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MALE GROOMING

JASON SHANKEY PASSES ON EXPERTISE TO CHRISTINE BLEAKLEY FOR SPORT RELIEF!



When Christine Bleakley required specialist training before performing the much anticipated shave on co- presenter Adrian Chiles for Sports Relief there was only one place to go for advice, Jason Shankey Male Grooming in London!

Grooming Expert Phil Reader of the famous men's salon in Fulham travelled to BBC Studios on Friday to share his skill with the One Show presenter before she shaved Adrian live on the Sports Relief show which was broadcast to 9 million viewers.

Phil said that the challenge was a great way to raise money for a worthwhile cause, but that thorough training was needed to give the closest shave without cutting the skin.

This pleased BBC executives who instructed Chiles back in January to shave off his 'scruffy' beard as it was 'inconsistent' with the shows image. 42 year old Adrian said 'word came down the line that I was to 'lose the beard. I resisted because Kirsty Young said it looked good, but I'm going to shave it off for Sport Relief'

**For further details on Jason Shankey Male Grooming visit www.jasonshankey.com
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