

Wilkinson Sword's SHARPER GUIDE TO...

THE BEST SHAVE

Nine out of 10 cats might prefer whiskers but the average man certainly doesn't because that's how many of us shave every day to get rid of them. Here are a few more facts about de-fuzzing, plus some great tips from shaving expert Wilkinson Sword on how you can avoid becoming another shaving-rash statistic



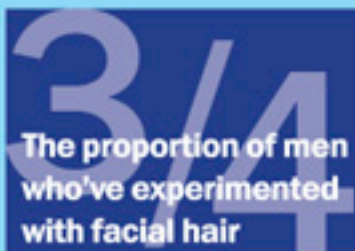
FIVE MONTHS

The amount of time you'll spend shaving during your lifetime That's a whopping 20,000 shaves. Or, if each shave takes you seven minutes, you could have watched 1555 football matches instead. So save your time for more important things by using the Quattro Titanium Energy. With four blades you'll need fewer passes across the skin to get the job done and that means less time in the bathroom. Result.



58% of women fancy men with smooth chests

You've worked hard enough to get the pecs so why hide them under a carpet of fur? Shaving makes muscles look larger and more defined and most women still run a mile at the sight of a full pelt. Shaving with the new Quattro Titanium Energy is the perfect way to get fuzz-free pecs because it's designed to minimise irritation and shaving rash.



3/4 The proportion of men who've experimented with facial hair

Whether you're after a Brandon Flowers 'tache, a Johnny Depp goatee or sideburns pointier than Captain Kirk's, a wet shave will allow you to tackle any kind of face furniture. To make things easier - and to get pinpoint accuracy - try using Wilkinson Sword Active Gel - this transparent product enables you to see where you're shaving.

Power ahead Wilkinson Sword's technically advanced Quattro Titanium Energy transfers gentle pulses to the blades from the head of the razor. This reduces the force needed to slice hairs, limiting skin drag so there's less irritation. As well as being the first razor with a motorized head, its cutting-edge titanium technology keeps blades sharp and its lubricating Aloe strips help to keep skin soft and conditioned. There are even two separate 'on' and 'off' switches for precise energy control.

Two minutes The time it takes for your bristles to soften enough for shaving

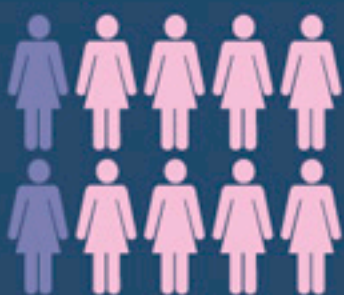
Stubble can be as tough as copper wire of the same thickness but hot water expands the hair and makes them easier to cut. In fact, after a two minute soak the force required to slice the hairs will be reduced by about 70%, so try shaving after a shower. Ideally use a shaving brush - not only will it help whip up a great lather, it will act as an exfoliant and lift grease, grime and dead cells from the skin's surface.



Wilkinson Sword's Quattro Titanium Energy razor is part of the Quattro Titanium range and is available from supermarkets and leading high-street retailers priced £7.99. Quattro Titanium replacement blades are £5.49 for 4. For more info and great shaving advice check out quattrotitanium.co.uk/energy

Win!

Win an exclusive grooming weekend in London, plus a year's supply of Quattro Titanium Energy razor and blades to ensure the perfect shave all year round. To enter go to menshealth.co.uk/sharperguides



Eight out of 10 Number of women who prefer men to be clean-shaven

So don't let the dreaded 'red-neck' spoil your chances of pulling. To reduce irritation, always shave in the direction of hair growth and give your skin time to settle in the morning before shaving. If you shave first thing your skin will be puffy you won't be fully awake. It's like driving when you're tired (i.e an accident waiting to happen).