



# Evaluating the Acceptance of ShaveMate HEAT® and BLAZE® Among Manual Refillable Razor (MRR) Users

September 2013

# Background & Research Objectives

## ● Background

- ShaveMate's Smart Razor is a revolutionary advancement in manual refillable razor (MRR) shaving technology which provides for both enhanced performance and experience over existing manufacturer technology.
- Laboratory testing has verified that the heated blades found in the Smart Razors allow for dramatically easier shaving of hair (cuts hair 193% easier) and the heated blades supply unsurpassed comfort.
- Prior to going into full production, ShaveMate wanted to measure consumer acceptance of this new Smart Razor technology.
- To accomplish this, two Smart Razor concepts were tested: a men's version (HEAT®) and a women's version (BLAZE®).

## ● Research Objectives

- Assess purchase interest in the Smart Razor
- Understand diagnostically the strength of the heat technology claim, and other drivers of purchase intent
- Gain an initial read on how the new Smart razors compare to the usual brand used

# Methodology

## Fieldwork & Specifications

### ● Fieldwork

- Online panel, Internet survey
- Fieldwork period: 9/9/13 – 9/16/13

### ● Respondent Qualifications

- Male or female, ages 18-60
- Representative of the U.S. on census variables of age, gender, income, ethnicity, region
- Currently use a manual refillable razor

## Target Quotas

Cell 1 - HEAT®  
201 Men



Cell 2 - BLAZE®  
200 Women



# Executive Summary

## Conclusions and Recommendations

### Current MRR users are very receptive to the Smart Razor concept.

- About three-quarters of men and women indicate they would purchase the razor – this increases further when assured the razor will deliver on all claims.
  - For men, interest is strongest among those 18 to 49 years old. No differences are seen by age among women.
- Men perceive the Heat razor to be a somewhat better value than women, though women are more open to switching to this new razor.
  - Women are much more likely to find the Blaze razor to be *much* better than their current MRR. This could be a function of the more limited selection of razors for women.
  - Men are also heavier users of Gillette and may have a stronger sense of loyalty. This is particularly seen with older men.
- The razor is seen as very unique by both genders, and the claim it is “an exciting new technology” is believable to the majority of users – particularly women.
- The new “smart” razor technology holds stronger appeal for men, and more so for the youngest men (18-34).
- However, the claim these razors are “smart” is also rated the least believable. Further fleshing out of this claim may be needed as to what makes the razor “smart.”

## Conclusions and Recommendations (cont'd)

- The warm blades are the key attraction for the razor.
  - Users find the “new innovation of the warm blades” to be the most appealing statement in the description, especially among women.
  - The warm blades are also mentioned as a key “like” and seen as one of the most believable claims presented.
  - Women more so than men also believe the heated blades will cut hair better.
- However, caution should be used in communications that the warm blades make cutting hair 193% easier.
  - This is seen as one of the less believable claims. Restating in other terms and /or substantiating this claim through tactics such as customer testimonials or third party verification could improve credibility.
- Half of users disliked nothing about the razor. The few concerns mentioned are around price, the use of batteries, and safety.
  - Price related concerns include the expense of the razor itself, as well as the cost of refills and batteries. This may also be reflective of price sensitivity across the premium MRR category.
  - Concerns with safety are primarily the risk of using of a battery operated device in or near water and temperature. Product messaging will be needed to confirm that the razor is safe to use.

These will be key to address in marketing of the razor.

## Men and women are equally receptive to the Smart Razor concept.

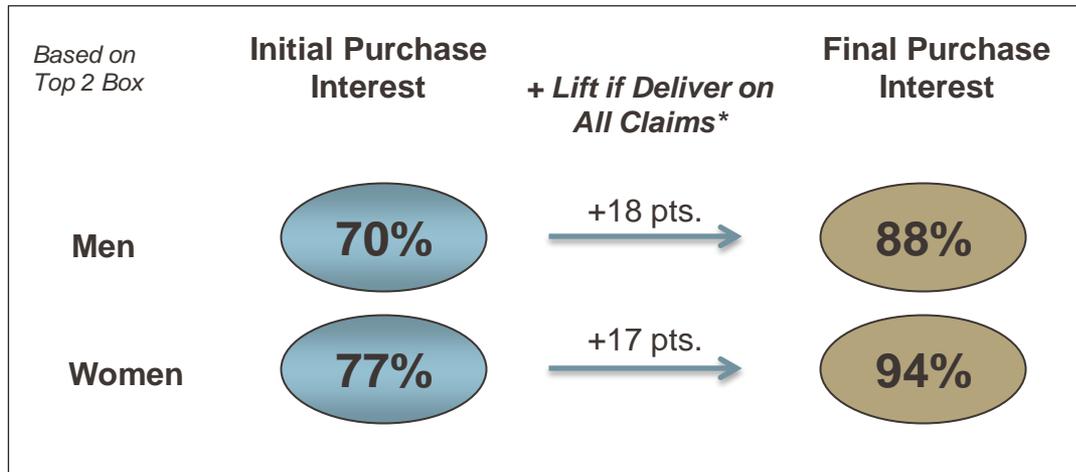
- About three-fourths of men and women are likely to purchase the razor, and interest in the upgraded rechargeable package is also strong.
  - Among men, those 18-49 are most likely to *definitely* purchase the razor.
- Users see the razor as very unique, but are less sold on the value – communicating the benefits are worth the price will be key. To note, the retail price tested was equivalent to the currently popular Gillette Fusion offering.



Key Measures (% Top 2 Box)	Men	Women
Likelihood to Buy Razor	70%	77%
Likelihood to Buy Upgraded Rechargeable Package	65%	68%
Price Value Perception	59%	52%
Uniqueness	77%	83%

## Purchase interest shows potential for solid lift when the ability to deliver on claims is emphasized.

- Driving this lift is a conversion of users who initially would not purchase the razor.
- Purchase interest increases by nearly one-fifth with the addition of the statement that the razor would deliver on claims made.



\* Lift is calculated as the proportion of users who indicate they would not purchase the razor initially but are much or somewhat more likely to buy the razor if it were able to deliver on all claims.

# Positively, half or more of users finds each of the claims presented about the razor to be believable.

- Claims users find most believable are the comfortable shape, the warm blades, the number of shaves delivered, and that it is an exciting new technology.
- They are less likely to believe the razors are “smart” or the warm blades make cutting the hair 193% easier than other leading blades.

More Believable Claims		
% Completely/Somewhat Believable	Men	Women
Fits comfortably in hand	75%	84%
Has an ergonomic shape	75%	80%
Blades are warm	75%	79%
15-20 shaves per full battery charge	70%	71%
Is an exciting new technology	70%	80%

Less Believable Claims		
% Completely/Somewhat Believable	Men	Women
Blades warm to optimum temperature within 2 seconds	64%	69%
Most innovative, advanced, highest performance razor	64%	62%
Creates the perfect shave	61%	62%
Warm blades cut hair 193% easier than the leading brand's best blade	56%	63%
These razors are "Smart"	54%	53%

○ Indicates significantly higher value at 95% confidence  
Not all claims shown; see Details for complete list

# The majority of MRR users perceive the Smart Razor to be better than their current razor and are open to switching.

- Women are more likely to indicate the Blaze is *much* better.
- Women are also less loyal than men to their current razor – more say they would *definitely* switch to the new razor.

