



The Queen Of... Reinvention!

Madonna does it more often than Angelina adopts a child. Lady GaGa does it more often than Madonna. And Britney does it, well, just badly. A makeover can herald you as an icon of reinvention or make you the tragic soul who tried to bring back the 'Sinead O'Connor'... Britney, where did we lose you? So whilst Gok is happy to put a belt round some control pants and hope for the best, at King of Shaves we prefer to do things properly.

After much yanking, plucking and squealing, the makeover experts at King of Shaves have emerged from the powder-room with an amazing new look women's range, **Queen of...** to leave legs looking and feeling runway ready. Designed to look gorgeous in your bathroom, yet be gentle on your purse, the range features the fabulous Queen of... divas and is ideal for everyday smoothness or as pre-party pampering. Either way your legs will love you!

L'Azor System Razor (handle plus two Endurium coated cartridges, £3.99)

For smooth operators L'Azor, debuting in white with vibrant pink inserts, combines shaving comfort and performance using King of Shaves award winning "Bendology Technology" for a closer, more comfortable shave. This allows the Endurium coated, super long-lasting blades to shave at optimum pressure against the skin whilst a larger soft rubber 'bumper' helps reduce risk of unwanted nicks and lifts hairs for the smoothest of shaves. The uniquely patented wishbone-shaped head design provides greater visibility when shaving and the ergonomic light-weight handle allows you to effortlessly follow every contour and curve.

For perfect pins, team up L'Azor with a Queen of... pampering shaving gel...

Ta-da! Shaving Gel (150ml, £2.99)

Wake up your skin with Ta-da! shaving gel from Queen of.... The nourishing, paraben and perfume free formula gives a close, comfortable shave, leaving your skin healthy, radiant and hydrated. Meanwhile tantalizing **Tea Tree** refreshes the skin – the perfect antidote to tired party pins. Plus the non-drying low foam formula means you can see where you're shaving so no more nicks and cuts.

Ooh la la! Shaving Gel (150ml, £2.99)

Indulge your skin with Ooh la la! shaving gel from Queen of... A sensually smooth, paraben and perfume free, low foam gel which gives a close, comfortable shave. Calming and nourishing **Aloe Vera** soothes skin as you shave, leaving you silky-soft and smooch-able.

Master Barber and Queen of... Shaves, Diane Wood, advises:

"For luscious legs run yourself a lovely warm bath or shower and massage a small dab of gel onto your skin. Carefully shave upwards in long, smooth strokes remembering knees need extra care! For unbelievable underarms and bikini area, shave in the direction of hair growth (you know these bits are especially sensitive)! Remember to rinse your razor regularly. When you're done, rinse skin thoroughly and pat dry for smoothness fit for a Queen!"

Queen of... shaving gels debut in **Boots in March** and both gels and the razor can be found in **Sainsbury's** from **May 2010**.

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 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: Victoria or Eliane at:
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