



## **MEDIA RELEASE**

**For Immediate Release**

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### **Van Der Hagen® Shave Butter Smooths the Way to More Profits for Retailers**

**Glendale Heights, IL (August 30, 2019) – Van Der Hagen®**, a Men’s Care brand from Universal Beauty Products, Inc., introduces their exclusive low-lather Shave Butter to the growing market of men who want to improve their looks and personal grooming, as well as the growing segment of women who demand precise and smooth shaving products.

According to Grand View Research, the global wet shave market size was valued at USD \$11.2 billion in 2018 and is estimated to progress at a CAGR of 9.5% from 2019 to 2025. This is due to the increasing number of people becoming a part of corporate culture and giving importance to personal grooming says the report.

“Our Van Der Hagen Shave Butter is exclusive in the market,” says John Fitzgerald, Senior Director – Marketing/Men’s Care. “This is the perfect opening for retail stores to expand their product offerings.”

It is a unique product serving a dual purpose: a shaving cream that provides excellent razor glide AND an aftershave serving as a soothing lotion by rubbing it in after the shave.

“As the demand for high visibility while shaving and a closer, more precise shave increases,” Fitzgerald continues, “our Van Der Hagen® Shave Butter allows users to get an extremely close look at where they’re shaving. Unlike opaque and thick shaving creams, which can block vision and create irritating missed spots and staggered shaving lines, the Van Der Hagen® Shave Butter creates a great shaving experience – something the market wants.”

Van Der Hagen Ultra-Moisturizing Shave Butter contains soothing, gentle and lubricating emollients, which leave skin and hair smoother and softer for a more pleasant shaving experience by both sexes.

Fitzgerald says that there is something luxurious about taking the time and using the right product like the Van Der Hagen Ultra-Moisturizing Shave Butter to do a shave. “It has no soaps that need to be rinsed away. When finished shaving, any residual shave butter can be rubbed into the skin,” he states.

Fitzgerald points out that shaving regimens remain the same with one exception: no rinsing is necessary. Shavers wet the face with warm water, squeeze a small amount of Van Der Hagen Shave Butter into their hand and apply to the face and then shave as usual.

“When you are finished, however, you don’t need to rinse,” he points out. “Just rub any remainder Van Der Hagen Shave Butter into the skin for a soothing aftershave lotion.”

Fitzgerald also points out that women who use Van Der Hagen Shave Butter as part of their shave regimen will also enjoy the added benefits.

For more information about Van Der Hagen products for men and women, including Van Der Hagen Shave Butter, 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](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.