

For Immediate Release

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**TRUEFITT & HILL RELEASES
ULTIMATE COMFORT SHAVING COLLECTION**

Chicago, IL (October, 2005) – **Truefitt & Hill**, Barber Shop to the British Royalty since 1805, introduces *Ultimate Comfort Shaving*. Ultimate Comfort Shaving provides the three products gentlemen need to shave from start to finish: Pre-shave Oil, Shaving Cream, and Aftershave Balm. This trio of products has no added fragrance or perfume. Packaged with clean lines and a refined look, Ultimate Comfort Shaving delivers Truefitt & Hill's 200 years of excellence with a look suited for today's gentlemen.

"The world's most comfortable shave just got better," said Guy Cartwright, CEO of Truefitt & Hill. "Our new Ultimate Comfort shaving products keep the process simple – prepare, shave, and follow-up – but deliver unprecedented comfort and performance. Gentlemen and those who have reason to touch their faces will notice a remarkable difference."

Ultimate Comfort Pre-Shave Oil (2 oz, \$24)

Apply sparingly to face prior to shaving cream application.

For men with sensitive skin, thick beards or those who do not have adequate time to prepare their beard with hot water, Ultimate Comfort Pre-shave Oil enhances razor glide to provide a smoother, more comfortable shave. It is formulated with 10 essential oils to condition, soothe, and moisturize the skin. With an energizing, citrus scent the pre-shave oil's light formulation won't clog pores and rinses easily from face, razor, and sink.

Ultimate Comfort Shaving Cream (5.8 oz tub, \$22; 3.5 oz travel tube, \$18)

Combine with water; massage onto face in a circular motion. Can be used with or without shaving brush.

Ultimate Comfort Shaving Cream delivers the consistent, rich lather of Truefitt & Hill's shaving creams. This unscented cream has healing and antiseptic lavender oil and added glycerin to provide a moisture-rich and smooth shave. Ultimate Comfort Shaving Cream is available in a tub for everyday use and in a travel tube.

Ultimate Comfort Aftershave Balm (3.5 oz, \$28)

Smooth over face and neck after shaving to moisturize and heal skin.

Ultimate Comfort Aftershave Balm is formulated with the most technologically advanced moisturizers available. This formulation is complimented by a soothing blend of antiseptic lavender and healing aloe for an anti-inflammatory and anti-bacterial follow-up to the shaving process. This non-greasy formulation is has no added fragrance and is very light, making it ideal for all skin types.

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.

