

July 2008

### CUTTING EDGE

King of Shaves has launched the Azor, which it says is the first British designed, engineered and manufactured razor in over 100 years. The razor claims to last longer, shave closer and cost less than its competitors, and is environmentally friendly. Key features include an internationally patented TST™ (Touch Skin Technology) elastomer skin bumper and pivot system, which pushes the blades progressively closer onto the skin for a comfortable, close shave; a unique wishbone shaped head design for greater visibility when shaving; and a light handle that is ergonomically optimised for performance. All the packaging (for the handle and cartridge refills) has already been recycled, or is 100% recyclable. It is available at Sainsbury's and www.kmishop.com from 23rd June 2008 and nationwide at Boots from 21st July 2008. Rsp from £4.99.

### productnews

#### Shaving saviours

Remington has launched the new 360 Series range of rotary and foil shavers, featuring revolutionary Flex & Pivot Technology for a much closer shave. The independent floating flex heads and fully flexing pivoting neck adjusts perfectly to the facial contours. This technology is combined with cutting edge diamond and titanium blades for a longer-lasting, cutting-edge performance. The rotary R6130 Diamond and R5130 Titanium, and foil FF600 Diamond and FF500 Titanium 360 Series shavers deliver a slick performance every time, and with brand new transparent deluxe packaging, you'll know exactly what you're buying before you make the purchase. Rsp from £69.99, call 0800 212 436 or visit [www.remington.co.uk](http://www.remington.co.uk) for stockist details.

### Hot to Stock

### ENDURING STYLE

Garnier Fructis Style Endurance 24H High Resistance Gel is a new styling gel formulated to last for up to 24 hours. The formula is enriched with plasticisers to give a hold that will bend but won't break, and is boosted with fortifying fruit micro waxes and flexible fixing agents to give results that are supple, not stiff. The formula is resistant to touch, weather, heat and sweat, to help your hairstyle keep up with you. Oliver Woods, Garnier Fructis Style celebrity stylist, says: "The great thing about the new Fructis Style Endurance Gel is that it keeps spikes flexible and doesn't set them too hard, so it is great for everyday styles. It's been in my kit on shoots, as the style I create at 6am will last until the final take at 6pm." Rsp £3.99.



### HYDRATION HELPERS

The new RoC Hydra + Bio Active range is designed for women with sensitivity-prone skin who want an effective moisturiser that hydrates intensely. The range is enriched with active ingredients from natural origins that improve skin hydration by over 50%, and is available in variants for dry, normal ad combination skin, as well as a body moisturiser. Each moisturiser in the range contains a range of anti-oxidants including Flavonols, which soothes and calms irritated skin and improves the appearance of skin redness and blotchiness. Hydrating ingredients hyaluronic acid, glycerin and sunflower oil help the skin to retain moisture and reduce water evaporation, while bisabolol and vitamin B5 soothe skin and effective UV filters help to protect skin from the sun. Rsp from £10.95.



### PATCH IT UP

Nightly Detox Patches are natural cosmetics patches designed to be worn on the soles of the feet to detox the body from within. Nightly Detox helps to eliminate toxins while increasing energy and vitality. Additional benefits include promoting natural sleep, relieving migraines and helping problem skin. The patches contain oak vinegar to improve circulation, tourmaline bio stone to increase energy, agaricus mushrooms to promote homeostasis and vitamin C to help keep blood pressure and cholesterol down. When placed on the skin, the patch delivers a specific dose of detoxifying ingredients into the deep layers of the skin, enhancing the immune system and assisting the body's natural detoxification process. Rsp £5.95 for One Night Trial (two patches) or £26.95 for Five Night Intensive Detox (10 patches).



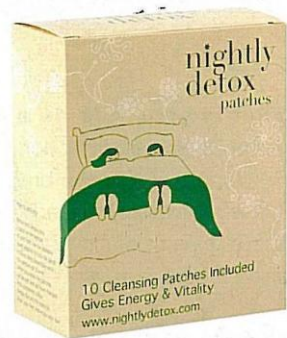
### A WAVE OF INTEREST

BIC created a wave of interest around its triple blade shavers at the recent Gold Coast Oceanfest surf and music festival. BIC Comfort 3 Advance and Soleil Clic teamed up with its sister company BIC Sport to sponsor the event and sample its shavers to more than 25,000 male and female youths. Nolande de Trognif, Marketing Manager at BIC, says: "Events like this are great for showcasing our products and getting our shavers directly into the hands of our target audience. We drove real interest in BIC Comfort 3 Advance and Soleil Clic shavers with fun stickers and postcards, as part of our ongoing commitment to the triple blade category." The event sponsorship was part of BIC's "Legend of Surf" campaign, which continues to be promoted on-pack and through on-line advertising. The viral game is available to play at [www.biclegends.com](http://www.biclegends.com), and visitors to the new interactive website can nominate amazing friends to the BIC Legends Hall of Fame, win a holiday to Australia or a Nintendo Wii.



[www.purebeauty.co.uk](http://www.purebeauty.co.uk)

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**WIN! We have five One Night Trials of Nightly Detox to give away**, each containing two patches. For your chance to win, text Pure 3 to 83070. Texts cost 50p each, visit [www.purebeauty.co.uk](http://www.purebeauty.co.uk) for terms and conditions or to enter online.