



## **MEDIA RELEASE**

**For Immediate Release**

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### **Van Der Hagen® Launches New Informational and E-Commerce Website for Consumers, Improving Convenience and Streamlining Orders**

**Glendale Heights, IL (September 9, 2019) – Van Der Hagen®**, a Men's Care brand from Universal Beauty Products, Inc., is proud to announce the launch of its newly redesigned informational and e-commerce website, [www.vanderhagen.org](http://www.vanderhagen.org). The website will feature a variety of resources for consumers on shaving and how to use Van Der Hagen products and will streamline online ordering through an intuitive e-commerce platform.

The website features Van Der Hagen's full line of high-quality shaving products, including pre-shave, after shave and shaving brushes, a variety of razors and replacement blades, Luxury and Platinum shave sets and accessories such as razor cases, replacement blades, shave brushes and straight razor strops. It houses the largest selection of Traditional Safety Razors from a single brand.

Visitors can register for an account, sign up for a free newsletter, create a wish list and add items to their online carts. An updated search tool makes finding the desired product simple, and users can adjust search settings to fine-tune their unique shopping preferences.

In addition to simplifying the ordering process, the new website features videos and articles explaining how to use Van Der Hagen products to achieve the highest quality shave. The website also includes a detailed FAQ section covering traditional shaving, product care and brand-specific questions such as warranty, shipping and return policies.

“Many people today have expressed interest in traditional shaving, but might not know exactly how or where to start,” says John Fitzgerald, Senior Director – Marketing/Men’s Division. “We designed our new website to be an accessible resource for all consumers, whether they are just starting out or are wet shaving connoisseurs.”

Research conducted on [www.vanderhagen.org](http://www.vanderhagen.org) found that the vast majority of survey respondents thought that the website was “clean, modern and appealing,” “easy to navigate” and “informative.” Most indicated that they would “gladly recommend” the website to friends who were looking for new options and resources for shaving.

“We are very pleased with how the website turned out,” adds Fitzgerald. “As many experts have noted, the shaving industry is currently facing an upheaval. Consumers are increasingly turning away from the “one-size-fits-all” approach to shaving and seeking out products that better match their unique needs, preferences and lifestyles. Van Der Hagen is proud to be part of that, and we believe that the new website will make this process smoother and more convenient for our customers.”

For more information about Van Der Hagen, 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](mailto: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.