FOR IMMEDIATE RELEASE
November 15, 2006

Bold New Product Unveiled for the Head-Shaving Man

Dry-shave gel targets the bald and the not so beautiful razor-burn

(Dallas, Texas) - Bold For Men, a company specializing in the innovation of skin care products for head-shaving men, today announced the December launch of their *Dry Shave™* product, a unique non-foaming shaving gel designed for use on dry skin. Bold For Men's *Dry Shave™* gel is made for the head-shaving man, but its unique formula also creates high performance shaving for the man's daily face shave.

Bold For Men's new product is the first shaving gel marketed in the United States featuring a 'dry' versus a 'wet' shave. No water, no foam, no mess. Best of all, Bold For Men's *Dry Shave™* delivers a closer and smoother finish, so you can wait longer between shaves.

The *Dry Shave™* formula 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.

"Shaving my head is no longer a painful and time consuming experience," said Abe Minkara, president of Bold For Men based in Dallas, Texas. "Our *Dry Shave™* gel is truly the next evolution in shaving."

The new *Dry Shave™* Gel (4 oz., $20.00) will be available at www.boldformen.com. Businesses interested in distributing or retailing Bold For Men's *Dry Shave™* gel should send requests to sales@boldformen.com

Bold For Men develops specialty skin care for men. All products are carefully formulated with leading scientists in the field of personal care and professionally produced in a FDA registered facility under the careful scrutiny of industry experts. Information about the company and its products can be found at www.boldformen.com

The question is … are you bold enough to go dry?

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