## Comparison to Brand Use Most Often

	Men	Women
Top 2 Box	83%	87%
Much better than current brand	29%	43%
Somewhat better current brand	54%	44%

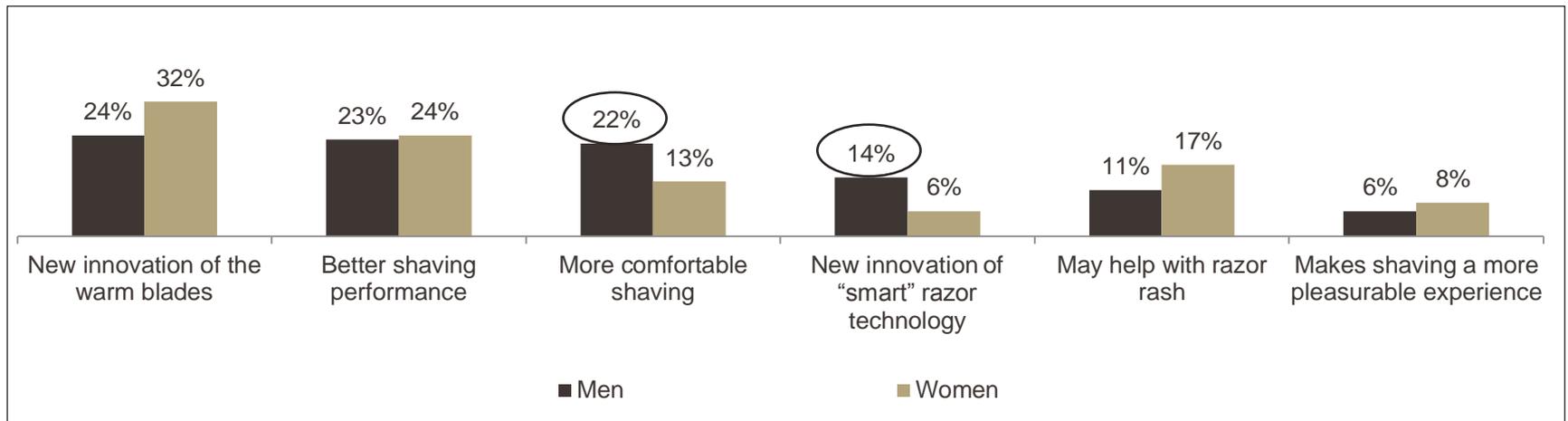
## Likelihood to Switch to Razor

	Men	Women
Top 2 Box	66%	71%
Definitely would switch	28%	40%
Probably would switch	38%	31%

# New innovation of the warm blades is the most appealing statement, particularly among women.

- Men find shaving comfort and the new innovation of “smart” razor technology to be more appealing than women.

**Most Appealing Statement**  
Ranked #1



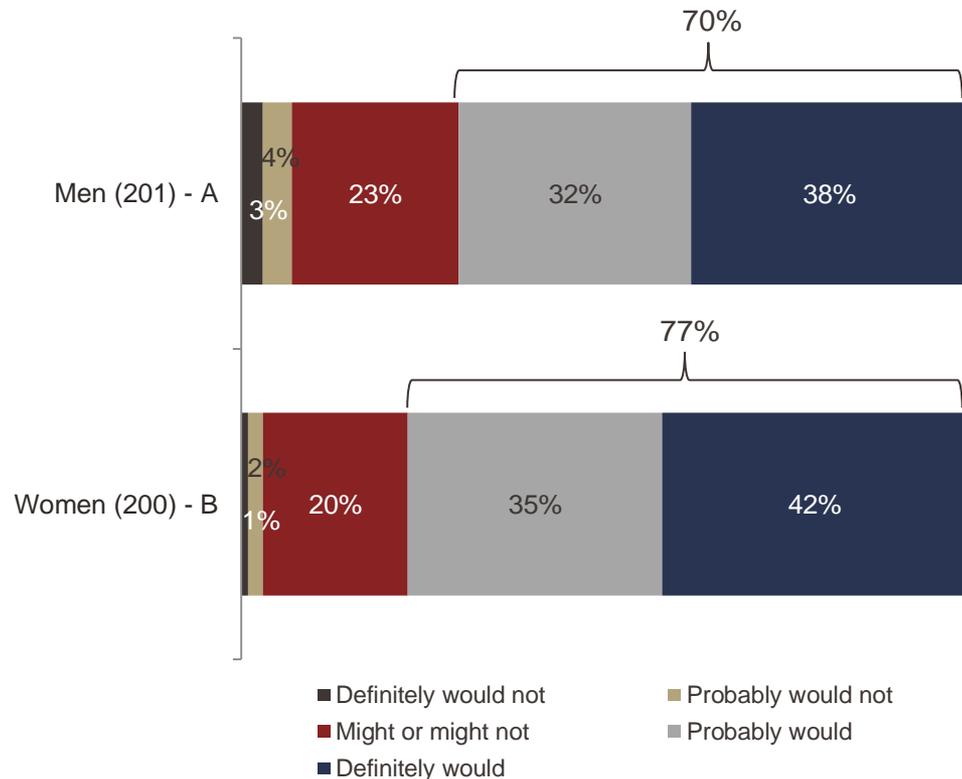
○ Indicates significantly higher value at 95% confidence

# Detailed Findings

# The majority of both men and women who currently use manual refillable razors would purchase the Smart Razor.

*"I like the idea of a smart razor and the use of new technologies in shaving and the idea of a closer shave."*

