



## **MEDIA RELEASE**

**For Immediate Release**

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### **Van Der Hagen® Traditional Safety Razor Offers “The Shave of Your Life. Everyday.”**

**Glendale Heights, IL (August 30, 2019)** – Van Der Hagen®, a Men’s Care brand from Universal Beauty Products, Inc., now offers a double-edge safety razor that is designed for consumers who desire the ultimate shaving experience for what the company calls, “The Shave of Your Life. Everyday.”

The Van Der Hagen Traditional Safety Razor, which is available in 85mm (3.3-in) or 110mm (4.3-in) handle lengths, provides a superior shave not only because of its design, which mirrors the original double-edge safety razor, but because of the enhancements that the company has innovated into the product.

“Safety razors have a long history,” says John Fitzgerald, Senior Director – Marketing/Men’s Care. “The Van Der Hagen Safety Razor has taken that tradition and built on it, the result being a superior shaving experience.”

The Van Der Hagen Safety Razor is made of brass, plated in chrome. The razor has a specially-designed grooved handle that virtually eliminates the razor slipping or twisting and results in better control while shaving. The razor incorporates a butterfly head – an easy twist-to-open mechanism in which the head of the razor opens to change the razor blade, as well as clean the razor.

“Van Der Hagen Safety Razors also carry a limited lifetime warranty,” Fitzgerald points out. Purchasers simply register their razor with Van Der Hagen to secure a lifetime of quality shaves.

Each Van Der Hagen Traditional Safety Razor is sold with a pack of 5 blades. The blades are made of high-quality ice-tempered stainless steel, manufactured in Solingen, Germany.

“Solingen is called the ‘City of Blades,’” Fitzgerald explains. “We wanted the best razors, and this city has long been renowned for forging the finest swords, knives and scissors in the world.”

Each razor pack has an area on the back of the package to conveniently place the used blades for disposal. Users simply slide the razor into the back, and when all five are finished, dispose of the package safely.

The Van Der Hagen Traditional Safety Razor and blades can be used with Van Der Hagen’s comprehensive line of products, including Shave Butter, Shave Soaps, Self Heating Shave Cream or Cooling Shave Gel. Van Der Hagen shaving products can be purchased in the continental United States at major retailers.

“The Traditional Safety Razor offers the best of the classic grooming experience that many consumers today are seeking – a fantastic shave with less skin irritation,” explains Fitzgerald. “After applying your shave prep, place the razor at a 30-degree angle to the face. Go slowly and use short strokes. Shave in the direction facial hair naturally grows (with the grain). It’s really the shave of your life. Everyday.”

For more information about Van Der Hagen products, including the Van Der Hagen Safety Razors, 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.