



MEDIA RELEASE

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Van Der Hagen's New Tagline *GROOMING. DEFINED.*™ Brings Company's Brand to the Forefront

Glendale Heights, IL (September 9, 2019) – Soon, you'll start seeing these two words everywhere on **Van Der Hagen**®, a Men's Care brand from Universal Beauty Products, Inc., products including front and center on the company's new recently re-designed website:

Grooming. Defined.™

The reason is that **Grooming. Defined.™** is now the official tagline for Van Der Hagen, one of the leading brands in the market of men's grooming today. It is a statement that will not only define the company externally, but internally as well according to John Fitzgerald, Senior Director – Marketing/Men's Care, who created the concept.

"We were looking for a way to express what we've been, what we are now, and not the least of which, what we are becoming," Fitzgerald explains. "The tagline **Grooming. Defined.™** expresses the essence of that journey: a proud Dutch heritage developing and innovating skin care excellence for over 100 years. It resonates extremely well with our target audiences. It expresses the essence of Van Der Hagen."

Van Der Hagen, which is one of today's top ten brands in men's grooming products, offers a wide variety of products that include Shave Sets, shaving products like brushes, shave soaps, self-heating creams, and their category invention called Shave Butter. They also offer a comprehensive lineup of razors and shaving accessories that has grown over the years.

“We’re doing so much,” Fitzgerald says, “that it was almost out of necessity that this tagline had to be born.”

Fitzgerald explains that with the use of punctuation marks in the tagline – the periods at the end of each word – he was able to emphasize each word separately and do something more.

“That ‘more’ was using the words together in two simple sentences,” he says. “No longer words because of the periods, but rather sentences, they express separate complete thoughts that when combined give us, the Van Der Hagen corporate essence: **Grooming. Defined.™**”

“Think about it this way,” he adds, “not only does the punctuation mark give these words a certain cadence when spoken or viewed together, but the punctuation mark itself forces the reader or viewer of the words to stress each one individually. Your mind then naturally combines them – much like when you combine our products to deliver a superior shaving experience.”

The period as a punctuation mark is the definitive end mark, and the person’s voice naturally stops according to Fitzgerald. “We wanted to make Van Der Hagen the definitive end mark for those looking for men’s grooming products,” he says.”

Playing to Win

Fitzgerald points out the male grooming products market is booming and projected to reach US\$60.7 billion by 2020, according to Euromonitor. “This is a 245% jump since 2015 when it was only \$17.5 billion,” he says.

Shaving is a personal experience, according to Fitzgerald. “You can just pick up a razor and drag it across your face until the stubble’s gone. However, a really good shave requires a little more effort and know-how, not the least of which is the prep work to guarantee a smoother experience. And, it’s what we are going to be calling, **Grooming. Defined.™**”

For more information about Van Der Hagen’s new tagline **Grooming. Defined.™**, please contact: Hillary Staab, Brand Manager – Van Der Hagen Universal Beauty, Inc. 500 Wall Street, Glendale Heights, IL 60139, PHONE: 847-805-4149. EMAIL: hillary@universalbeauty.com.

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About Universal Beauty Products, Inc.

Universal Beauty Products, Inc., located in Glendale Heights, Illinois, is a leading manufacturer of personal care products. With over 10 brands, Universal Beauty Products offers an extensive portfolio of grooming, beard, hair and skin products. The Men's Care division includes Beard Guyz[®], focused on men's beard care, and Van Der Hagen[®], focused on the flourishing grooming market. The company headquarters operates a 200,000+ square foot facility that includes research and development laboratories, sales, marketing, manufacturing, customer services, administration and warehousing and is committed to producing performance-proven products.