## Likelihood to Buy if Available Where Shop

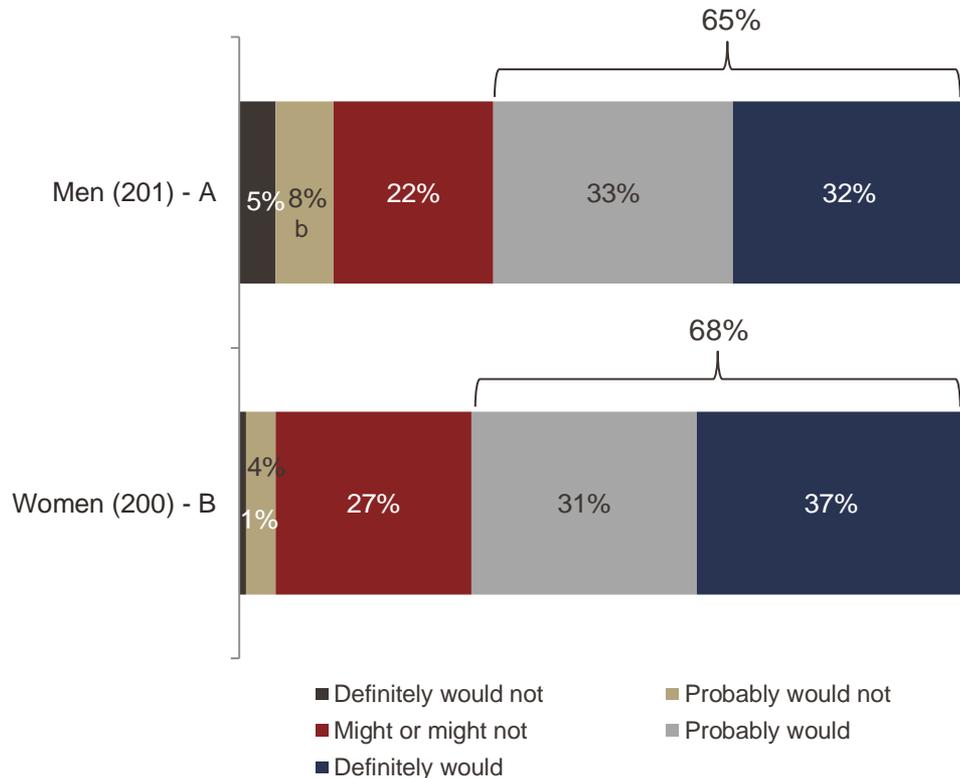


A/B, a/b = Significant at the 95%, 90% confidence level

Q1. Considering the description above, how likely would you be to buy this razor if it were available where you shop?

# Purchase interest drops only slightly for the upgraded package with the recharging dock and rechargeable battery.

## Likelihood to Buy *Upgraded Package* with Recharging Dock & Rechargeable Battery (at a Price of \$16.95)



A/B, a/b = Significant at the 95%, 90% confidence level

Q11b. ShaveMate may offer an upgraded package for the [HEAT / Blaze] Razor which would include a recharging dock and rechargeable battery at a price of \$16.95. How likely would you be to buy this upgraded package for the [HEAT / Blaze] Razor if it were available where you shop?

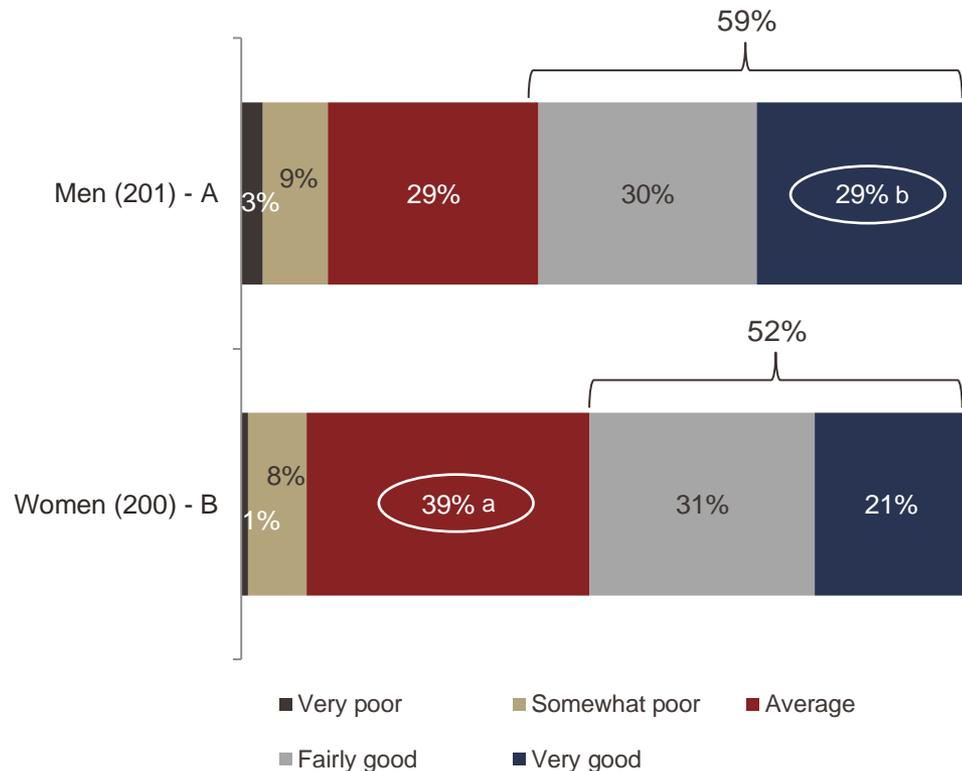
# Over half of MRR users find the Smart Razor to be a good value.

- Women are more prone to find it to be an average value, while more men find it to be a very good value.

*“The heated blades! It would be a luxurious experience. I also like the price and the fit of the handle.”*



## Price Value Perception (at a Price of \$12.95)



A/B, a/b = Significant at the 95%, 90% confidence level

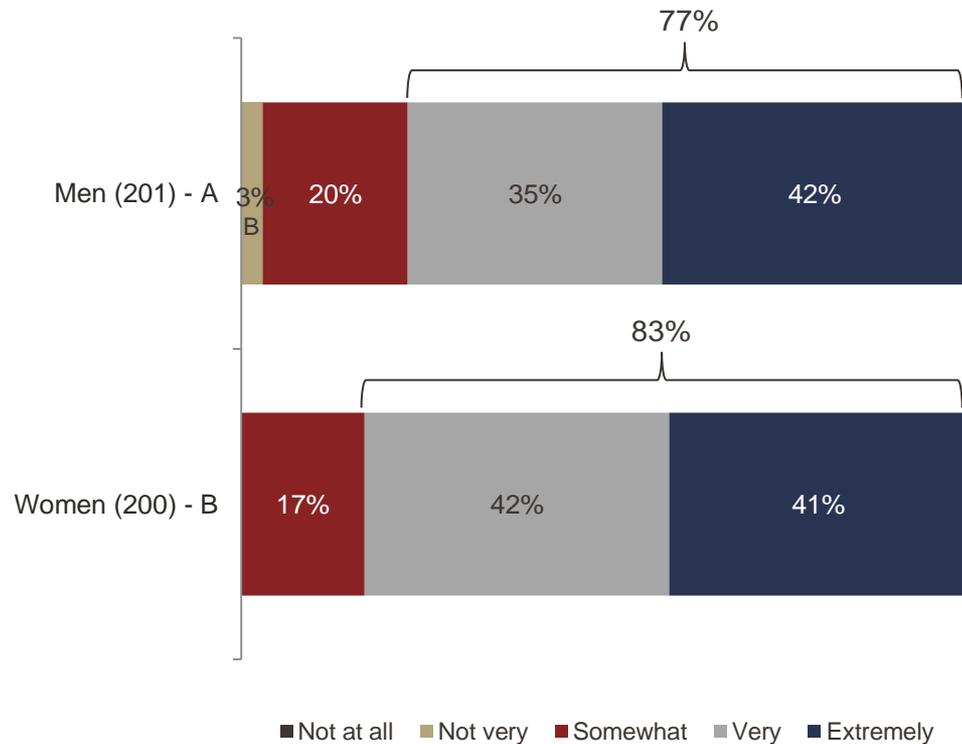
Q5. Based on the description, how would you rate this razor in terms of its value, in terms of price?

