

WWD BEAUTY BIZ

A FAIRCHILD PUBLICATION



THE 2009 AWARDS ISSUE

HONORING BEAUTY'S BOLDEST THINKERS

FROM HOLLYWOOD TO WALL STREET, AN INSIDER OVERVIEW FOR 2010

DIOR'S DARING RECESSION STRATEGY

SPECIAL SECTION: MEN'S OUTLOOK

4000063514 REG
WD053701 AUG10 REG FCNYL
LOUISE EVANS
EVANS COMMUNICATIONS
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NEW YORK, NY 10022-1009

ABSOLUTELY FABULOUS

RED-HOT MODEL **CONSTANCE**
JABLONSKI SHOWCASES **SPRING'S**
MOST DIRECTIONAL BEAUTY TRENDS

THE CUTTING EDGE

To keep his face stubble free and smooth, these new razors and shaving preps promise better-than-barber results.

BY TERRY SILVA
PHOTOGRAPHED BY GEORGE CHINSEE

1. KING OF SHAVES AZOR ADVANCED SHAVING GEL FOR SENSITIVE SKIN

This gel is one of the best you'll find for your skin type: It's gentle and gives you the work to protect skin from razor irritation. (\$6.99; Duane Reade)

2. GIORGIO ARMANI SKIN MINERALS FOR MEN SHAVING CREAM

A blend of potassium, sodium, and sodium salts draws moisture into your skin, while a complex of vitamins helps to soothe and hydrate your skin below the skin's surface. (\$25; giorgioarmani.com)

3. REMINGTON F-5790 PIVOT & FLEX FOL SHAVERS

These pivoting foil shavers have a 60-degree pivot for the head and a 90-degree pivot for the body. The combination lets you get into those hard-to-reach spots. (\$54.99; mass retailers)

4. BRAUN SERIES 3 390 SMOOTH & ADAPTABLE

Featuring the Shaving Blade and a circular technology for a wider shaving area, the circular shaver head is designed to follow the contours of your face. (\$159; mass retailers)

5. GILLETTE FUSION MVP

Designed for sensitive skin, the Gillette Fusion MVP has a special shaving gel that is designed to help you get a closer shave. (\$11.99; mass retailers)

6. BILLY JEALOUSY WHIPPED CREAM TRADITIONAL SHAVE LATHER

For a classic, creamy shaving lather, Billy Jealousy's whipped cream shaving lather is a great choice. It's made with real whipped cream and is perfect for a traditional shave. (\$22; Target, billyjealousy.com)

7. KING OF SHAVES AZOR HYBRID SYNERGY SYSTEM RAZOR

The King of Shaves Azor Hybrid Synergy System razor has a hybrid head that helps you get a closer shave. It's made with a hybrid head that has a foil head and a safety head. (\$8.99; Duane Reade)

8. HOMMAGE SANTIAGO SHAVE SET

This shaving set—hand razor comes with a "facial" magnetic stand and shaving brush for quick drying time. The brush has a thick back and the handle was designed to hold even if you're not holding it. (\$150 for set; homage.com)