



FOR IMMEDIATE RELEASE:

eShave Launches New Orange Sandalwood Shaving Collection: Tradition with a Twist

eShave has created a new, natural shaving collection that combines the relaxing and anti-aging properties of Sandalwood oils with the PH balancing and toning vitamins of nutritious Orange extracts to enhance men's daily shaving experience.

New York, New York --- eShave (www.eshave.com), the world's premiere line of modern-inspired and fashion-forward shaving essentials, is pleased to announce the addition of the Orange Sandalwood Collection to its popular line of award-winning, wet-shave products. Created by the shaving experts at eShave, the new collection includes: Orange Sandalwood Pre Shave Oil, Paraben-Free Orange Sandalwood Shave Cream and Orange Sandalwood After Shave Soother. Each is infused with the rejuvenating and healing properties of Sandalwood combined with the balancing and toning attributes of Orange, making it suitable for all skin types.



“For this new line, we addressed the most traditional masculine scent - sandalwood – and gave it a modern twist by combining it with the zesty essences of Orange. The vibrant blend of Orange and sandalwood results in a fresh, clean scent that awakens the senses with each shave,” said Danielle Malka, President/Founder of eShave.

The new collection is formulated with a creative blend of exotic botanicals that deliver their own powerful therapeutic properties:

- **Orange:** antioxidant; prevents growth of bacteria
- **Sandalwood:** softens and calms the skin; relieves irritation and rejuvenates the skin
- **Grapefruit Oil:** antioxidant and skin toner
- **Litsea Cubeba Oil:** fights acne and minimizes greasy skin
- **Star Anise Oil:** fights bacteria and prevents the formation of ingrown hairs
- **Geranium:** an astringent, detoxifying and regenerative soothing agent for irritated skin
- **Cedarwood Oil:** anti-aging, improves skin elasticity; acts as an astringent



Orange Sandalwood Pre Shave Oil (2 oz, \$20)

Lightweight, yet loaded with vitamins and proteins, the Orange Sandalwood Pre Shave Oil is formulated to soothe dryness and relieve irritation, in preparation for a smooth, close shave. This well-balanced formula softens the hair and creates a layer of protection allowing the razor to glide easily over the skin.

Orange Sandalwood Shave Cream (4 oz, \$22)

Orange Sandalwood Shave Cream is a perfect blend of revitalizing oils found in Sandalwood with the toning properties of Orange. This super-concentrated and highly lathering shave cream is free of animal ingredients, SLS, SLES and harmful Parabens to ensure the conservation of the planet, as well as the skin's health.

Orange Sandalwood After Shave Soother (6 oz, \$27)

Created with a lightweight, non-greasy formula, this new lotion moisturizes and soothes the skin post-shave, leaving a layer of protection throughout the day. Skin will feel soft, revitalized, and healthy every time.

Available at: www.eshave.com

About eShave

eShave, defined by their unique style and unparalleled luxury, is known around the globe for their beautiful and sophisticated collection of shaving essentials. Since 1996, **eShave** has been modernizing the wet-shaving tradition. Based on the principals of fine jewelry making, **eShave** creates one-of-a-kind, artistic tools and accessories. **eShave** continues to be the only company that hand-sculpts its own designs to appeal to the discerning tastes of aesthetically discriminating and design conscious men & women. Available online at www.eshave.com, **eShave** New York boutiques at Rockefeller Center and World Financial Center, and select upscale retailers/spas worldwide. 1-800-94-SHAVE

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