# Over three-fourths of men and women find the Smart Razor to be unique or different.

*“Looks unique, trendy, like it would give me a close, clean shave.”*



## Uniqueness of Razor



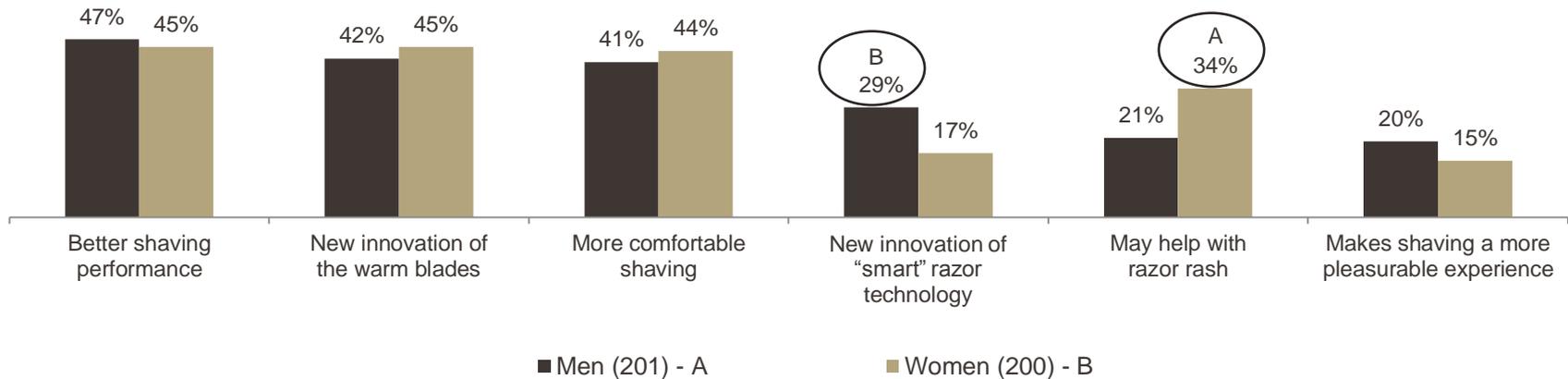
A/B, a/b = Significant at the 95%, 90% confidence level

Q4. Based on the description, how **unique or different** is this razor compared to other manual refillable razors you have used or are familiar with?

# Better shaving performance, innovation of the warm blades, and more comfortable shaving are the most appealing messages.

- Helping with razor rash is more likely to be among the top 2 among women, while the new “smart” technology is favored by men.

**Top 2 Most Appealing Statements**  
Ranked Top 2



A/B, a/b = Significant at the 95%, 90% confidence level

Q6. Based on the description, please rank the following statements in order of **appeal**, where 1 is the *most appealing to you* and 6 is the *least appealing to you*. (Enter a number for each statement)

## The warm blades specifically are a strong like of the razor, particularly among females.

- Women are more likely than men to mention appearance and the claim that the razor is less irritating as likes.

Razor Likes	Males	Females
Base:	201	200
Warm/heated blades/warm blade technology	43%	58%
Closer/smoothier shave/cuts hair better/193% better	18%	17%
Easy to use/Easier shave	9%	6%
Appearance/design/color/handle	8%	29%
New and different/innovative/unique	8%	6%
Comfortable/Shaving comfort	7%	3%
General liking of concept	6%	4%
Price	6%	7%
Six blades	5%	4%
Interesting idea/concept	5%	1%
Uses batteries	4%	3%
Refillable blades	3%	2%
Smart Razor technology	2%	0%
Spa shaving experience/good shaving experience	1%	4%
Less irritation/Prevents razor bumps	0%	20%
For women/Designed for women	0%	4%
Left "like" comment box blank	3%	2%
Other	1%	6%
Nothing/Don't know	4%	1%

*"I like that it says "Smart Razor Technology" even though I don't know what that means. Also I like the 7th trimmer blade."*

*"I like that the razor is innovative. It keeps the blades warmer than non-heated blades, and that makes shaving easier and makes a much closer shave than other razors."*

*"I like the fact that it states it can reduce rash/irritation. The idea that it warms up is something I would like to try. I like the idea of having a smooth shave and not get goose bumps. I also like the vibrant colors."*

## About half of participants could not specify anything they *disliked* about the razor.

- Among the few dislikes mentioned, price is most common – related to both the initial cost of the razor as well as the cost of refills.

Razor Dislikes	Males	Females
Base:	201	200
Left "dislike" comment box blank	53%	46%
Pricing	28%	32%
Needs batteries	6%	5%
Safety questions, concerns (battery near water, temperature)	5%	8%
Looks/appearance (handle, color)	1%	4%
Not believable	4%	2%
Not sure	1%	2%
Other	3%	4%

*"The price is high although comparable to other razors. The need for a battery could be a hassle."*

*"Price is always a factor, and what will replacement blades cost?"*

*"The AA battery pack. My concern would just be is the pack water proofed and won't short out while in the shower."*

*"It's expensive to try if it doesn't work like it says. Expensive to take a chance on and what if it doesn't continue to heat during the life of the razor?"*

# MRR users find more “experiential” claims to be the most believable - fits comfortably in hand, has an ergonomic shape, and has warm blades.

- Women are more likely to believe that the razor would fit comfortably in their hand, is an exciting new technology, and the heated blades will cut hair better.



Believability of Claim % Completely/Somewhat Believable	Men	Women
Base:	(201) - A	(200) - B
Fits comfortably in hand	75%	84% A
Has an ergonomic shape	75%	80%
Blades are warm	75%	79%
Have approximately 15-20 shaves per full battery charge	70%	71%
Is an exciting new technology	70%	80% A
Prior to these new Smart Razors, razors have been lacking in new innovation compared to other products that got Smart	69%	70%
Heated blades cut hair effortlessly	66%	68%
Warm Blades cut hair nearly 3 times better than the leading brand's best blade	66%	69%
Heated blades are proven to cut hair better	65%	74% a
Is perfectly balanced	65%	62%
Blades warm to the optimum temperature within 2 seconds	64%	69%
Is the most innovative, advanced, highest performance razor	64%	62%
Creates the perfect shave	61%	62%
Warm Blades cut hair 193% easier than the leading brand's best blade	56%	63%
These razors are "Smart"	54%	53%

A/B, a/b = Significant at the 95%, 90% confidence level

Q7. Based on the description, how **believable** are the following claims? (Select one for each claim)

# Those who were not initially interested in buying the razor would be more likely to buy if it can deliver on *all* claims.

- At least 6 in 10 men and 7 in 10 women who would not buy the razor initially positively change their likelihood of buying it in the future.

