**FOR IMMEDIATE RELEASE:**

**The Hunt is On: Smooth Gorilla Searches for the UK’s Hairiest Man**

**London, United Kingdom – 2013, November –** Not all gorillas live in the jungle. In fact, you may just have one living next door. Whilst your neighbour may seem perfectly normal, when the clothes come off, what’s on his manscape can take ‘hairy’ to the extreme.

For those who have so much body hair that nieces and nephews often choose to climb on, grab a handful and ride them instead of the dog, ***Smooth Gorilla*** has a hair-raising proposition. They are currently on the lookout for the UK’s hairiest man, and when they find him, he will be featured in a demonstration video to show the world just how great their product is.

Many men are embarrassed about body hair, but aren’t sure how to get rid of it. Sure, shaving is always an option, but it can be time consuming and it’s all too easy to miss a patch . . . or two. Waxing is another option, but it can be extremely painful; many men consider it not worth the effort.

***Smooth Gorilla*** think they have came up with the perfect solution. In just minutes, men can use their system to painlessly and effortlessly remove unwanted back hair. After all, it’s not just women who like a smooth, groomed look. Men like it too!

Company founder, Anthony Cooper, stated, “*Let’s be honest, to many, back hair on a man is about as attractive as hairy legs on a woman. The problem is, whilst legs are easy to reach and shave, backs are harder to get to. Our system is a convenient, do-it-yourself solution that anyone can use, and we’re on the hunt for the UK’s hairiest man so we can show you just how easy it is to clear the manscape of unwanted scenery*.”

**-- END --**

**Notes to Editors:**

*You have full permission to rewrite this article and feature it online/offline. For photography, high-res images, or interviews - please contact using the details below.*

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**Information About the Business:**

The Smooth Gorilla brand specialises in personal care products designed by men specifically for men. We believe that there is a market for honest, effective grooming products that tackle some of the everyday issues that men often face, but don’t often talk about.

Smooth Gorilla was the brainchild of Dr Anthony Cooper a successful engineer and technology entrepreneur who was frustrated with trying to remove a small patch of hair in the middle of his back. Having tried waxing, extendable razors and pretty much anything else he could think of he came across hair removal creams. They seemed like the perfect solution to remove back hair but nobody had tackled to problem of how to apply them onto your back.

Anthony quickly set about designing a solution and after several designs and prototypes came up with the application system currently on sale. He then spent many months working with a well respected cosmetics formulator to develop a cream especially suited to removing the hair from men’s backs that didn’t suffer from the bad odors often associated with hair removal creams. The results are an effective and easy to use DIY back hair removal system that leave you not only looking smooth but smelling great too.