. Although it is likely that certain products appear in multiple sites, at most only one website reference is listed. The reference indicator is a letter/number combination. The letter is a group and the number is a sequential number within the alphabetized group.

In several cases, the standard address, phone, or email was not shown in the specified website and, therefore, not indicated in the entry. Although most companies had a general or customer service-type of email address, many have a direct email "portal" instead. This is where a customer can send a memo to the company directly from within their website.

[A] Index of Pre-researched Websites: ODP

The Open Directory Project (ODP) is the most comprehensive human edited directory of the Web, compiled by a vast global community of volunteer editors. It is hosted and administered by Netscape Communication Corporation. It is also known as DMOZ, an acronym for Directory Mozilla. This name reflects its loose association with Netscape's Mozilla project, an Open Source browser initiative. [A001]

It is being given a stand-alone category here in order to highlight this site's unique approach to indexing Internet sites. Whereas search engines can return millions of entries for a given topic, DMOZ provides a highly refined listing of sites that have been verified by volunteer editors. For example, under DMOZ's Beauty and Skin Care, the Shaving sub-category listed only 41 sites – and I verified that each one is a real business site. At that time, there were two others that were of questionable relevance and, after informing them of this, were subsequently removed! In contrast, a typical search engine returned 2,540,000 entries for a search on "shave."

While search engines like Google, Yahoo, About, and AskJeeves certainly have their place, the DMOZ site is a much more effective and efficient place to begin one's research.

Ref.	Website Address	E/Mailing Address	Notes
A001	www.dmoz.org primary above(1); alternate below(2) www.cbcl.com	DMOZ – Open Directory Project (website has a direct email portal)	The Open Directory Project is the largest, most comprehensive human-edited directory of the Web. It is constructed and maintained by a vast, global community of volunteer editors.

- (1) Once in the primary DMOZ website, go to Health, Beauty, Skin care, Products, then either Men or Shaving.
- (2) Once in the alternate CBEL website, go to Shopping, Skin Care Beauty, then either Men or Shaving.

The two entries into the same database offer slightly different index styles.

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[B] Search Engines:

Ref.	Website Address	E/Mailing Address	Notes
B001	www.about.com	Primedia, Inc. 745 Fifth Avenue New York, NY 10151 (212) 745-0100 information@primedia.com	Popular internet search engine
B002	www.askjeeves.com	Ask Jeeves, Inc. 5858 Horton St., Suite 350 Emeryville, CA 94608 jeeves@askjeeves.com	Popular internet search engine
B003	www.google.com	Google, Inc. 2400 Bayshore Parkway Mountain View, CA 94043 answers-support@google.com	Popular internet search engine
B004	www.yahoo.com	Yahoo! Inc. 701 First Avenue Sunnyvale, California 94089 (website has a direct email portal)	Popular internet search engine

[C] Product Review Websites:

Ref.	Website Address	E/Mailing Address	Notes
C001	www.baldtothebone.com	Bald to the Bone (website has a direct email portal)	Private site offers forum for reviews of shaving products usually by those who shave their heads
C002	www.consumerreports.org	Consumer Reports Online Website Customer Relations Dpt. 101 Truman Avenue New York, NY 10703 (website has a direct email portal)	Independent product review organization that reports on a large variety of products and services.
C003	www.eneva.com	Eneva.com info@eneva.com	Provides reviews on a large variety of consumer products
C004	www.epinions.com also www.pricetool.com	Epinions 8000 Marina Boulevard, 5th Floor Brisbane, CA 94005 (website has a direct email portal)	Private site offers forum for reviews of a large variety of products
C005	www.fhmus.com	FHM Magazine Mappin House 4 Winsley Street London W1W 8HF (212) 201-6700 letters@fhmus.com	Popular men's fashion magazine.
C006	www.headshaver.org	Head Shaver Web Site shaverg@yahoo.com	Private site offers forum for reviews of shaving products usually by those who shave their heads
C007	www.menshealth.com	Rodale, Customer Service 400 South Tenth Street Emmaus, PA 18098 (800) 914-9363 (website has a direct email portal)	Family-run business involving health and well-being; other brands include Backpacker, Bicycling, Men's Health, Mountain Bike, OG, Organic Style, Prevention, Rodale's Scuba Diving, Runner's World, and Rodale Books.
C008	www.reviewcenter.com	Resource Team Ltd Premier House Manchester Road, Mossley OL5 9AA, United Kingdom Tel. +44 (0)1457 833444 contact@reviewcentre.com	Private site offers forum for reviews of a large variety of products

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[D] Shopping and research websites where shaving products/information can be obtained:

Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
D001	www.arazorhouse.com	arazorhouse.com c/o DP & Associates admin@arazorhouse.com	Source for electric shavers
D002	www.basenotes.net	Basenotes (website has direct email portal)	Private site offers information about men's fragrances.
D003	www.beauty.com	drugstore.com, Inc. 13920 SE Eastgate Way, Suite 300 Bellevue, WA 98005 1-800-drugstore (website has direct email portal)	a.k.a. drugstore.com , is a leading online drugstore: a retail store and information site for health, beauty, wellness, personal care and pharmacy products.
D004	www.bestskincare.com	Best Skin Care 2154 S. Archer Chicago, IL. 60616 312-654-1881 help@bestskincare.com	Several lines of finer cosmetics
D005	www.bizrate.com	BizRate.com 4053 Redwood Avenue Los Angeles, CA 90066 310-305-3506 (website has direct email portal)	Comparative pricing and reviews of a large number of vendors
D006	www.blademail.co.uk	Blade Mail Ltd PO Box 12 Wells-next-the-Sea, Norfolk NR23 1JH, UK 0808 144 1666 enquiry@blademail.co.uk	Shaving products.
D007	www.boots.com	boots.com Boots Group PLC 1 Thane Road Nottingham NG2 3AA 0115 950 6111 (website has direct email portal)	Health and beauty products
D008	www.carterandbond.com	Carter and Bond Limited 1st Floor 337 Portobello Road London W10 5SA UNITED KINGDOM info@carterandbond.com	High-end male grooming products.
D009	www.cassell-wood.com	cassell-wood.com 101 East Water Street Charlottesville, Virginia 22902 434-245-8214 service@shoplondons.com	Body, skin care, and fragrance products
D010	www.classicshaving.com/	Classic Shaving PO BOX 581115 N. Palm Springs, CA 92258-1115 (760) 288-4298 info@classicshaving.com	Source for traditional shaving products such as straight razors, stops, and brushes.
D011	www.cosmeticsindustry.com	Market View BeauT 512-441-3665 mktvu@austin.rr.com	Provides general information and research services about the cosmetics industry as well as weblinks to various shopping sites

