

jasonshankey

MALE GROOMING

The Lost Art of Shaving!

Complimentary Shaving Consultation at Jason Shankey

Leading Male Grooming salon group Jason Shankey is encouraging clients to get back to basics with their shaving routine by offering a new range of shaving services, kicking off with exclusive complimentary shaving consultations in November and December 2009.

“Research amongst the clients of our Male Grooming salons highlighted a thought provoking statistic; that 80% of our clients had never been taught how to shave properly and as a result, were experiencing shaving rashes and ingrown hairs, causing their skin to look in poor condition.” **Jason Shankey – Men’s Grooming Expert**

Complimentary 20 Minute Shaving Consultation

The Complimentary 20 minute shaving consultation aims to guide you through the shaving process from start to finish advising on how to improve and speed up your daily routine without causing irritation or ingrown hairs. Products will be advised to suit the individual and a Dermalogica starter pack given away at the end. (www.jasonshankey.com)

Luxury Hot Towel Wet Shaving Experience: £32

The 40 minute Jason Shankey “Hot Towel Wet Shaving Experience” incorporates a sumptuous traditional barber shave with hot towels and mini facial with a grass roots shaving tutorial (www.jasonshankey.com).

Shave Soother: £22

A 20 minute deep cleansing, soothing treatment for irritated skin caused by shaving. This includes the removal of ingrown hairs and shaving rash. (www.jasonshankey.com)

“We decided to add an educational element to our hot towel shaves, showing guys that by shaving in the same direction as the hair naturally grows, it's possible to get an enjoyable, comfortable shave without the pain or associated skin complaints. Once we show our clients the direction of their hair growth (which many of them have never considered), it's a simple five minute and 5 step process to the perfect shave.” **Jason Shankey**

1. Shave in, or just after the shower.
2. Use a quality shaving cream and work it well into your stubble.
3. Shave in the same direction as the hair growth.
4. Splash your face with cold water.
5. Apply a little moisturiser to your face.

For further details on The Lost Art of Shaving and to book your Complimentary Shaving Consultation, Hot Towel Wet Shaving Experience or Shave Soother at your nearest Jason Shankey salon call 0207 386 3900 or view the website: www.jasonshankey.com For press enquires call Duncan at Premier PR on 0207 292 8330 or email: duncan.purves@premierpr.com