## Change in Likelihood to Buy if Delivered on All Claims

Men	Definitely/Probably Would Buy	Definitely/Probably/Might or Might Not Buy	
	(140) - A	(61) - B	
Much more likely to buy	65% B	21%	} 60%
Somewhat more likely to buy	29%	39%	
Would not change my intent	6%	38% A	
Much less likely to buy	--	2% A	

Women	Definitely/Probably Would Buy	Definitely/Probably/Might or Might Not Buy	
	(153) - C	(47) - D	
Much more likely to buy	76% D	14%	} 75%
Somewhat more likely to buy	21%	61% C	
Would not change my intent	3%	23% C	
Somewhat less likely to buy	--	2% C	



A/B, a/b, C/D, c/d = Significant at the 95%, 90% confidence level

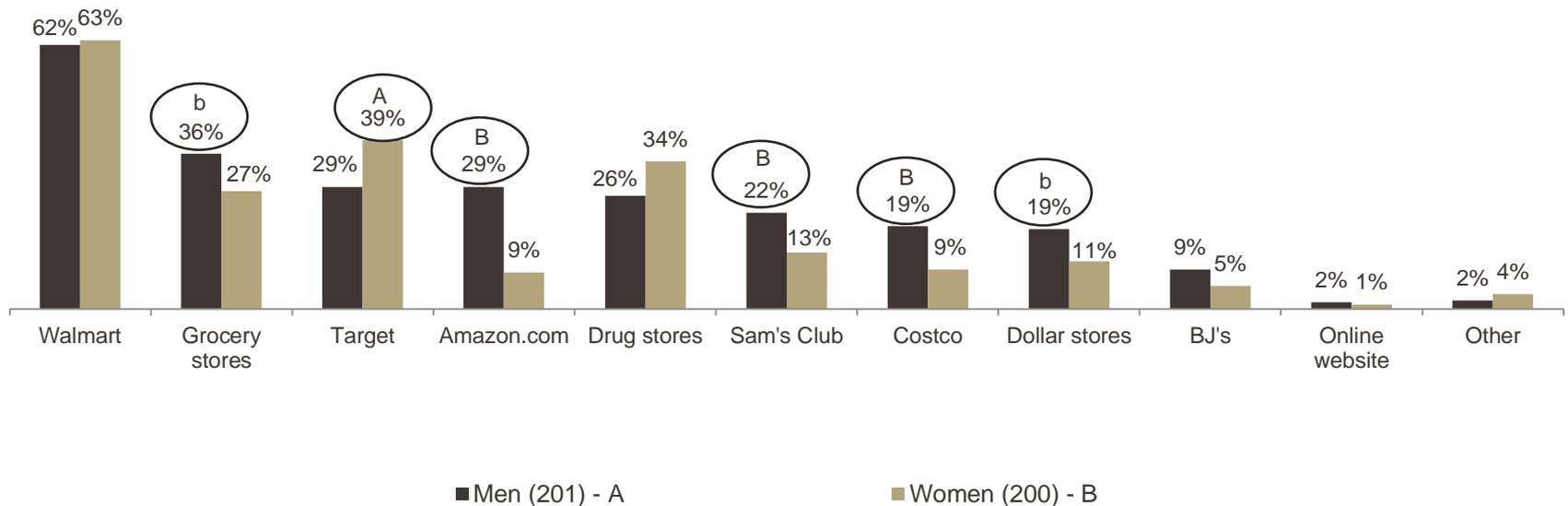
Q1. Considering the description above, how likely would you be to buy this razor if it were available where you shop?

Q8. Earlier you said you [insert Q1 response] the razor if it were available where you shop. If the razor were able to deliver on all its claims, how would that change your likelihood to buy it in the future?

# MRR users are primarily purchasing their razors and blade refills at Walmart.

- Men are more likely than women to buy from a variety of other stores, including grocery stores, Amazon.com, Sam's Club, Costco, and dollar stores.
- Women tend to favor Target more so than men.

**Retailers Purchased MRRs/Blade Refills from in Past 6 Months**



A/B, a/b = Significant at the 95%, 90% confidence level

Q11c. Where have you purchased manual refillable razors and/or blade refills in the **past 6 months?** (Select all that apply)

# While Gillette is the most widely used MRR brand overall, men tend to use Gillette significantly more so than women.

- Women use Schick models more so than men.

MRR Brand Use Most Often	Men	Women
Base:	(201) - A	(200) - B
Gillette (Net)	82% B	62%
Gillette Fusion (Subnet)	52% B	27%
Gillette Fusion ProGlide (Sub-subnet)	26% B	13%
Gillette Fusion ProGlide	19% B	9%
Gillette Fusion ProGlide Power	7%	4%
Gillette Fusion	22% B	11%
Gillette Fusion Power	4%	3%
Gillette Mach3 (Subnet)	25% B	4%
Gillette Mach3	13% B	3%
Gillette Mach3 Turbo	12% B	1%
Gillette Sensor (Subnet)	3%	4%
Gillette Venus (Subnet)	--	28% A
Gillette Venus	--	16% A
Gillette Venus Embrace	--	8% A
Gillette Venus Breeze/Spa Breeze	--	3% A
Gillette Venus Divine	--	1%
Gillette M3Power	2% B	0%
Schick (Net)	15%	28% A
Schick Hydro (Subnet)	8%	10%
Schick Hydro 3	1%	3%
Schick Hydro 5	7% b	3%
Schick Hydro Silk	--	4% A
Schick Quattro	7%	7%
Schick Quattro for Women	--	4% A
Schick Intuition (Subnet)	--	4% A
Bic (Net)	--	4% A
Store brand	3%	4%
Don't know	0%	3% A

A/B, a/b = Significant at the 95%, 90% confidence level

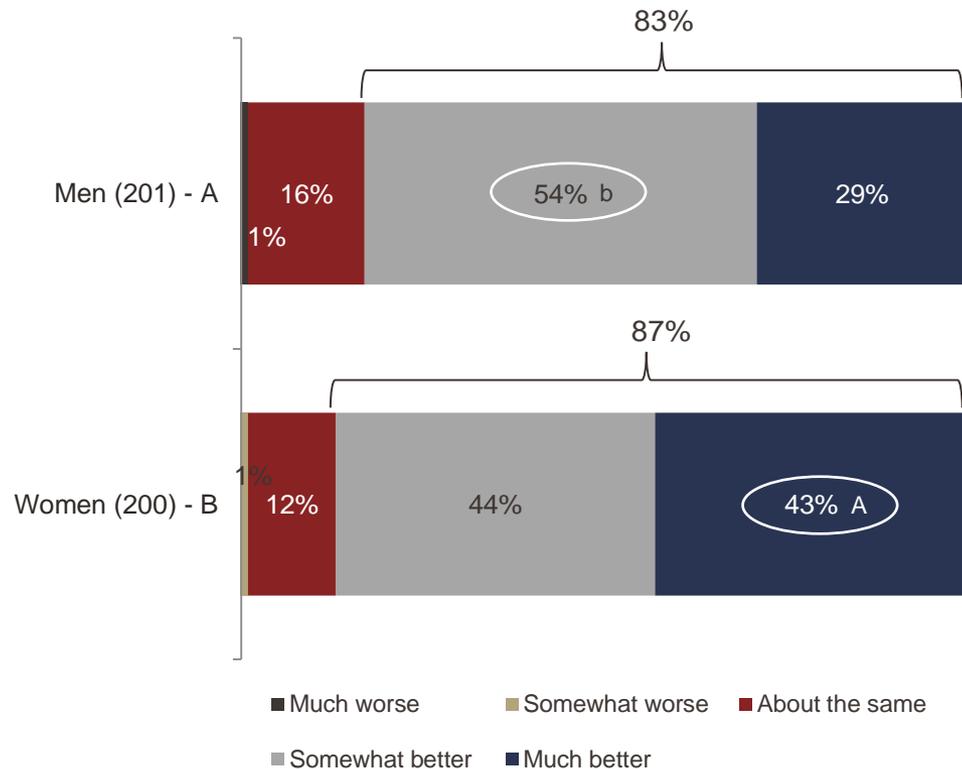
Q9. What brand of manual refillable razors do you use **most often**? You may want to check your razor for the brand and/or model.