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Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
D012	www.dealtime.co.uk	Dealtime.com (UK) Ltd Lower Ground Floor, Greater London House. Hampstead Road, London, NW1 7TZ, England customercare@dealtime.com	General merchandise
D013	www.drugstore.com	(see beauty.com)	
D014	www.ebay.com	eBay Inc. 2145 Hamilton Avenue San Jose, California 95125 (website has direct email portal)	Online auction website
D015	www.egentleman.com	eGentlemen 415 E. Harvard St., Unit 105 Glendale, CA 91205 818-500-7624 info@egentlemen.com	Gentlemen's grooming products
D016	www.enchanteonline.com/	Enchante 4006 S. Lamar, Ste. 750 Brodie Oaks Center Austin, TX 78704 888-220-2927 enchantetx@aol.com	Skin care and fragrances.
D017	www.electricshaver.com	ElectricShaver.com 315 South 11th St. Lincoln, Nebraska 68508-2195 402-476-1785 info@electricshaver.com	Specializes in electric shavers, parts, services, and related shaving products.
D018	www.excaliburcutlery.com	Excalibur Cutlery and Gifts PO Box 1818 274 Valley River Center Eugene, Oregon 97440 541-687-0872 info@excaliburcutlery.com	Finer cutlery and gifts
D019	www.gentlemans-shop.co.uk	The Gentleman's Shop Charnham House 29 & 30 Charnham Street Hungerford, Berkshire RG17 0EJ United Kingdom +44 (0) 1488 683536 sales@gentlemans-shop.co.uk	Gentlemen's grooming, leather goods, personal accessories and gifts.
D020	www.groominglounge.com	The Grooming Lounge 1745 L. Street, NW Washington, DC 20036 202-466-8900 info@groominglounge.com	Fine men's grooming products and services
D021	www.mankindonline.co.uk	Mankind Direct LTD 1 the courtyard hurtmore, godalming, surrey England GU8 6AD 0870 443 7060 info@mankindonline.co.uk	Website dedicated to the skin care needs of men
D022	www.neimanmarcus.com	Neiman Marcus P.O. Box 720937 Dallas, TX 75372-0937 1.888.888.4757 (website has direct email portal)	Specialty store of fine fashions.

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Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
D023	www.oasisplace.com	OasisPlace.com 2720 NE 96th Way Vancouver, WA 98665 USA 1-877-306-5400 sales@OasisPlace.com	Professional skin, hair, and facial products
D024	www.perfumbay.com	Perfumbay.com 16130 Gothard St. Huntington Beach, CA 92647 888-844-7730 info@perfumbay.com	Fragrances, bath & beauty products.
D025	www.regimens.com	Regimens 3699 McKinney Ave, Suite 102 Dallas, TX 75204 866-520-9740 info@regimens.com	Men's grooming products.
D026	www.scripselixers.com	Scrips Elixers 215 Mulberry Street New York, NY 10012 212-941-4600 info@scripselixers.com	High-end toiletries
D027	www.sephora.com	Sephora USA LLC First Market Tower 525 Market Street, 11th Floor San Francisco, CA 94105-2708 1-877-SEPHORA customerservice@cs.sephora.com	Leading retail beauty chain in Europe that has expanded in to the U.S.
D028	www.sesto-senso.com	SESTO-SENSO 1206 Markel Circle Frederick, Maryland 21702 888-239-0003 info@sesto-senso.com	Body, bath, and skin care products.
D029	www.shave.com	Customer Care, Knowledge and Merchandising Inc. Ltd, 17-19 Chiltern Court, Asheridge Road, Chesham, Bucks HP5 2PX, United Kingdom 0800 0838416 care@shave.com	Website for King of Shaves, Ted Baker fragrances and Fish Unisexy
D030	www.shavercentre.com	Mercury Shaver 1331 Warden Ave. #8 Toronto, Ontario M1R 5A8 (416) 751-1742 info@shavercentre.com	Source for electric shavers, professional repair service and genuine replacement parts.
D031	www.shopping.com	Shopping.com, Inc. 475 Fifth Avenue New York, NY 10017 customersupport@shopping.com	Leading online shopping search engine; affiliates include dealtime.com, epinions.com (op.cit.).
D032	www.skinstore.com	SkinStore, Inc. Customer Service 210 N. University Drive, Suite 707 Coral Springs, FL USA 33071 888.586.SKIN (7546) ombuds@salu.net	Quality skin, hair and nail care products

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Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
D033	http://shop.sophee.com	Sophee Corporation 2445 SW 18TH TER, No. 1107 Fort Lauderdale, FL 33315 1-877-TO-SOPHEE customerservice@sophee.com	Hair care, skin care, and gifts for women and men.
D034	www.thesoapbar.com	The Soap Bar 3250 Bishop Park Drive Winter Park, FL 32792 407-677-1925 ishop@thesoapbar.com	Bath and body products.
D035	www.trafalgarshop.com	The Trafalgar Shop 214 St. George St. Unit 402 Toronto, Ontario, Canada M5R 2N8 1-866-246-6432 info@trafalgarshop.com	Quality men's toiletries.

