



MUC-OFF EXPANDS INTO PERSONAL GROOMING WITH LAUNCH OF LUXURY SHAVING CREAM AND BRUSH SET

FOR IMMEDIATE RELEASE

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- Luxury Shaving Cream contains tsubaki oil to help hydrate and take care of the skin
- Super-thick formula has been developed to stick to the skin, even when submerged in water
- Synthetic fibres of Machined Shaving Brush feel similar to that of natural silvertip badger hair
- Aluminium and anodised body perfect for storing brush head during travel

Muc-Off, the bike and body care specialist, has today added a Luxury Shaving Cream and Brush Set to its Athlete Performance collection.

Designed with the athlete in mind, the personal grooming products are the result of over 18 months' product development.

The Luxury Shaving Cream contains tsubaki oil, widely known and accepted to hydrate the skin and leave it feeling incredibly soft post-shave.

A unique manufacturing technique, in which air is folded into the cream to achieve a super-thick density, means that lather will stay on the skin even if completely submerged in water. This helps the groomer to not miss their 'shaving blind spot'.

The Machined Shaving Brush features synthetic fibres, the characteristics of which simulate the feeling of natural silvertip badger hair. Soft tips and a stable middle section produce a pleasant, soft sensation on the skin when lather is applied.

The robust aluminium and anodised body can also double up as a storage container for the brush head during travel.

Alex Trimmell, Managing Director of Muc-Off, said:

Our fans have one defining trait. They push themselves to the limit in their chosen sport. That's why it's so important that they take good care of their bodies and equipment – so they can work harder, move faster, get stronger. This mindset has guided the company since we opened our doors, and it has led us to develop a completely new range of body care products for the athlete wanting to maximise their performance.

With a 20-year heritage in producing cutting-edge cleaning and maintenance products, the Athlete Performance sub-brand is a natural next step for the company looking to help athletes take care of their bodies as well as their bicycles.

Currently, Athlete Performance encompasses several amino-based creams and balms that can be used by athletes of any discipline to help push their bodies to the next level. 2017 will see the addition of many new products to the line, including a Moisturiser with SPF 15, Massage Oil and Aftershave Balm.

Athlete Performance Luxury Shaving Cream and Brush Set is available in the UK and Europe. The Luxury Shaving Cream retails at £15. The Shaving Brush retails at £30. Customers can save £5 when purchasing the set at £40. Available from www.muc-off.com



LUXURY SHAVING CREAM



ABOUT ATHLETE PERFORMANCE

Athlete Performance is a collection of personal grooming and performance products designed for the individual pushing themselves to the limit through exercise.

It's a known fact that athletes can put their bodies under tremendous strain when working out, leading to sore muscles and damaged skin. That's why it's crucial to be prepared whether they're swimming, powerlifting or even taking part in a local sportive to avoid injury.

Pushing the boundaries of scientific development, the Athlete Performance collection has been designed specifically to help prepare and support the bodies of people taking part in concentrated exercise.

Whether it's by delivering amino acids to targeted muscle groups, or leveraging natural ingredients to help protect the skin against the elements, each product has been meticulously formulated to help athletes work harder, move faster and get stronger.

Spearheaded by Alex Trimnell, every item is the result of an intense product development process that draws in feedback from world-class athletes and the end customer.

