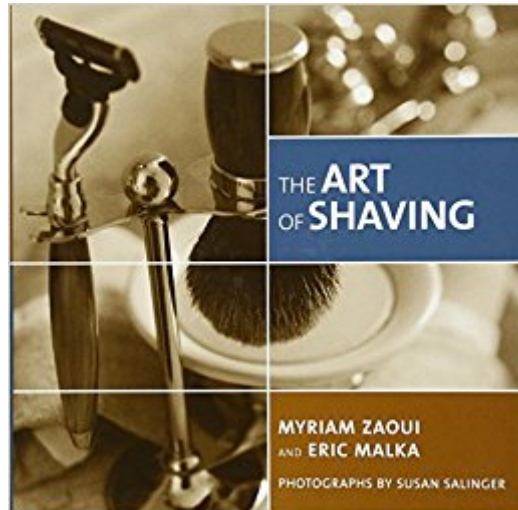




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The Art Of Shaving



Synopsis

The average man will shave approximately 20,000 times over the course of his life, spending the equivalent of 139 full days doing it. He will shave off 27 feet of hair, from a total of 30,000 whiskers on his face. And he will probably be doing something wrong. So he'll suffer nicks and cuts, ingrown hairs, and rashes; his five-o'clock shadow will arrive before lunch, his neck will be irritated and red, and he'll get razor burn. Instead of reaping the benefits of a daily grooming regimen, he'll only suffer. Needlessly. The Art of Shaving will solve his problems (as well as the related problems of anybody whose cheek gets burned by his razor stubble). He'll choose the correct brush and razor and blade; he'll take more time lathering up properly and less time tending to bloody shirt collars. He'll feel better and look better. And he'll adjust his perception of this morning ritual, bringing art and passion to a daily routine.

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Customer Reviews

The average man will shave approximately 20,000 times over the course of his life, spending the equivalent of 139 full days doing it. He will shave off 27 feet of hair, from a total of 30,000 whiskers on his face. And he will probably be doing something wrong. So he'll suffer nicks and cuts, ingrown hairs, and rashes; his five-o'clock shadow will arrive before lunch, his neck will be irritated and red, and he'll get razor burn. Instead of reaping the benefits of a daily grooming regimen, he'll only suffer. Needlessly. The Art of Shaving will solve his problems (as well as the related problems of anybody whose cheek gets burned by his razor stubble). He'll choose the correct brush and razor and blade; he'll take more time lathering up properly and less time tending to bloody shirt collars.

He'll feel better and look better. And he'll adjust his perception of this morning ritual, bringing art and passion to a daily routine.

Myriam Zaoui and Eric Malka are the husband-and-wife co-owners of The Art of Shaving, launched in 1996. French-born Myriam is an expert in aromatherapy and Eastern medicine; Moroccan-born Eric is an entrepreneur and one of the world's foremost shaving experts. The Art of Shaving operates three stand-alone stores in New York City, one in Bal Harbor, Florida, and a boutique in the Neiman Marcus flagship store in Dallas; the stores carry the best male-grooming products from a variety of manufacturers, as well as their own line of proprietary products.

This is a very short book that would be reasonably priced at \$5 or below, but really not worth the price it sells for. It has a few useful things, but nearly all of them I'd already seen--free--on various web sites. It fails to go deeply into a few things that could use it, and excessively promotes one particular brand of razor that isn't anything great to begin with. Overall I'm disappointed with the book and would not recommend it.

I have three comments about this book. 1. If they had not spent so much time repeating the same three things, this book would be only half as long as it is. The actual advice is sound but really you don't need to repeat it over and over (unless you're looking for word count) 2. If you're trying to sell me a Cadillac, don't give me a Yugo after I've paid you. This book (the hardbound edition) is probably pretty cool as a coffee table piece, but otherwise not worth the price (see comments 1&3) 3. All of the useful information in this book is also in a Youtube video by these same people. All that being said this is a really nice if a bit expensive sales brochure. I had already purchased some of their shaving products, and love them. This book however is something that I am very dissatisfied in.

This book is exactly what the cover says. It teaches you techniques for the different ways to shave. Some have said it is just an advert for the Art of Shaving stores but I never felt like I needed to buy any of their stuff to get a better shave. If you feel you want to try to learn to get a better shave and can get it at an affordable cost then go for it. But you are asking a guy that loves having tons of books!

This book provides good reading to understand a proper shave. It does give some insight to using

straight razor, safety razors even electric shavers. the books mostly concentrates on the care of your skin during and after your shave. This is good because this is what most people miss when they shave and go through out the day with a crappy feel to there face if not razor burns and cuts. if you are willing to take shaving serious and care for your face then I suggest reading this book. if you are looking for a fast way to get through a basic don't care shave, go to Walgreens.I have just started trying the Art of Shaving products buy purchasing there sample kit. this I say is worth it. you get a \$25.00 coupon with it to use for your next purchase. yes it cost you \$25.00 to purchase it but once again are you serious about a proper clean close shave. I have been shaving for over two years using a straight razor and a safety razor and learned allot along the way. I will never go back to the chemicals and plastic again.so food for thought treat yourself and toss out those disposables pieces of plastic for good.

Lots of helpful info for the beginner and cool history but didn't like how even if it wasn't said the pictures suggested a Gillette Mach 3 or fusion be used. True traditionalists and I hope real beginners into the world of wetshaving I hope would realize that cartridge razors are blasphemy in the world of straight and de blades. My thought is if you want to use the wet shave method embrace all of it.

Not what I expected. Does not compare to other books I have seen on the subject of shaving. Needs to have some pictures.

Fun, informative book to give to the gentlemen in your lives. Makes a great gift book along with shaving products!!

This is a handy book for those of us in the man's world who have been shaving for some time with no real idea of how to do it, just our best guess. Some of it might be old hat to the experienced shaver, but some of it won't be, particularly the addition of lotions and a skin care regimen.This is a manual on how to shave, as well as how to care for your skin. We need to get past thinking of these as separate things. They are not. If you do one and not the other you have an inferior product. Take care of your skin prior to and during the shave and half the battle is won. In fact, with proper skin care and proper shaving technique and equipment you will actually look forward to shaving.My only complaint with this book is its adoption of the multi-razor cartridges of today. These expensive and inefficient heads are one of the banes of my existence. I have adopted the older safety razor for my

use, which provides a far closer shave and for infinitely less money. Further exploration of this topic would have made the book better, in my opinion, and offered a realistic contrast to the status quo of today. Still, it is a minor quibble with a great little book.

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