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[E] Company Websites:

Many of the company products have names that are identical to others. Therefore, these can not be registered trademarks. If a given product is specifically represented on their website with a registered trademark symbol (®), then it is included here. The products listed in the final column are those of the company specified in the preceding column.

Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
E001	www.4voo.com	4VOO 64 Alton Ave Toronto, Ontario M4L 2M2 Canada 416-461-4600 (website has direct email portal)	Repairing After Shave Balm; Men's skin care and cosmetics; 4VOO is a division of Emajd Ltd
E002	http://thestore.adidas.com	adidas Salomon A.G 5055 N. Greeley Avenue Portland, OR 97217 1-800-982-9337 customerservice@thestore.adidas.com	Cooling After Shave Balm; Men's and women's apparel
E003	www.ahavaonline.com	Ahava 164 McQueen Blvd. Summerville, SC 29483 (800) 252-4282 Customerservice@ahavaonline.com	After-Shave Moisturizer; hypoallergenic and natural-based line of skin care products
E004	www.americancrew.com	American Crew 1732 Champa Street Denver, CO 80202 800-598-CREW info@americancrew.com President: David Raccuglia	Essential Shave Oil, Classic Shave Cream, Herbal Shave Cream, After Shave Moisturizer; Classic Moisturizer; Men's grooming products.
E005	n/a; see alternate website below www.pricetool.com	American Institute	Elatr-50; Electric shavers
E006	www.asrco.com	American Safety Razor Company 1 Razor Blade Lane Verona, Virginia 24482 540-248-8000 asr@asrco.com	Acti-Flexxx, Tri-Flexxx, Bump Fighter; shaving razors and blades, and custom bar soap
E007	www.anthony.com	Anthony Logistics 560 Broadway, Suite 503 New York, NY 10012 (646) 613-1600 info@anthony.com	Pre Shave Oil, Shave Cream, After Shave Balm; Anthony Logistics For Men is a multi-functional, multi-benefit, nature-based personal care system of skin care and bath and body products designed for men.
E008	www.aramislabseries.co.uk	Aramis (Lab Series) (see Estee Lauder)	Maximum Comfort Shave Cream, Razor Burn Relief Plus; Line of men's cosmetics and shaving products.
E009	www.aromapharmacy.com	Aromapharmacy Los Angeles, CA 90015 877-553-7847 (website has a direct email portal)	Pre-Op Shave Cream, Post-Op After Shave Balm; Body, bath, and room products.
E010	www.artofshaving.com	Art of Shaving 373 Madison Avenue New York, NY 10017 212-986-2905 info@artofshaving.com	Pre-Shave Oil Unscented, Shaving Cream Unscented, After Shave Balm Unscented; Line of shaving products and accessories, addressing and preventing razor burn, ingrown hair, tough beard, and sensitive skin.
E011	n/a; see alternate website below www.carterandbond.com	Avid	Skinglider

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Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
E012	www.avid4.co.uk	Avid4men Metcom House Bradley Lane Standish, Wigan, WN6 0XQ, England 01257 422 561 feuk@compuserve.com	AVID®4 razor, Skin Glider Razor and pre-shave products
E013	www.baiame.com.au	Baiame 2002 Malvern Rd, Malvern East, 3145. Melbourne, Victoria, Australia. 613 9572 0011 admin@baiame.com.au	Kakadu Plum Aftershave Gel Body and skin care products.
E014	www.tedbaker.co.uk	The Ugly Brown Building 6A St. Pancras Way London, NW1 0TB 020 7255 4800 enquiries@tedbaker.com	Ted Baker Skinwear Shaving Oil, Ted Baker Skinwear Moisturiser; Designer apparel and skin care products.
E015	n/a; see alternate website below www.boots.com	Barefoot Doctor	Smooth Faced Son of a Gun Shave Oil; Skin care products.
E016	n/a; see alternate website below www.perfumebay.com	Armand Basi	Basi Hooome After Shave Balm
E017	www.bathandbodyworks.com	Bath & Body Works 7 Limited Parkway Reynoldsburg, OH 43068 1-800-395-1001 (website has a direct email portal)	Soothing Face Cream; Bath and skin care products
E018	www.baxterofcalifornia.com	Baxter of California 345 South Robertson Blvd. Beverly Hills, CA 90211 800-421-3614 support@baxterofcalifornia.com	Super Close Shave Formula, After- Shave Balm, Razor-Bump Repair; Quality men's grooming products
E019	www.bicworld.com	BIC Corporation 500 BIC Drive Milford CT 06460 203-783-2000 (website has a direct email portal)	Comfort Twin Shavers, Bic Plus, Metal, Twin Select, Comfort Twin, Softwin, Comfort3; Offers a variety of stationary, lighters, and razor products.
E020	www.ibionova.com	BioNova, Inc. 102-05 63 Road Forest Hills, NY 11375 (718) 275 - 0802 questions@ibionova.com	Nano-Couture™, N1™ and Impact™ Men's and women's cosmetics based on nanotechnology tailored to customer's individual characteristics;
E021	www.biotherm.com	Biotherm Consumer Affairs 285 Terminal Avenue Clark, NJ 07066 1-888-BIOTHERM (website has a direct email portal)	BioTherm Homme, Sensitive Skin Close Shave, Active Shave Repair; Skin care products
E022	www.getjackblack.com	Jack Black 16633 North Dallas Parkway, Suite 600 Addison, Texas 75001 877-766-3388 info@getjackblack.com	Beard Lube Conditioning Shave; Jack Black is a line of high performance shaving, skin care, sun protection and grooming products designed exclusively for men.
E023	www.bloke.ie/mall/Bloke/notes/note-1208.stm	Bloke Ltd Unit 142 Baldoyle Industrial Estate, Dublin 13, Ireland, D.13 353 1 8390077 info@bloke.ie	Shaving Oil, Shave Cream; Hair and shaving products for men.

