



## **eShave Celebrates 15 Years of Modernizing the Wet-Shave Tradition**

**New York, New York** --- According to US Census data, 7 out of 10 new small businesses survive at least 2 years, half at least 5 years, a third at least 10 years, and a quarter stay in business 15 years or more. eShave, the world's premiere line of modern-inspired and fashion-forward shaving essentials, proudly celebrates its 15<sup>th</sup> year in business and looks ahead toward a bright future.

In 1996, eShave took the wet-shave industry by storm when the brand officially launched. From the start, eShave was committed to being a forward-thinking brand and set up a one-page website that reflected its modern image appealing to the urban, sophisticated man. As the brand's popularity took off, the company decided it wanted to take things to the next level and in 1998, eShave became the first company to sell modern shaving essentials online.

Since then, the company has created a category explosion by providing a fresh alternative to the wet-shave tradition. During the next 15 years, eShave would ride the waves of the following major economic episodes: the dot-com boom; the tech crash of 2000; the internet revolution; two major financial recessions; and, along with the rest of the world, 9/11.

All of this leads one to wonder – just how can a company survive? In order to understand fully, it's important to know the brains behind the business. eShave was founded, surprisingly, by a woman, Danielle Malka. Malka lived as a professional artist before making her mark in the beauty industry. Her career began as a marketing consultant in the toiletries sector, where she was immersed in the world of beauty for several European companies. What she found was that the men's grooming industry lacked both modern appeal and education. Men had to learn how to shave from dad with only mass market products from which to choose from.

Malka's creative background coupled with the need to educate men on proper grooming habits, inspired an idea, and in 1996, eShave was born. Since then, the company has grown into an international prestige brand winning countless awards and making a name for itself as the leading brand of luxury shaving essentials.

As the men's grooming market began to explode, eShave always remained at the helm. With its fresh ideas, gorgeous products, signature scents, commitment to quality and customer service, and educational platform, eShave quickly became the modern man's go-to source for all things grooming.

Malka also hopes that her efforts have helped people feel better about themselves. "It's about understanding that your appearance can directly affect your personal, professional and social life," said Malka. "Our line is designed to eliminate the problems that improper shaving techniques and products can have on the skin. With the right ingredients and basic how-to instructions, shaving with our products results in a gorgeous shave, without irritation, every time."

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êShave carries a wide array of shaving products, which include: Pre-Shave Oil; Shave Cream; After Shave Creams and Soothers. Additionally, travel kits and shaving accessories handmade in NYC – Luxury Razors and Shaving Brushes - are also a part of the line.

Over the years, êShave has become known for its uniquely scented shaving creams that boast a sophisticated urban appeal, which include: Almond, Cucumber, White Tea, Verbena Lime, Lavender, and now Orange Sandalwood. Not only are they delicious-smelling—the shaving creams are the key to attaining the ultimate shave. Offering rich, thick lathers that moisturize and comfort the skin, and scents luscious enough to eat, each will transform the experience from a daily chore into a spa-like luxury. When a shave brush is drenched with hot water and dipped into a jar of êShave Shave Cream, it generates a rich, thick, warm lather that surrounds skin in cloud-like softness. The lush, warm lather also helps soften hairs and open the pores, virtually eliminating shaving irritation, razor burn, bumps, and ingrown hairs for a close, comfortable shave every time.

Today, êShave can be found in bathrooms and travel bags of some of the world’s most recognized faces, including: Ben Affleck, Courtney Cox, Bruce Willis, Cher, Justin Timberlake, Nikki Taylor, Roberto Cavalli, and Tony Bennett. In addition to its celebrity following, êShave’s top corporate clients have included: Mercedes-Benz, The Plaza Hotel, and Sean John.

If longevity isn’t enough of an indicator of the brand’s success, perhaps national recognition will do. êShave has been on the pages of numerous fashion and lifestyle glossies and has been awarded recognition by *FHM*, *Men’s Health*, and *Instinct* magazines. In 2006, êShave was featured on the final episode of Bravo’s ‘Queer Eye for the Straight Guy,’ which gave the company an entirely new channel of business. “After that episode aired, we were pleasantly surprised by the huge surge in new customers. Viewers eagerly wanted to get the same results of a smooth, close shave that the guys on the show were getting from our products.”

That was not the last of êShave’s time in the spotlight. The brand continued to be sought out by national programs and eventually landed on TODAY’s ‘Deals & Steals’ segment. “We partnered with the show to offer their viewers an exclusive promotion on our products. We had no idea how successful the promotion would be and in just 24 hours, we sold over 6,000 of our Luxury Razors,” commented Malka. “Years of customer service experience is what really helped us in being able to handle a sale of this magnitude. We got so many thoughtful emails from viewers who were appreciative of our response – both in terms of communication and getting the product to them in a timely manner.”

How can êShave continue to top itself, year after year? Some insight from the shaving expert herself: “By offering consumers unparalleled product quality combined with our expertise, is what has made êShave sustain the economic ups and downs during the past 15 years,” said Malka. “However, none of this would have been possible without the support of my husband – Pierre Ranger – who handles all of the operations and financing. His dedication has allowed me to focus on what I love doing –

- more -

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- creating new products and staying in touch with our customers. I have also been very lucky to have an incredible team of experts and our loyal customers who continue to shape my creative inspiration and vision for êShave. The sky's the limit for us and I'm excited about what the next 15 years will bring."

## **About êShave**

**êShave**, defined by their unique style and unparalleled luxury, is known around the globe for their beautiful and sophisticated collection of shaving essentials. Since 1996, **êShave** has been modernizing the wet-shaving tradition. Based on the principals of fine jewelry making, **êShave** creates one-of-a-kind, artistic tools and accessories. **êShave** 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.êShave.com](http://www.êShave.com), **êShave** New York boutiques at Rockefeller Center and World Financial Center, and select upscale retailers/spas worldwide. 1-800-94-SHAVE