

FOR IMMEDIATE RELEASE:

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New Shave Gel Has Legs

Leg care brand, LEG LUBE®, announces innovative new shave gel for male & female cyclists, runners and triathletes that can be used in-or-out of the shower.

BOULDER, CO - On the eve of cycling's biggest race, a small company in Colorado is hoping that viewers of the Tour de France will notice more than the victor on the podium of each stage win. Primarily, they want you to notice the cyclist's shaved legs. For years, racers have shaved their legs for a variety of reasons. "Shaving is a very important part of a cyclist's routine," says Austin Baskett, President of the new leg care brand LEG LUBE.

While most of the athletes at this year's tour are focused on the excruciating climbs, the death defying descents and the team strategies required to win the grueling 21 stage event, you can be certain that all 198 men, from 22 cycling teams, will be shaving their legs each night in preparation for the next day's race. Mr. Baskett's company is hoping to capitalize on their shaving tradition.

Athletes shave for a variety of reasons other than appearance and tradition. Lotions and sunscreens are easier to apply to shaved legs. Road rash, caused by a crash, heals quicker and with less discomfort, and massage is more pleasurable when you don't have hair to contend with. Shaving can also reduce chafing and ingrown hairs - problems that can hurt an athlete's performance.

"I've been competing in cycling, running and triathlon events for years and noticed that the majority of participants shaved. When I asked athletes what product they used, the common reply was soap, and most were unhappy with the experience. It became apparent to me that there was an opportunity to create a shave gel that performed at a much higher level," said Mr. Baskett.

With over 12 years of experience in the beauty industry, working for companies like American Crew and Modern Organic Products, Mr. Baskett had the perfect background to do just that. "We purposely designed LEG LUBE Performance Shave Gel to deliver a better shaving experience than soap or other shave creams. Our ultra-lubricating clear formula allows both men and women to shave in-or-out the shower, and our packaging was designed to dispense the product efficiently, and travel without leaking. Add a fresh, clean scent that appeals to both sexes and you've got a fantastic product that solves every athlete's shaving needs," added Baskett.

Mr. Baskett estimates that there are around 15 million athletes in the U.S. that are shaving on a regular basis and that LEG LUBE Performance Shave Gel is the compelling alternative to the soap conundrum.

"In the U.S. alone there are 135,000 active triathletes, 16 million 'frequent runners' and 6 million active road cyclists. When you consider that half of these athletes are women and are shaving already, you can see the market potential," says Baskett.

The 98th Tour de France starts Saturday, July 2nd and runs through July 24th, 2011.

ABOUT LEG LUBE LLC: Founded in January 2011, the company makes performance leg care products for MALE & FEMALE cyclists, swimmers, runners, triathletes or any athlete who wants to care for their skin. Their first product, LEG LUBE Performance Shave Gel was recently launched and is sold in cycling, running and multisport shops around the country or online at: www.leglube.com

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