



## **Urbane Male Launch New Website and a Unique Range of Shave Creams**

*After two years in development, Urbane Male announces the introduction of its new website and the launch of its innovative range of Men's Shave Creams. The website and the Urbane Male Shave Cream range were formally launched on July 1st, 2013*

**LONDON - July 2, 2013 - [PRLog](#)** -- Taking traditional shaving creams as a starting point, Urbane Male have methodically 'deconstructed' typical formulas and re-formulated these to create a contemporary Shave Cream concept. Their new range focuses on delivering maximum shaving performance with sustained skin benefit, and offers a number of key features:

- • Rich, concentrated, lubricating lather
- • Contemporary 'square' and clear packaging
- • Practical 'no mess' pump dispenser
- • Easy brushless or brush application
- • Beneficial natural ingredients
- • Suitable for normal and sensitive skin

Urbane Male Shave Cream is offered in a choice of four subtle and distinctive fragrances, specially formulated to combine traditional masculine notes with contemporary undertones. Available fragrances include:

- • Bergamot & Oakmoss
- • Lemongrass & Amber
- • Patchouli & Coriander
- • Sandalwood & Vetivert

Urbane Male Shave Cream products are exclusively available only at the [www.urbanemale.co.uk](http://www.urbanemale.co.uk) website. Watch for additional new male grooming products to be added in the coming months.

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Source            Man Age Grooming Ltd  
City/Town        London City  
State/Province   London, Greater  
Country          England  
Industry

Tags            male grooming  
Link            [Shave, Shaving, Male Grooming](#)  
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