# The Smart Razor is considered to be better than the MRRs currently being used by men and women.

- Women are more likely to find the razor *much* better than their current brand – more men find it *somewhat* better.

*“I want my shave to be easy. I want a blade that will do the things this blade does.”*

## Comparison to Brand Used Most Often

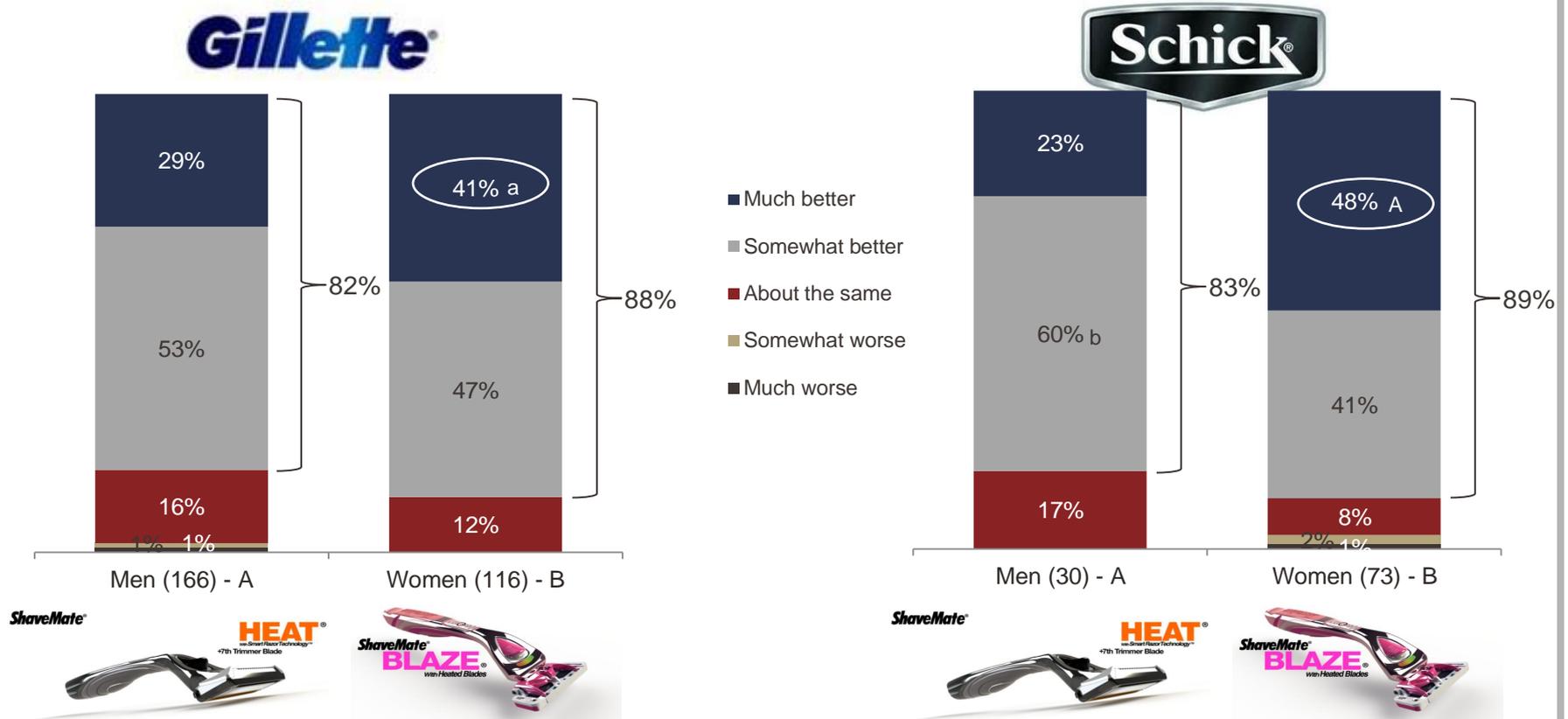


A/B, a/b = Significant at the 95%, 90% confidence level  
 Q10. How does this razor compare to the [insert Q9 response] manual refillable razor you use most often?

# Among both Gillette and Schick users, the Smart Razor is perceived to be better than their current razor.

- Women again are more likely to find the razor to be *much* better across both brands.

## Comparison to Brand Used Most Often

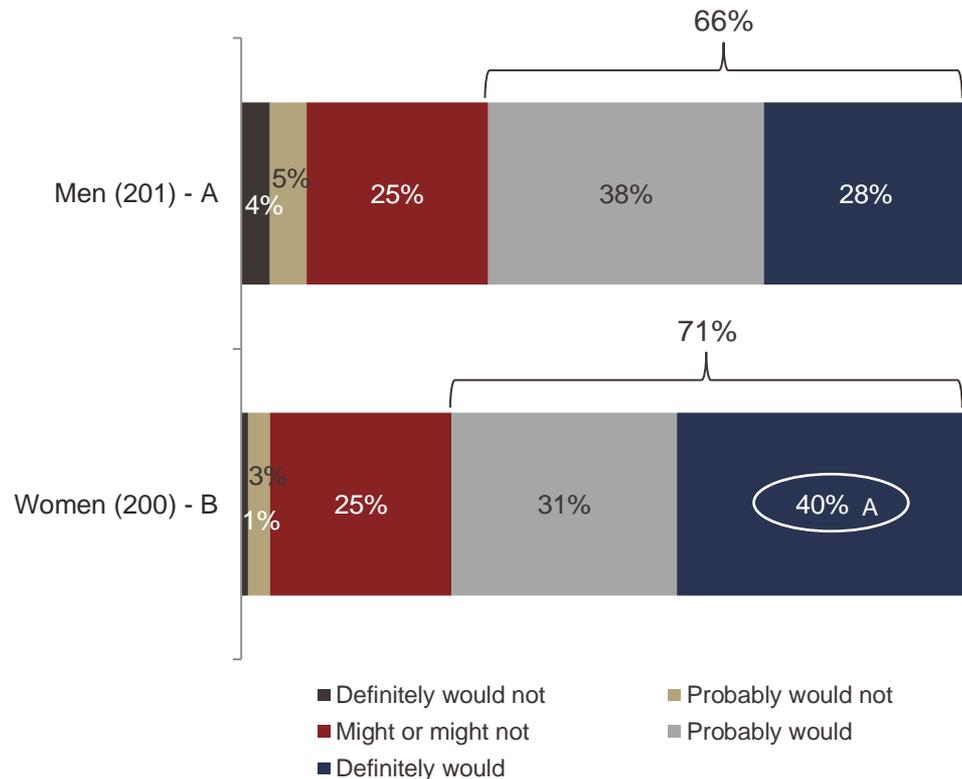


A/B, a/b = Significant at the 95%, 90% confidence level  
 Q10. How does this razor compare to the [insert Q9 response] manual refillable razor you use most often?

