

# Lather It Up!

Treat yourself right with a quality shaving cream

By Bruce Schultz



OUR LAST EDITORIAL back in October reviewed the importance of using a quality brush in pursuit of the perfect shave – an effortless shave that is close, comfortable and without skin irritation.

The next obvious discussion centers on the advantages of using a high quality, all-natural, glycerin based shaving cream.

The first thing to understand is that shaving removes a thin layer of skin, leaving the exposed skin vulnerable to harsh ingredients, irritation and dryness.

With exposed vulnerable skin, we recommend avoiding shaving creams or gels with alcohol and synthetic dyes and fragrances, as these dry the skin, cause irritation and are absorbed into the body (can be harmful as they are not biodegradable).

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At places such as The Boardroom Salon for Men, they use and recommend The Art of Shaving product line, which is all-natural and aromatherapy based using 100 percent pure essential oils selected for their therapeutic properties as well as their light, natural scents.

Aromatherapy has been practiced for over 6,000 years, and is the art of using essential oils to help with physical and psychological ailments, and to restore a general sense of well being.

Your shaving experience will be further enhanced if you select the shaving cream that is made for your skin type. The Art of Shaving makes four lines of shaving cream:

- 1. Unscented** – geared for men with sensitive skin, it is completely hypoallergenic and fragrance-free
- 2. Lavender** – geared for men with normal to sensitive skin, the lavender essential oil soothes skin irritation, replenishes skin cells and acts as a pain relieving agent. Lavender has a warm floral scent.
- 3. Sandalwood** – geared for men with normal to dry skin, the Sandalwood essential oil is a natural skin conditioner that soothes, moisturizes and rejuvenates the skin. Sandalwood has a warm, woody and earthy scent with a hint of eucalyptus.
- 4. Lemon** – geared for men with normal to oily skin, the lemon essential oil tightens pores, rejuvenates skin cells, boosts skin tone and acts as a soothing agent. Lemon has a refreshing citrus scent.

Trading up to a high quality, glycerin based shaving cream will not necessarily cost you more money, as a 5 oz. tub of shaving cream, which costs \$22, should last you six months.

Treat yourself right with quality shaving cream, and begin every day with a shave that is closer, more comfortable, without skin irritation and has a light aromatic scent.

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*Bruce Schultz is the CEO and Co-Founder of The Boardroom Salon for Men. Four locations are sprinkled throughout the Metroplex – Allen, Dallas' Inwood Village, Highland Village and Southlake. For more information or to find the nearest Boardroom Salon for Men, visit [www.theboardroomsalon.com](http://www.theboardroomsalon.com)*