

HIGH TECH GROOMING

YOUR SHAVING TECHNIQUE IS PROBABLY GREAT – BUT ARE YOU SURE YOU’RE DOING IT RIGHT? AND... IS THAT ALL YOU DO?

The first time you picked up a razor to try to shave was most likely when you were a little kid trying to be just like dad. Now that you’re older and some time has passed, you’ve been able to work on your shaving technique, so we bet you think that it’s perfect by now. And maybe it is. But let’s double-check just in case and review the 3 essential steps:

Prep your skin: Cleanse your skin with hot water to remove impurities and soften the hair - just make sure that the water isn’t too hot because no one needs to be getting any second-degree burns around here.

Lather on your shaving cream, foam, or gel of choice and then spread it evenly over your stubble or beard with the help of your fingers or a shaving brush.

Shave with the grain: Chances are you’ve already discovered what razor works best for you through trial and error, so we won’t give any recommendations on what the top

razors currently are. But we would like to remind you that in order to get the closest shave with the fewest nicks and cuts, make sure to shave in the direction of hair growth, using long even strokes, and don’t forget to rinse the blade frequently.

The optimal time to shave is in the morning, before breakfast. Eating stimulates microcirculation which can cause micro cuts, and no one wants that!

Now that you know how to shave correctly (or at least confirmed something you already knew), don’t forget to continue to take care of your skin and keep your beard clean on the days you aren’t shaving.

Soothe and hydrate: Shaving can be irritating, so soothe skin with a splash of cold water to reduce inflammation and close up the pores. Follow-up with moisturizing treatments every night to boost your skincare results.



1. CLARISONIC, ALPHA FIT CLEANSING SYSTEM FOR MEN

An innovative cleansing system that cleans away oil, sweat, and grime better than hands alone to give you energized, healthier-feeling skin. This is the number one cleansing device recommended by U.S. dermatologists, cleansing six times better than hands alone. Sleek, powerful, and offered with two varying levels of sonic speed, you can customize your gentle cleansing experience to address your specific skin concerns. Setting one delivers 60 seconds daily cleansing for clean-shaven faces and setting two offers 80 seconds power cleansing for beards or more cleansing power post workout. The unique and patented Daily Cleanse Brush Head helps to remove sebum and surface-level pigmentation for healthier-looking skin and a smoother shave.



2. KIEHL'S FACIAL FUEL - HEAVY LIFTING' FIRMING, LIFTING, ANTI-WRINKLE MOISTURIZER

Specifically formulated for men's thicker, coarser skin, Heavy Lifting moisturizer is a clinically proven anti-aging defense treatment. The dual-action formula begins with a gentle yet effective exfoliation to clear away surface-layer debris. This allows linseed extract—a proven lifting and firming powerhouse—to deeply penetrate men's skin, efficiently navigating its layers to strengthen and fortify its underlying structure. With daily use, skin is significantly lifted and wrinkles are diminished for a visibly stronger, more energized appearance. How to use: Massage a small amount onto freshly-cleansed skin and pores – nose, forehead, cheeks and chin.

3. LAB SERIES URBAN BLUE DETOX CLAY MASK & POWER PORE ANTI-SHINE & PORE TREATMENT

This mask detoxifies and purifies skin by unclogging pores and helping remove dirt and pollutants. Instantly reduces excess surface oil that can lead to shine. Use 1-2 times per week all over face or on oily T-Zone, avoiding eye area. Leave on for 5-10 minutes and rinse off. Power Pore Anti-Shine & Pore Treatment is a breakthrough pore perfecting treatment designed to target and treat key concerns associated with pores and shine. Smooth a small amount over areas with visible shine and pores – nose, forehead, cheeks and chin.



4. BIODERM HOMME

INNOVATION: THE PROCOMFORT TECHNOLOGY COLLECTION

Biotherm Homme drew on its skincare expertise to provide a more comfortable shave tailored to the heightened sensitivity of shaved skin. A tri-active formula, to prevent men's primary post-shave concerns:

- L. Digitata & Zinc: their anti-bacterial properties prevent unsightly bumps and pimples.
- Allantoin: this soothing compound calms post-shave razor burns and rednesses. Derived from the roots of comfrey herb, it is known for its healing, soothing, moisturizing and calming properties, when skin is damaged or fragile.
- Pure extract of Life Plankton: known for its fortifying properties, helps to repair post-shave micro-cuts.

FOAM SHAVER: ANTI-IRRITATIONS & ANTI-REDNESSES SHAVING FOAM

Densely rich foam infused with anti-irritations and anti-rednesses properties, to ease your way into the day with a comfortable shave. Specially formulated for sensitive skins. Tested under dermatological control.

GEL SHAVER: VITALITY & FRESHNESS AUTO FOAMING SHAVING GEL

This auto-foaming gel gets the day off to a fresh start with a cool, revitalizing shave. Specially formulated for sensitive skins. Tested under dermatological control. If you like to see what you're doing when you shave then go for a transparent gel like DESIGN SHAVER GEL.

5. Z ZEGNA NEW YORK 100 ML

This eau de toilette is a woody oriental cologne highlighting notes of rum, davana oil and patchouli. Housed in a modern glass bottle specially packaged to clear customs and arrive safely.



6. LANCÔME MEN GENIFIC HD YEUX YOUTH ACTIVATING CONCENTRATE

Boost the activity of genes of youth for a younger looking skin around the delicate eye contour area. It's formula helps to stimulate the production of unique skin proteins to promote draining & decongestant effects while refining skin texture. It features a tri-ball & ultra-fresh applicator for a massaging application that unveils fresher sleeker more brilliant & younger looking eye contours.