



Use at Will – February 2019

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Wahl Introduces New Personal Care Line – Fact Sheet

Wahl has been perfecting men's grooming tools for a century, so it's only natural the company is introducing a line of personal care products specifically formulated for men and designed to meet the grooming challenges they face. Each of the new products contain Wahl's proprietary combination of four essential oils, called the W-Blend, is designed to keep hair and skin healthy and looking great. The following is an overview of Wahl's new toiletry line:

Beard Care

- **Beard Balm (2 ounces):** The key to a great looking beard is structure, Wahl's beard balm contains beeswax and shea butter to shape your beard into the look you desire. MSRP \$12.99
- **Beard Softener (2 ounces):** It takes seconds to deep condition with Wahl's beard softener; its ingredients penetrate coarse whiskers and soften them from within. MSRP \$12.99
- **Beard Wash (6 ounces):** The hair on your face is different from the hair on your head, so don't reach for just any shampoo. Wahl's beard wash has no irritants and won't strip away moisture, leaving healthy whiskers and skin. MSRP \$12.99
- **Beard Oil (1 ounce):** Wahl's beard oil can be used as the finishing touch for a shiny and polished looking beard, but its real benefit comes from its ability to nourish the hair and skin with extra hydration. MSRP \$12.99

Hair Care

- **Shampoo (16 ounces):** Infused with vitamins and essential oils specifically targeted at revitalizing damaged hair, moisturizing dry scalps, and building strong elasticity. MSRP \$14.99
- **Hair Styling Pomade (2.5 ounces):** Perfect for a medium to firm hold, and a matte finish, this pomade will leave your hair damage-free and manageable all day. MSRP \$12.99

Skin Care

- **Face & Body Bar (9 ounces):** Three times the size of conventional soap, this bar is multipurpose and can be used to shave, clean and exfoliate. MSRP \$7.99
- **Body Wash (16 ounces):** High in vitamins and nutrients, this great smelling body wash will leave you feeling refreshed and clean. MSRP \$14.99
- **Body Lotion (16 ounces):** Infused with a blend of specific ingredients, this lotion will restore the look, feel and condition of your skin. MSRP \$19.99
- **After Shave (6.0 ounces):** This alcohol free aftershave will shrink pores and remove excess oil from the skin, helping to heal any nicks and bumps caused from shaving. MSRP \$9.99

Shaving

- **Shave Gel (8 ounces):** This clear gel allows you to shave detail areas with no issues and ensure a clean, clear mistake-free shave. MSRP \$12.99
- **Shave Cream (8 ounces):** The ultra-slick properties of this cream help fight nicks and razor burn, giving you a close, comfortable shave. MSRP \$9.99

Wahl's line of personal care products can be found at select retailers nationwide or at WahlUSA.com.