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Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
E024	www.thebodyperfect.com	The Body Perfect Equibal Labs P.O. Box 180 63-65 Jersey Ave. Unionville, NY 10988 1.866.300.2857 customercare@thebodyperfect.com	Equibal's You Can Shave Tool, Men's skin care products
E025	www.the-body-shop.com	The Body Shop, Inc., 5036 One World Way, Wake Forest, NC 27587; 800-541-2535 usa.info@the-body-shop.com	Shave Cream Tube, For Men Face Protector, Javari Aftershave Balm, Kistina Aftershave Balm, Arber Aftershave Balm, Of A Man; Skin care, bath and body products
E026	n/a; see alternate website below www.boots.com	Botanics	Smooth Shave Oil, Post Shaving Balm, Skin care products.
E027	www.braun.com	Braun (see Gillette)	Braun Synchro 7680; Shaving, grooming, oral, beauty, food & drink, small appliances.
E028	www.bravesoldier.com	Brave Soldier 8338 Beverly Blvd. Los Angeles, CA 90048 323-653-5538 info@bravesoldier.com	Brave Shave, Brave Face Athletic skin care products
E029	www.moltonbrown.co.uk	Molton Brown PO Box 2514 London NW6 2ST +44 (0) 20 7625 6550 mbbm@moltonbrown.com	Supershawe Olibanum; Skin care and cosmetics
E030	www.burtsbees.com	Burt's Bees 701 Distribution Dr Durham, NC 27703 919-998-5200 (website has a direct email portal)	Bay Rum After Shave Balm; Natural skin care and grooming products.
E031	www.californianorth.com	California North Schoonmaker Point Marina PO Box 2820 Sausalito, CA 94966-2820 800-366-6784 info@californianorth.com	Razor Shave Cream, After Shave Care, O2xygen Men's After Shave Balm; High quality skin care products for men.
E032	n/a; see alternate website below www.arazorhouse.com	Carrera	Jaguar Shaver; Electric shaver.
E033	www.castleforbes.co.uk	Castle Forbes RSS Enterprises Inc 80 Triangle Boulevard Carlstadt New Jersey 07072 1 800 353 6462 castleforbes@aol.com	Castle Forbes Shaving Cream – Lavender Oil, Castle Forbes 1445 After Shave Cream; Men's skin care products
E034	www.caswellmassey.com	Caswell-Massey Co. Ltd. 121 Fieldcrest Avenue Edison, NJ 08837 1-800-326-0500 info@caswellmasseyltd.com	Original Shave Cream, Dr. Hunter's Original Barber Shop Shave Cream; Skin care products.
E035	www.clarins.com	Clarins Institut Clarins Saks Fifth Avenue, The Galleria 5115 Westheimer Houston, TX 77056 713 623 4893 (website has a direct email portal)	Shave Ease, Smooth Shave; Skin care and cosmetic products.

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Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
E036	www.clausporto.com	Claus Porto Cais das Pedras, n°8/9, 1° Esq 4050-465 Porto Portugal 351 226 075 670 info@seara.com	Shaving Cream with Lanolin; Skin care products
E037	www.clinique.com	Clinique Laboratories, Inc. Corporate Headquarters 767 Fifth Avenue New York, N.Y. 10153 212-572-3800 (website has a direct email portal)	Cream Shave, Post-Shave Healer, Clinique Happy for Men After Shave Balm; Allergy-free skin care and make-up products. (see Estee Lauder)
E038	n/a; see alternate website below www.carterandbond.com	Coates	Shaving Cream
E039	www.colgate.com	Colgate-Palmolive Co. 300 Park Ave New York, NY 10022 800-221-4607 colgate-palmolive_consumer_affairs@colpal.com	Palmolive Shave Cream, Afta Aftershave Original; Large variety of oral, household, personal, fabric, and pet products.
E040	www.conair.com	Conair Corporation 1 Cummings Point Road Stamford, CT 06904 1-800-326-6247 feedback@conair.com	MS1CS Electric Shaver; A large variety of consumer products.
E041	www.crabtree-evelyn.com	Crabtree & Evelyn 102 Peake Brook Road P.O.Box 167 Woodstock, CT 06281-0167 (800) 272-2873 [1-800-CRABTREE] askus@crabtree-evelyn.co.uk	Nomad Shave Cream, After Shave Balm; Body, bath, gifts.
E042	www.cromwell-cruthers.ca/main.html	Cromwell & Cruthers McCaughy Consumer Products 3228 South Service Rd Suite 203 Burlington, ON, Canada L7N 3H8 1-866-MCP-TRIL mcptril@mcptri.com	Shaving Oil Xtra Sensitive; A manufacturer of men's grooming products.
E043	www.cvs.com	CVS Corporation One CVS Drive Woonsocket, RI 02895 (888) 607-4CVS (4287) (website has a direct email portal)	CVS Twin II, Disposable Shaver, Twin Blade, After Shave Lotion Skin Conditioner, After Shave Lotion Cooling Menthol; National drug store chain;
E044	www.ddfskincare.com	DDF (Doctors Dermatological Formula) HDS Cosmetics, Inc. 28 Wells Avenue Building 3, 2nd Floor Yonkers, NY 10701 914-378-0200 customerservice@ddfskincare.com	Medicated Shave Cream; Restorative and preventative skin care products
E045	www.decleor.com	Decleor U.S.A., Inc. 18 EAST 48 ST, 21th FLOOR New York, NY 10017 1 212 838 1771 decleor.northamerica@prestilux.com	Pre-Shave Oil, Shaving Cream, Aftershave Balm; Women's skin care and cosmetics

