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King of Shaves introduces male grooming line alongside brand experience

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The UK's second largest shave products brand, King of Shaves, have launched skin, shave, style, and hair products to complement and enhance the brands present offering.

KOS.PRO is a 13-sku product range based around the brands Prime, Shave, Protect (PSP) philosophy, and each product contains a masculine fragrance of citrus, musk, moss and leather.

The range will be exclusively available at salons, barbers, spas and specialist retailers from October.

In addition, the new range will be supported by an interactive immersive brand experience, KOS.EXP.

Will King, founder of the brand, felt that men's salon experiences were an overlooked area for entertainment and enjoyment: "Other than the usual chat, you'd normally just get on with it, sit there and perhaps feel a bit tense."

In order to address this issue, and also to create a relaxed relationship between clients and stylists in salons, the brand has developed KOS.EXP as a platform provider for male friendly information, news and imagery. The specially designed brand experience involves content run from a new generation Ipod Video Nano that has flexible content, and offers a comprehensive platform for entertainment, including football news and interviews and male grooming features, and opens up extensive advertising opportunities.

As King said to cosmeticsbusiness.com: "We'll just see where it goes, but the content is so flexible we can adapt and change to whatever the clients needs".

In addition, at the completion of hair cutting, stylists will be trained to offer further grooming tips and advice, using the full KOS.PRO range.



KOS.EXP and KOS.PRO will both be launched at Salon International 13-15 October 2007.

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