

FOR IMMEDIATE RELEASE
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A Bold Fashion & Beauty Idea for 2006

Bold For Men selected as one of the top 10 fashion & beauty ideas in 2006 by Springwise

(Dallas, TX) – Bold For Men, the innovative developer of the *Dry Shave™* gel, today announced that the company was selected as one of the top 10 fashion & beauty ideas in 2006 by *Springwise*.

Springwise scans the globe for the most promising business ventures, ideas and concepts ready for regional or international adaptation, expansion, partnering, investments or cooperation. Ferociously tracking more than 400 global offline and online business resources, as well as taking to the streets of world cities, digital cameras at hand.

To ensure true 'global' coverage, the *Springwise* central office is in close contact with more than 8,000 Springspotters in over 70 countries worldwide. The full color, monthly *Springwise* (and related *trendwatching.com*) newsletters, to which you can subscribe for free, get sent to more than 210,000 business professionals in more than 120 countries.

Bold For Men's flagship product - *Dry Shave™* - is a unique non-foaming shaving gel designed for use on dry rather than wet skin – Just wet the razor! It' formulation consists of a combination of silicone and humectants that provide a lubricating layer to protect against nicks and cuts. It also includes a blend of antiseptic and anti-irritant essential oil extracts that promote healing and protect the skin.

The new *Dry Shave™* gel (4 oz., \$20.00) is currently available at <http://www.boldformen.com>. Products will soon be available through select spas and fashion/beauty retailers in the US and internationally.

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