

Men's Hairdressing

Matthew Batham on the latest trends in men's hairdressing



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A Close Shave with Bluebeard's Revenge

by **Matthew** on 24 October, 2013 in Uncategorized



I experienced my first wet shave last week. I'm not the hairiest of men, so have never felt the need before, but while attending the launch of two new products in the Bluebeards Revenge range, I decided to give it a try, courtesy of Michael Kontos, director of the London School of Barbering. (A lovely chap).

I have to say, it was a totally pleasant experience, and I did feel super-smooth. Of course, the real test is how I will maintain this smoothness once I return to shaving myself. Bluebeard's Revenge recently conducted research which reveals men around the world view shaving as a daily chore, with the average British man spending a whopping 45 days of his life shaving.

The Bluebeards Revenge survey of 1,504 males, aged between 15 and 78, found that men are now taking an average of 5 minutes for each shave, with the vast majority (73%) shaving on average four times a week.

Even though 91% of men surveyed said they prefer to be clean-shaven, a staggering 74% say shaving is their biggest daily chore.

Nearly 65% of men said they preferred to be clean shaven because their partners preferred it, 15% said a smooth face made them feel younger and 10% said they had to be clean shaven for work.

The survey also shows that 81% of men shave their face at the sink, and 18% shave in the bath/shower.

On average, a man removes over 27 feet of facial hair in his lifetime through shaving.

And it doesn't end with the face – according to the survey, 38% of men now shave or wax their chest hair on a monthly basis, while 28% shave or wax their legs every month.

I think I t will be a while before I experience that in a salon environment!

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