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Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
E046	www.dermalogica.com	Dermalogica, 1001 Knox Street Torrance, CA 90502 800-345-2761 (website has a direct email portal)	Professional Shave; Provides skin care products to retail establishments;
E047	www.dovo.com	DOVO-Stahlwaren Böcklinstr. 10 D-42719 Solingen, Germany +49-212-23001-15 dovostahlw@aol.com	Cutting tools and razors.
E048	www.geocities.com/shavedude	Easy Shaving Research P.O. Box 253 Summit, NJ 07902 908-598-1576 Lshavo@aol.com	Easy Shave; Shave creams for men and women
E049	n/a; see alternate website below www.carterandbond.com	Elcina	After Shave Balm
E050	n/a; see alternate website below www.boots.com	Eltron	Eltron 2000; Electric shaver.
E051	www.energizer.com	Energizer Holdings, Inc. 533 Maryville University St. Louis, MO 63141 800-383-7323 webmaster@energizer.com	Quattro, Xtreme III, ST, Protector, Tracer FX; Maker of dry cell batteries and lighting products such as flashlights; acquired Schick-Wilkinson Sword brand of shaving technology 1 st Qtr 2003;
E052	www.eshave.com	eShave 211 East 43rd Street, Suite #711 New York, New York 10017 212-983-1515 info@eshave.com	Pre Shave Oil; Shave Cream, After Shave Soother; Collection of sophisticated shaving essentials.
E053	www.faconnable.com	Faconnable 9680 Wilshire Blvd Beverly Hills, CA 90212 310.247.8277 (website has a direct email portal)	After Shave Balm; Men's and women's apparel and accessories; headquarters are in France
E054	n/a; see alternate website below www.cassell-wood.com	Floris London	JF Aftershave Balm; Fragrances and aftershaves.
E055	www.follique.com	Follicare Research Corporation 9828 Balmoral Circle Orlando, FL 32817 800-999-3971 sales@follique.com	Follique; Single product for dealing with waxing, laser, microdermabrasion, shaving, electrolysis, tweezing, etc.
E056	n/a; see alternate website below www.bizrate.lycos.com	Franzus	PS-493GK Electic Shaver; Electric shavers.
E057	www.fresh-f21c.com/Merchant2/f21c/main.htm	Fresh 121 Newbury Street Boston, MA 02116 617-421-1212 inquiries@fresh.com .	Shaving Cream; Home, Bath & Body, Fragrance, Treatment, Makeup, and Hair care
E058	www.gendarme.com	Gendarme P.O. Box 691038 West Hollywood, CA 90069 800-289-4363 service@gendarme.com	Platinum Shave Cream Skin care and fragrances

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Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
E059	www.gillette.com	The Gillette Company P. O. Box 720 Boston MA 02272-0720 1-800-GILLETTE (website has a direct email portal)	Atra, Sensor/Excel, Mach3Turbo, Braun Synchro Quality, value-added personal care and personal use products.
E060	www.grundig.com	Grundig Grundig Vertriebs-GmbH Deutschland Beuthener Straße 41 - 43 D-90471 Nürnberg, Germany ++49-911-703 0 info@grundig.com	Avantgarde 8875 (electric shaver); Electronic media and appliances,
E061	www.guिनotusa.com	Guinot Institut - Paris Thibiant International, Inc. 8601 Wilshire Blvd, Suite 1100 Beverly Hills, CA 90211 310-659-1970 (email address/option not available)	Moisturizing and Soothing After Shave Baume; Patented treatments and products are normally available only through spas, and beauty salons.
E062	www.h2oplus.com	H2O Plus 845 West Madison Chicago, IL 60607 800-242-2284 custsvc@h2oplus.com	Transactive Precision Shave Gel, Transactive Post Shave Healing Balm; Products that emphasize on water for moisturizing, sea-derived ingredients, gel-based technology.
E063	www.drharris.co.uk	D. R. Harris & Co 29 St. James Street London, SW1A 1HB, England +44 (0) 20-7930 3915 sales@drharris.co.uk	Arlington Shaving Cream Tube, Arlington After Shave Milk; Men's skin care products.
E064	www.headblade.com	HeadBlade Company, LLC 1629 A Electric Ave. Venice, CA 90291 877.427.2067 Todd Greene info@HeadBlade.com	Headblade; Head shaving products and accessories
E065	www.heavydutyco.com	Heavy Duty P. O. Box 3383 Carmel, CA 93921 1-888-960-8900 info@heavydutyco.com	AutoStrip Shave Cream; Body care products.
E066	www.jason-natural.com	Jason Natural Cosmetics 5500 W. 83rd St. Los Angeles, CA 90045 877-JASON-01 extension 331 (email address is unknown)	Skin Therapy Shaving Butter, All Natural Shaving Drops; Skin care and bath products
E067	www.jnj.com	Johnson & Johnson One Johnson & Johnson Plaza New Brunswick, New Jersey 08933 1-866-565-2229 cserv@munchkininc.com	Johnson's Baby Oil; Large multinational company offers a wide range of products including medical, dental, nutritional, prescription, skin and hair products.
E068	www.kiehls.com	Kiehl's 109 Third Avenue New York, NY (212) 677-3171, ext. 2211. customerservice@kiehls.com	Close Shavers Squadron Ultimate Brushless Shave Creams, Soothing Nourishing Face Cream for Men, Ultimate Men's After Shave All Day Moisturizer; Skin care products.