# About two-thirds of MRR users would switch from their current brand to the razor they tested.

- Women are more likely than men to *definitely* switch.

## Likelihood to Switch to Razor

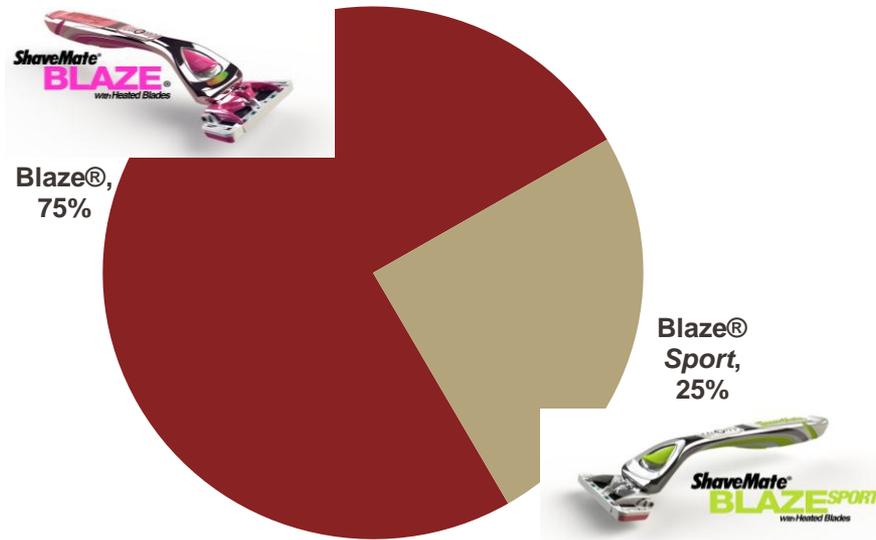


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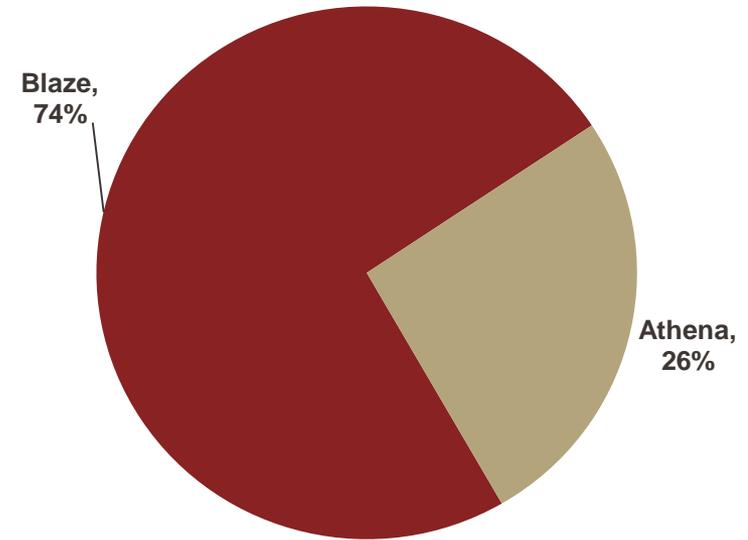
Q11a. How likely would you be to switch to this razor if it were available where you shop?

# Women prefer the Blaze model over the Blaze*Sport* model, with more preferring the name “Blaze” over “Athena.”

**Preferred Model  
Among Women**



**Preferred Name  
Among Women**

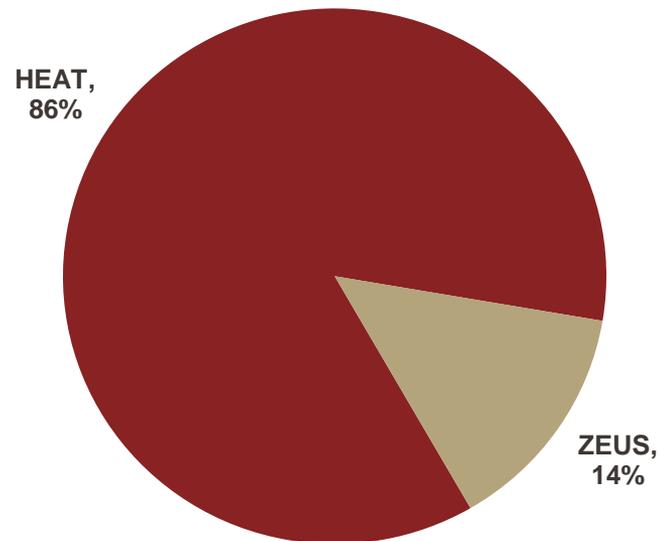


Q7a. Do you prefer the Blaze® model or the Blaze®*Sport* model?

Q7b. ShaveMate is considering several names for this razor. Do you prefer the name “Blaze” or “Athena” as the name of the razor?

At the same time, a large majority of men prefer the name “HEAT” over “ZEUS.”

Preferred Name Among Men



# HEAT® Profile of Acceptors

## Definitely/Probably Would Buy – 70%

### Key Profile Metrics HEAT® Acceptors

<b>Level of Acceptance</b>	87% Definitely/Probably Would Switch 85% Extremely/Very Unique or Different 73% Very/Fairly Good Value 92% Much/Somewhat Better than Brand Used Most Often
<b>Stores Shopped for MRRs &amp; Blades in Past 6 Months</b>	64% Walmart 40% Grocery stores 36% Target
<b>Brand Used Most Often</b>	27% Gillette Fusion 18% Gillette Fusion ProGlide 11% Gillette Mach3 Turbo
<b>Most Appealing Statements</b>	<ul style="list-style-type: none"> <li>• New Innovation of the Warm Blades – 25%</li> <li>• Better Shaving Performance – 23%</li> <li>• New Innovation of “Smart” Razor Technology – 17%</li> </ul>
<b>Most Believable Statements</b>	<ul style="list-style-type: none"> <li>• Has an ergonomic shape – 81%</li> <li>• Blades are warm – 79%</li> <li>• Fits comfortably in hand – 78%</li> </ul>
<b>Demographic Profile</b>	Mean age – 39 More likely to live in an urban area Mean income \$77,066 54% Caucasian/White More educated (college +) 92% employed 56% have children in household



### Descriptive Summary

#### **How Interested They Are**

Seven in ten men who saw this razor would definitely or probably buy it; of those, nearly 9 in 10 would switch to it and found it better than the brand they use most often.

