

FOR IMMEDIATE RELEASE
May 18, 2006

Bold Waterless Shave Delivers The Need For Speed Dry Shave™ among exclusive products in the Bullrun USA 2007 Gift Bag

(Dallas, TX) – Bold For Men, the innovative developer of the *Dry Shave™* gel, today announced that the company's flagship product was included in the VIP Gift Bags of the Bullrun USA 2007 event, scheduled from May 11th – May 18th.

BoldForMen's unique *Dry Shave™* formulation, make it the perfect asset to the high speed Bullrun rally driver. It is an exclusive non-foaming gel designed as a 'Dry' versus a 'Wet' shave. The result is a luxurious waterless shave that delivers a closer and smoother shave. No water, no foam, no mess. Just wet the razor!

The *Dry Shave™* Gel is composed of humectants, emollients and natural antiseptics which provide for the waterless smooth glide along with a lower risk of razor-burn, redness, and irritation. In addition, the transparency of the gel allows for improved visibility of the shaving area, which is ideal for head shaving and beard grooming.

The *Dry Shave™* Gel (4 oz., \$20.00) is currently sold at select Men's Salons, Spas and High End Beauty Stores. The product can also be purchased online at <http://www.boldformen.com>.

About Bold For Men

Bold For Men develops specialty skincare for men. All products are carefully formulated with leading scientists in the field of personal care and professionally produced in a FDA registered facility. Visit <http://www.boldformen.com> to learn more.

About The Bullrun

The Bullrun is legendary and high profile "luxury lifestyle" automotive rally. It involves 100 exotic cars, driven by international VIPs and celebrities, and a party in every city on the route from Montreal, Canada to Key West, USA. Visit <http://www.bullrun.com> to learn more.

Contact

Abe Minkara
1-877-BOLD-GUY
info@boldformen.com
www.boldformen.com

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