

For Immediate Release

Contact: Katie Vivalo
Truefitt & Hill
312.714.1111/katie.vivalo@truefitt.com

TRUEFITT & HILL INTRODUCES HAIR MANAGEMENT, SUITING THE NEEDS OF MODERN MEN

Chicago, IL (July, 2005) – The luxury grooming brand for the discerning man, **Truefitt & Hill** is excited to introduce the *Hair Management* collection to meet every gentleman's grooming needs.

Turning their 200 years of storied clientele and rich British heritage into action, **Truefitt & Hill** has crafted a line of products that responds to the expanding grooming needs and requests of today's men. **Truefitt & Hill** barbers know the unique grooming challenges that men face. Carefully formulated to maintain **Truefitt & Hill's** luxury essence and uncompromising quality, the *Hair Management* line is designed to enhance and expand the male grooming experience.

"Truefitt & Hill's Hair Management products provide men the opportunity to take home the luxury experience they have at Truefitt & Hill Barber Shops. The products feel great, are easy to use, and with 200 years of experience informing their creation, are the highest performing products available," explains Guy Cartwright, President & CEO of **Truefitt & Hill**.

The Hair Management Line

Control Gel (\$18) For the man in complete control, it leaves hair managed, sleek and shiny. Apply to wet or damp hair before styling for optimal control.

Hair Pomade (\$20) A must for the well-styled man, it has low shine and washes out easily. Work through dry or damp hair before styling.

Frequent Use Shampoo (\$20) Perfect for everyday cleansing, it is non-stripping, adds volume and has a light, rosemary mint fragrance.

Moisturizing Vitamin E Shampoo (\$20) Suited for dull, damaged hair, this shampoo contains Vitamin E for supreme moisturizing and a subtle Lemongrass Bergamot fragrance.

Thickening Shampoo (\$20) This shampoo acts like a personal trainer for weak or thinning hair, as milk and wheat protein strengthens and adds body. Use two to three times a week.

Replenishing Conditioner (\$20) Suitable for all hair types, it leaves the hair soft, rejuvenated and manageable, while exuding a subtle Lavender Lime fragrance.

In every age, for all generations, **Truefitt & Hill** is an invaluable asset to the well-groomed man. From their personal Barber Shop services to finely-crafted products, they provide the guidance, confidence, knowledge, tools and inspiration men need to put their best face forward. The **Truefitt & Hill** collection of fine grooming products can be purchased at upscale specialty shops, through the company website www.truefittandhill.com or by calling 1-800-236-8089.