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Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
E069	www.kingofshaves.com	Customer Care, Knowledge and Merchandising Inc. Ltd, 17-19 Chiltern Court, Asheridge Road, Chesham, Bucks HP5 2PX, United Kingdom 0800 0838416 usa.hq@shave.com	K-Series Original Formula Shaving Oil, K-Series K-24 Moisturiser; Men's shaving products.
E070	n/a; see alternate website below www.carterandbond.com	Lalique	Le Lion After Shave Balm
E071	www.lancome-usa.com	Lancôme Consumer Affairs 574 Springfield Ave Westfield, NJ 07090 1-800-LANCOME lancomecustomersvc@pfsweb.com	Miracle Homme Aftershave Balm; Skin, hair, body care, and makeup products
E072	http://laprairie.com/shoponline/index.html	La Prairie Laboratoires La Prairie (address information unknown) Switzerland 1-800-821-5718 laprairie@laprairie.com	Men's Cellular Soothing Lotion
E073	www.ernolaszlo.com (website under construction)	Erno Laszlo 89 Park View Ave., W. Harrison, NY 10604 800-511-7364 anne@ernolaszlo.com	Protective Shave Cream, Skin care and cosmetics.
E074	www.latherup.com	Lather 106 W. Colorado Blvd. Pasadena, CA 91105 626-396-9636 info@latherup.com	Almond Shave Crème; Skin care products.
E075	n/a; see alternate website below www.thesoapbar.com	La Toja	La Toja Classica Shave Cream Skin care products.
E076	www.estelauder.com	Estee Lauder Companies Inc 767 5th Avenue New York, NY 10153 212-572-4200 (website has a direct email portal)	Lauder Intuition for Men After Shave Balm; Upscale collection of skin care, makeup and fragrance. See also Aramis, Clinique, and Origins.
E077	www.marenick.com	L'Avenir, L.L.C. 1275 Bloomfield Avenue Bldg. 9, #86 Fairfield, NJ 07004 888-LAVENIR (email address is unknown)	No. 8 Shave Oil, Calm After Shave; Skin care products
E078	n/a; see alternate website below www.bizrate.lycos.com	Lolita Lempicka	Men's Moisturizing After Shave Balm Skin care products.
E079	http://usa.loccitane.com	L'occitane, Inc. 10 East 39th Street, #8 New York, NY 10016-0111 (888) 623-2880 (website has a direct email portal)	Pour Homme Shave Cream, Pour Homme After Shave Balm; Beauty, skin care, and fragrance products for men, women and the home.

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Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
E080	n/a	L.P.I. Consumer Products 2745 E. Atlantic Blvd. Suite 300, Pompano Beach, FL 33062 (954)-783-5858 (email address is unknown)	Shave Mate
E081	n/a; see alternate website below www.blademail.co.uk	Lynx England	Lynx Post Shave Moisturizer Shaving products.
E082	www.maleface.com	MaleFace Skin Care 400 S. Beverly Blvd. Suite 214 Beverly Hills, CA 90212 1-866-625-3322 customerservice@maleface.com	Vitamin Enriched Shave Cream, Rejuvenating Moisture Cream; premium skin and hair care products for men.
E083	www.malespecies.com	Male Species, Inc. 8170 S. Eastern Avenue, Suite 4-606, Las Vegas, NV 89123 emale@malespecies.com	No Friction Shave Cream; Men's skin care and cosmetics
E084	n/a; see alternate website below www.trafalgarsshop.com	Martelli S.p.A. (address information unknown)	Proraso Pre-and-after Shave Cream; Shaving products.
E085	www.maxwellsonline.com	Maxwell's Apothecary 1050 Connecticut Avenue NW Washington, DC 20036 800-430-8781 info@maxwellsonline.com	Smooth Shaves, Razor Relief After Shave Balm; Maxwell's Apothecary offers health and skin care products for men.
E086	www.mdformulations.com	MD Formulations 425 Bush St., Suite 200 San Francisco, CA 94108 800.MD.FORMULA (website has a direct email portal)	Shave Cream, Total Protector; Develops, markets and distributes a complete line of professional treatment products.
E087	www.menaji.com	Menaji 905 Grapevine Lane Nashville, TN 37211 800-551-5067 Lookgood@menskin.com	Moisturizing Aftershave; Skin care products
E088	n/a	Mennen (see Colgate-Palmolive)	Afta After Shave Conditioner
E089	www.men-u.co.uk	Men-u Customer Care 1230 N. State Suite 9D Chicago, Illinois 60610 1-312-988-9307 info@men-uusa.com	Shaving Crème; Skin care products for men.
E090	www.mirex.com.au	M for Men c/ o Mirex Research Laboratory GPO BOX 3827 Sydney NSW 2001 Australia +61 412070557 MRL@MIREX.COM.AU	M for Men, After Shave Balm; Men's skin care products
E091	www.isseymiyake.com	Issey Miyaki 992 Madison Avenue New York, NY 10021 press@issey.com	L'eau D'issay After Shave Balm; Apparel and cosmetics.

