

Protecting Our Environment

WHAT OTHERS ARE DOING ❖ HOW YOU CAN HELP

Conserving Water In Surprising Ways

(NAPSA)—Here's a splash of water information that may surprise you: In your lifetime, you will use about 2.5 million gallons of water. By following the Barbasol water conservation shaving procedures, one man can save nearly one million gallons of water in his lifetime. Using a simple four-step process while shaving, you can still get a close, comfortable shave while saving more than 35 gallons of water a day. Here from the experts at Barbasol Shave Cream is how:

1. Avoid shaving in the shower with the water running, which can waste 35 gallons of water a day. Also avoid letting the water run while you shave at the sink, which can waste five or more gallons a shave.

2. Fill your sink basin with only an inch or two of water and rinse your razor often in the water after every second or third stroke.

3. Use a thick and rich shaving cream made with special emollients and moisturizers, such as Barbasol. This will reduce the amount of water needed for a close, comfortable shave while caring for your skin.

4. Change razor blades about once a week.

“Shaving may, at first, seem like a small factor in the water conservation issue, but remember that most men and many women



SHAVE AND SAVE—If you've come up dry in ways to save water, a simple four-step process while shaving can help you save more than 35 gallons of water a day.

shave daily and sometimes more than once a day. If each of us can save an average of just three gallons of water a day, it means that each of us can save over 1,000 gallons of water a year,” says Tom Murray, president of Barbasol.

It's important to note that shaving cream made with special moisturizers and emollients literally take the place of water in the shaving process. One formula produced by Barbasol, New Extra Protection Formula, for example, contains a unique combination of ingredients to provide extra protection for the skin while the rich, thick lather moisturizes and lubricates even the toughest beards.