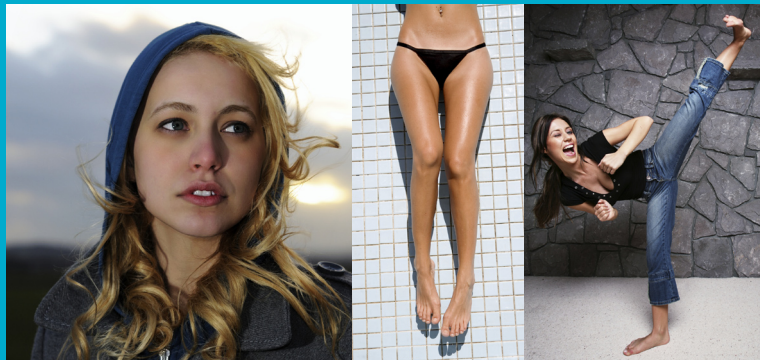




# KING OF SHAVES®



## BORROWING FROM THE BOYS

### KING OF SHAVES LAUNCHES FIRST EVER SENSITIVE RAZOR

It's no secret that your boyfriend's wardrobe is an extension of your own; the ever faithful boyfriend-fit jeans, just team with a little vest. Bit chilly? Try a knitted sweater as a dress. Last, but not least, don't forget the good old faithful hoodie, admittedly not so much of a style statement, more of a functional comfort piece

Those of you with sticky fingers will be pleased to know that your bathroom cabinet has just received an extension too as King of Shaves has developed the first ever system razor for sensitive skin, the **King of Shaves Azor S Sensitive** – perfect for guys with dry / sensitive skin and girlfriends on the prowl.\*

The new King of Shaves Azor S Sensitive features all the design benefits of the award winning Azor with its unique patented 'bendology technology'. However the Azor S utilises a softer elastomer for an even more flexible hinge that allows the Azor's head to gently, yet progressively, hold the blades against the skin, easily following the contours of sensitive feminine curves. Less razor pressure combined with Endurium coated blades helps minimise the risk of nicks and irritation caused by razor drag – we know rash never looks chic!

For the ultimate in silky skin, the Azor Sensitive should be teamed with the **King of Shaves Woman Smooth & Sensitive Shaving Gel**. Formulated with Chamomile, White Lilly extract, Vitamin E and Aloe Vera it gives amazing razor glide leaving sensitive skin supple, smooth, moisturised and nourished!



The Azor S will be available at **Boots** stores nationwide from late October and at **kmishop.com** from November 2009 priced as follows:

- **King of Shaves Azor S Sensitive razor handle with 3 Endurium cartridges: RRP £4.99**
- **4 Azor replacement Endurium cartridges: RRP £4.99**
- **8 Azor replacement Endurium cartridges: RRP £9.49**
- **King of Shaves Woman Smooth & Sensitive Shaving Gel: RRP £3.99**

**About King of Shaves:** King of Shaves is a range of innovative and performance shaving products for men and women. Since Will King created the Original Shaving Oil in 1993, King of Shaves has grown to become the number two 'shaving software' brand in the UK, and is the fastest growing brand in its market place. A King of Shaves product is sold every four seconds worldwide. In 2008, King of Shaves launched its first razor, the award winning Azor with unique patented "Technology of Bendology". For stockist information call **0800 0838416** or visit the King of Shaves website **www.shave.com** which also has full details of the entire range, plus shaving tips and FAQs.

For further info and samples please contact: Sam Stokes or Vicky Irwin at **The Communications Store / 020 7938 5047 / Sam or Vicky@tcs-uk.net**  
To download images please visit: **www.thekingofshavescompany.com**

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**KING OF SHAVES** THE FUTURE OF SHAVING

\* Even if you don't have a boyfriend, you should get an Azor S, your skin will thank you for it. And you won't have to share it!