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Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
E092	www.montsource.com	Mont Source International Victoria Tower, Suite 801 44 Victoria Street Toronto, Ontario Canada M5C 1Y2 800.565.7855 info@montsource.com	Unique Shave Solution, Moisturizing Shave Cream, After Shave Hydrating Lotion; Men's grooming products
E093	n/a; see alternate website below www.trafalgarshop.com	Musgo Real Portugal	Shaving Cream with Lanolin Shaving products.
E094	www.ndnmen.com	N>DN 212.366.0452 reddesign@nyc.rr.com	Sayonaura; Men's skin care products
E095	www.neova.com	Neova 8511 154th Avenue NE Redmond, WA 98052-3557 425.869.1239 (website has a direct email portal)	After Shave Therapy; Skin care and hair products
E096	www.neutrogena.com	Neutrogena Corporation Headquarters Bldg. 5760 West 96th Street Los Angeles, CA 90045 310-642-1150 ntgweb@neuus.inj.com	Skin Clearing Shave Cream, Razor Defense Daily Face Lotion; Skin care and cosmetics; a division of Johnson & Johnson Corporation.
E097	n/a; see alternate website below www.regimens.com	Nickel	Fire Insurance After Shave; Skin care products.
E098	www.nivea.com	Beiersdorf Inc. Wilton Corporate Center 187 Danbury Road Wilton, CT 06897 203-834-2332 (website has a direct email portal)	Shaving Gel Mild, After Shave Balm Mild; Skin care products (under Nivea brand name)
E099	n/a; see alternate website below www.headshaver.org	Bob Norburn, Tribologist Red Inc Canada 151A. Shore Drive Bedford Nova Scotia, Canada, B4A 2E6 ultrashave@hotmail.com	Ultra Shave;
E100	www.consumer.philips.com/global/b2c/norelco	Norelco Consumer Products Company 1010 Washington Blvd. P.O.Box 120015 Stamford, CT 06912-0015 1-800-243-3050 (website has a direct email portal)	Spectra; Manufacturer of men's personal grooming products, including electric razors and beard and moustache trimmers. Norelco is a division of Philips Electronics North America Corporation, a subsidiary of Royal Philips Electronics N.V. Norelco.
E101	www.noxema.com	Proctor & Gamble (see pg.com)	Original (facial cream); Skin care products.
E102	www.origins.com	Origins Natural Resources (see Estee Lauder) 1-800-ORIGINS OriginsOnlineService@origins.com	Blade Runner Shave Cream; Fire Fighter; Uses aromatic essential oils and botanical extracts in our collection of Origins Skin care, Color, Bath/Body, Lifestyle and Sensory Therapy products.
E103	www.osmotics.com	Osmotics 1444 Wazee Street, Suite 210 Denver, CO 80202 800-440-1811 info@osmotics.com	Blue Razor Shaving Butter; Finer skin care products

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Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
E104	www.pacificshaving.com	Pacific Shaving Company P.O. Box 590022 San Francisco, CA 94159 info@pacificshaving.com	All Natural Shaving Oil; Shaving oil is its first product.
E105	www.panasonic.com	Matsushita Electric Corporation Panasonic Consumer Affairs Panazip 2F-3 One Panasonic Way Secaucus, NJ 07094 Personal Care Products Div. 800-338-0552 phchealth@panasonic.com	Sonic Max; Wide variety of advanced technology products, consumer goods, as well as medical, broadcast, business and industrial systems.
E106	www.pevonia.com	Pevonia Botanica 320 Fentress Boulevard Daytona Beach, Florida 32114 1-800-PEVONIA pevonia@pevonia.com	Pre Shaving Emulsion, After Shaving Cream with Liposomes; Face, body, and spa care lines.
E108	www.pfbvanish.com	Skin Care Technologies 651 Canyon Rd. Novato, Ca. 94947 877-225-0233 (website has a direct email portal)	PFB Vanish; Specialty distributor of a men's skin care product.
E109	www.phytoher.com	Phytoher Corporation, USA 3350 South Highland Drive Salt Lake City, UT 84106-3315 801487-2832 (website has a direct email portal)	RasagPerfect; Cosmetics and skin care products
E110	www.polo.com	Polo Ralph Lauren 650 Madison Avenue New York, NY 10022 1-800-377-7656 CustomerSupport@polo.com	Romance After Shave, Purple Label After Shave Balm; Apparel, shoes, home, and fragrance products.
E111	www.prepshave.com	Prep International Limited 255 Brooklands Road, Weybridge, Surrey, KT13 ORN, England +44 +1932 828233 prepint@aol.com	Prep Protective Shave Cream, Prep Aftershave Balm; Men's shaving products
E112	www.privashave.com	Priva Shave P.O. Box 831981 Stone Mountain, GA 30083 770-465-8414 info@privashave.com	Post Shave Treatment; Men's and women's skin care products.
E113	www.purphuel.com	pur:phuel info@purphuel.com	Skin Conditioning Shave Cream, Nourisher Facial Moisturizer; Skin care products
E114	www.quikshave.com	Quik Shave, Inc. 15455 Point Northwest Blvd., Ste. 105 Houston, Texas 77095 1+888-75 SHAVE gkshave@bigfoot.com	Quick Shave; Unique razor design for men and women
E115	www.remington-products.com	Remington Products Company, L.L.C. 60 Main Street Bridgeport, Connecticut 06604 1 203 367 4400 (website has a direct email portal)	MicroScreen3 TCT Shaver; Electric shavers and accessories, grooming products, hair care appliances, wellness products and other small electrical consumer products.

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Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
E116	www.ren.ltd.uk	Ren Ltd 43 Crawford Street London W1H 1JR 20 7724 2900 info@ren.ltd.uk	REN Tamanu High Glide Shaving Oil, Multi-vitamin after-shave Moisturizer, REN Multi Vitamin Soothing Aftershave Balm; Skin care products
E117	n/a; see alternate website below www.sephora.com	Peter Thomas Roth	Medicated Shaving Cream Skin care products.
E118	n/a; see alternate website below www.epinions.com	Sanyo	SVM-780 Electric Shave; Electric shaver.
E119	www.shaving.com	Schick Consumer Affairs (see Energizer) (website has a direct email portal)	Quattro, Xtreme III, ST, Protector, Tracer FX; Schick is a trademark of Energizer who is a leading manufacturer of batteries
E120	www.scoopofnature.com	Scoop Skin Care PO Box 42106 London SW8 2WP England 07050 056 630 info@scoopofnature.com	Men's skin care products.
E121	n/a; see alternate website below www.mankindonline.com	Sens	Sens Shaving Care Skin care products.
E122	n/a	Sensational Body Scents 4028 Grand Avenue #B Chino, CA 91710 909-902-0180	Pre-shave gel with Aloe, Aftershave Gel with Alphahydroxy, Aftershave Balm; Lotions, shampoos, conditioners; Products can be scented with choice of natural or designer-like fragrances.
E123	www.shaverschoice.com	Shaver's Choice P. O. Box 980 Madison, MS 39130 601-853-3690 info@shaverschoice.com	After Shave Skin Therapy; Shaving products for men and women.
E124	n/a; see alternate website below www.sesto-senso.com	Shavex (address information unknown)	Shavex Brushless Shaving Cream
E125	www.circuitskin.com	Circuit Cosmeceuticals 2027 N. Edgemont Street Los Angeles, California 90027 323-661-4544 Circuitskin@aol.com	Smooth Operator, Cool-Aid; Natural skin care products.
E126	www.soapstuds.com	Soap Studs 3623 - 110 Ave. Edmonton, AB T5W 0H6 (780)914-3736 SoapStuds@soapstuds.com	Shaving Lotion, After Shave Balm; Gourmet soaps, bath, and oil products.
E127	www.somersets.com	David Somerset Skin care Company, P.O. Box 8, Henley-on-Thames, Oxon RG9 6YZ UK. Tel 0(44)1491 578080, Email: davidsomerset@shaving.u-net.com	Somersets Original Shaving Oil; Specializes in shaving oils
E128	n/a; see alternate website below www.trafalgargarshop.com	Walter Rau Speickwerk c/o Scentier Retail Store 1018 South Gaylord Street Denver, Colorado 80209 888.522.6600 info@scentier.com	Speick Shaving Cream
E129	www.studio5ive.com	Studio5ive info@studio5ive.com	Bio5ive Speed Shave; Men's skin care and cosmetics

