

NEWSWORTHY TRENDS

New Shaving Cream Offers A Brush With Nostalgia

(NAPSA)—A growing number of manufacturers are finding success by giving new life to quality products from the 50s and 60s—some from an even earlier time.

Research indicates that at least part of this trend is based on baby boomers, tendencies to be strong consumers of products they were introduced to in their youth.

The survival of products such as Listerine, Morton Salt and Ivory Snow seem to be based on a number of factors, including a strong, well-recognized brand name and proven quality. In addition, products such as these usually are not luxury items but are used to address basic needs.

The latest product to join this list is Barbasol Brushless Shave Cream. While the aerosol version of Barbasol enjoys a volume of 20,000,000 cans per year in seven varieties, Tom Murray, president of Perio, Inc. has decided to bring back the Original Barbasol Shave cream in a tube to satisfy the requests of hundreds of faithful consumers.

With its classic barber pole can design, Barbasol is considered by many to be the oldest, most recognized shaving cream in the country. It was founded in 1920 in Indianapolis, Ind. by Frank B. Shields, a former chemistry instructor at MIT.

The white cream in a tube was originally developed for men with tough beards and tender skin and was originally marketed by Shields as the first brushless shave cream on the market.



Research indicates that baby boomers tend to buy brands they remember from childhood—if they can find them.

It is said that the name Barbasol is a combination of the Roman word beard and the English word solution. The stripes were put on the can to evoke the familiarity of barbershop-pole stripes.

The product which was discontinued by the previous manufacturer in 1999 is now available for order.

Over the years, many of these retro products were found to have more than one use. For example, Morton Salt can be used as a de-icer as well as a food additive. In the case of Barbasol Brushless Shave Cream, it can also be used to used as a lotion for sores, diaper rash and as a hand lotion to treat dry skin. The aerosol version of the product can be used to defog mirrors and to clean stains from carpets.

To learn more, visit the Web site at www.barbasol.com.