



PRESS RELEASE



IT'S TIME TO **SHAVE SEXY** WITH KING OF SHAVES **INTRODUCING DIANE WOOD AS BARBARELLA X**

Gorgeous professional Master Barber, Diane Wood, is on a global mission to make shaving sexy by starring as Barbarella X in the latest King of Shaves advert, "The Ultimate Shave" which debuts on Facebook and YouTube on July 19th 2010.

The beautifully styled viral ad features one lucky guy, a barber's chair and sexy Barbarella X as she performs the ultimate sexy shave, dressed in Myla lingerie and YSL killer heels. US born Diane, who works for King of Shaves in New York, became a star on US Network TV after shaving chat show host David Letterman's beard live on his show. She also shaved Capital FM breakfast show host Johnny Vaughan in 2008, raising tens of thousands of pounds for Help A London Child, and more recently, the entire Wasps rugby team.

The 90 second viral is set to a dramatic remix of Carmen by Melissa Hammond – it's shaving, but not as you've ever seen it before!

Diane said: "Will King, King of Shaves founder, asked me what the ultimate shaving ad might look like, and this is it! Shaving has traditionally been functional and, well, a bit boring. I thought it was time to change that, with the ultimate shave – seductive, stylish and sexy!"

The viral ad was written in-house and styled / art-directed by London start-up agencies SSKA and Tiger's Eye. It debuts 19th July 2010 exclusively on the King of Shaves YouTube channel, youtube.com/kingofshaves and at facebook.com/kingofshaves

Don't just shave. Shave sexy with King of Shaves!

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 three seconds worldwide. In 2008, King of Shaves launched its first razor, the award winning Azor System Razor 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 on Diane Wood and samples please contact: Rania Johnson or Rachel Branigan at MacLaurin Media, telephone 0208 237 4600 or email rania.johnson@maclaurinmedia.com / rachel.branigan@maclaurinmedia.com

To download product images please visit: www.thekingofshavescompany.com

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