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Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
E130	n/a; see alternate website below www.sesto-senso.com	stuf Fella Australia	Smooth Fella Shave Cream Skin care products.
E131	www.supermaxworld.com	SuperMax Corporation 4395 Diplomacy Road Fort Worth, Texas 76155 1 817 399 9889 salesusa@supermaxworld.com	SuperMax3; Men's and women's disposable razors
E132	n/a; see alternate website below www.trafalgarshop.com	Taylor of Old Bond Street England	Pre-Shave Oil Shaving products.
E133	n/a; see alternate website below www.trafalgarshop.com	Terre di Amerigo Spain	Terre di Amerigo Shaving Oil Shaving products.
E134	www.totalshavingsolution.nu	Total Solutions, Inc. 2400 SW Jefferson Ave Peoria, IL 1-800-540-8865 littlebigman@totalshavingsolution.com	Total Shaving Solution; world's original shaving oil, 1988
E135	www.trevorsorbie.com	Trevor Sorbie of America 1850 West McNab Road Fort Lauderdale, Florida 33309 +44 (0) 1372 375 435 (uk) information@thestephanco.com	Shave Oil, Pre-shave Beard Softener, Post Shave Healer; Men's hair and skin care products.
E136	http://truefittandhill.ca	Truefitt & Hill Toronto Scotia Plaza 40 King St. West, Street Level Toronto, Ontario M5H 3Y2 416-214-4646 contact@truefittandhill.ca	Shaving Cream Trafalgar, After Shave Balm; Gentlemen's toiletries, including the shaving cream, after shaves, colognes, hair preparations, shampoo, soaps and bath/shower gels.
E137	www.trumpers.com	George F Trumper 20 Jermyn St London, England, SW1Y 6HP 020 7734 1370 enquiries@trumpers.com	Almond Shaving Cream Gentlemen's shop.
E138	www.ultimate-shave.com	Samora's Natural Alternatives c/o J.W. International, Inc. 1043 Grand Ave. St. Paul, MN 55105 1-800-977-2270 info@ultimate-shave.com	Ultimate Shave; Shaving oil product for men and women
E139	www.universalgrp.com	Universal Group Universal Razor Industries 6031 Malburg Way Los Angeles, CA 90058 (800) 441-1394 info@universalgrp.com	Old Spice High Endurance; Firm licensed to market P&G brands Noxema and Old Spice
E140	www.victoriassecret.com	Victoria's Secret North American Office P.O. Box 16589 Columbus, Ohio 43216-6589 (website has a direct email portal)	Very Sexy For Him; Women's lingerie, clothing, shoes, bath, and fragrances;

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Ref.	Website Address	E/Mailing Address	Products, Brand Names, Registered Trademarks, and Notes
E141	www.vitaman.com.au	Vitaman 1 Missendon Road, Suite 520 Camperdown, New South Wales, Australia 2050 1800-444-707 info@vitaman.com.au	VitaMan Shave Cream, Fire Extinguisher After Shave Balm; Comprehensive range of skin care, hair care and health supplements available specifically formulated for men.
E142	www.wahl.com	Wahl Clipper Corporation 2900 Locust St. Sterling, IL 61081 815.625.6525 (website has a direct email portal)	Total Triple-Edge; Electric shavers, clippers, trimmers.
E143	www.weleda.com	Weleda, Inc. Customer Care 175 North Route 9W Congers, NY 10920 800-265-2615 info@weleda.com	Shaving Cream, After-Shave Lotion; Personals care and line of essential medicines.
E144	www.zirh.com	Zirh Customer Service 900 3 rd Avenue, 9 th Floor New York, NY 10022 (800) 295-8877 customercare@zirh.com	Shave Cream, Soothe; Men's skin and shaving products.

[F] Miscellaneous Websites:

Below are other websites from which miscellaneous data was referenced.

Ref.	Website Address	E/Mailing Address	Description
F001	www.cosmeticmarket.com	©Market View 2000 mktvu@austin.rr.com 512-441-3665	Provides general statistics about the cosmetics market.
F002	http://xtronics.com/reference/vi/scosity.htm	Transtronics, Inc.	Manufactures and sells Industrial control, PC test equipment, Electronics kits.
F003	www.newclaudio.toycar.net/notes.html	New Claudio Fragrance	Maker of perfumes.
F004	www.perfumbottles.org/home.cfm	International Perfume Bottle Association	Worldwide organization for collectors of perfume, bottles, and related accessories.