#### **Who They Are**

The men who are most likely to buy the product skew toward being younger, non-white (by percentage of the total participants), employed, and more educated. They also skew towards having higher incomes and living in more urban areas.

#### **What They Use and Where They Shop**

Over a quarter use a Gillette Fusion and slightly fewer use the ProGlide model (18%). One in ten use the Mach3 Turbo razor most often. Nearly two-thirds shop for MRRs and refillable blades at Walmart while 4 in 10 shop at grocery stores.

#### **What Appeals to Them**

They find the idea of the razor being a new innovation (by being “smart” and having warm blades) most appealing. Nearly a quarter find the idea of a better shaving performance appealing.

#### **What is Most Believable to Them**

They find it most believable that the razors would have an ergonomic shape, warm blades, and would fit comfortably in their hand.

# Blaze® Profile of Acceptors

## Definitely/Probably Would Buy – 77%

### Key Profile Metrics Blaze® Acceptors

<b>Level of Acceptance</b>	90% Definitely/Probably Would Switch 87% Extremely/Very Unique or Different 59% Very/Fairly Good Value 92% Much/Somewhat Better than Brand Used Most Often
<b>Stores Shopped for MRRs &amp; Blades in Past 6 Months</b>	64% Walmart 44% Target 37% Drug stores
<b>Brand Used Most Often</b>	25% Gillette Venus 15% Gillette Fusion ProGlide 12% Schick Quattro
<b>Most Appealing Statements</b>	<ul style="list-style-type: none"> <li>• New Innovation of the Warm Blades – 36%</li> <li>• Better Shaving Performance – 23%</li> <li>• May help with razor rash – 15%</li> </ul>
<b>Most Believable Statements</b>	<ul style="list-style-type: none"> <li>• Fits comfortably in hand – 85%</li> <li>• Is an exciting new technology – 83%</li> <li>• Has an ergonomic shape – 81%</li> <li>• Blades are warm – 81%</li> <li>• Heated blades are proven to cut hair better – 81%</li> </ul>
<b>Demographic Profile</b>	Mean age - 38 Mean income \$62,890 57% Caucasian/White 53% employed 22% have high school education or less



### Descriptive Summary

#### **How Interested They Are**

Three-fourths of women who saw this razor would definitely or probably buy it; of those, 9 in 10 would switch to it and found it better than the brand they use most often.

#### **Who They Are**

Women who are most likely to buy the product skew toward having a higher household income and are predominantly Caucasian or White.

#### **What They Use and Where They Shop**

One quarter use a Gillette Venus model most often. Just over 1 in 10 each use a Gillette Fusion ProGlide (15%) and Schick Quattro (12%). Nearly two-thirds shop for MRRs and refillable blades at Walmart, while 4 in 10 shop at Target and/or drug stores.

#### **What Appeals to Them**

One third find the innovation of the warm blades most appealing. Nearly a quarter like the idea of a better shaving performance and over 1 in 10 find a razor that would help with razor rash most appealing.

#### **What is Most Believable to Them**

At least 8 in 10 women believe that the razor would be comfortable and ergonomic. The same proportion also believes the new warm blade is an exciting technology that cuts hair better.

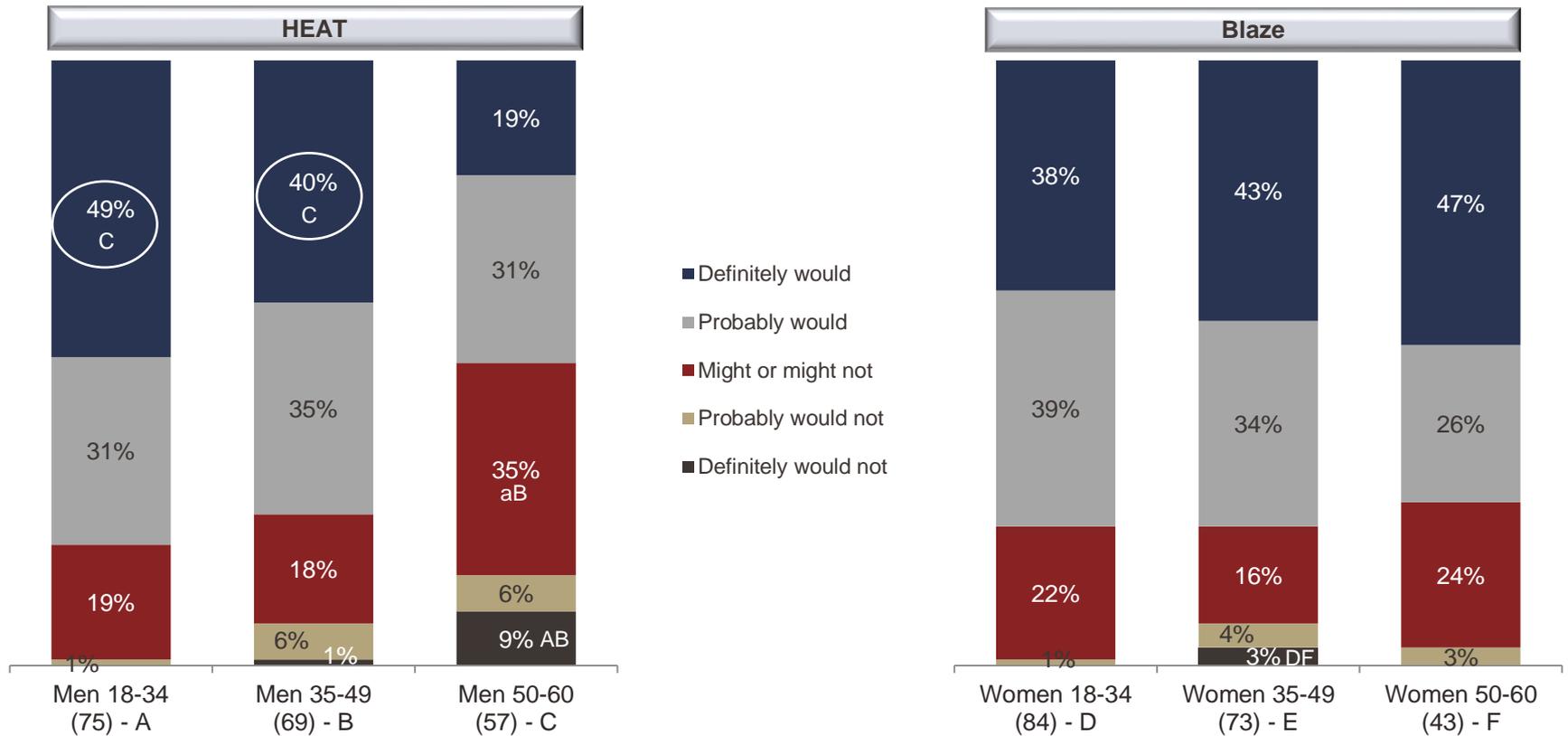
# Detailed Findings

Select Questions by Age Groups  
(18-34, 35-49, 50-60)

# Younger and middle age men show higher interest in purchasing the razor than those 50 and older.

- No difference is seen across age groups among women.

## Likelihood to Buy if Available Where Shop



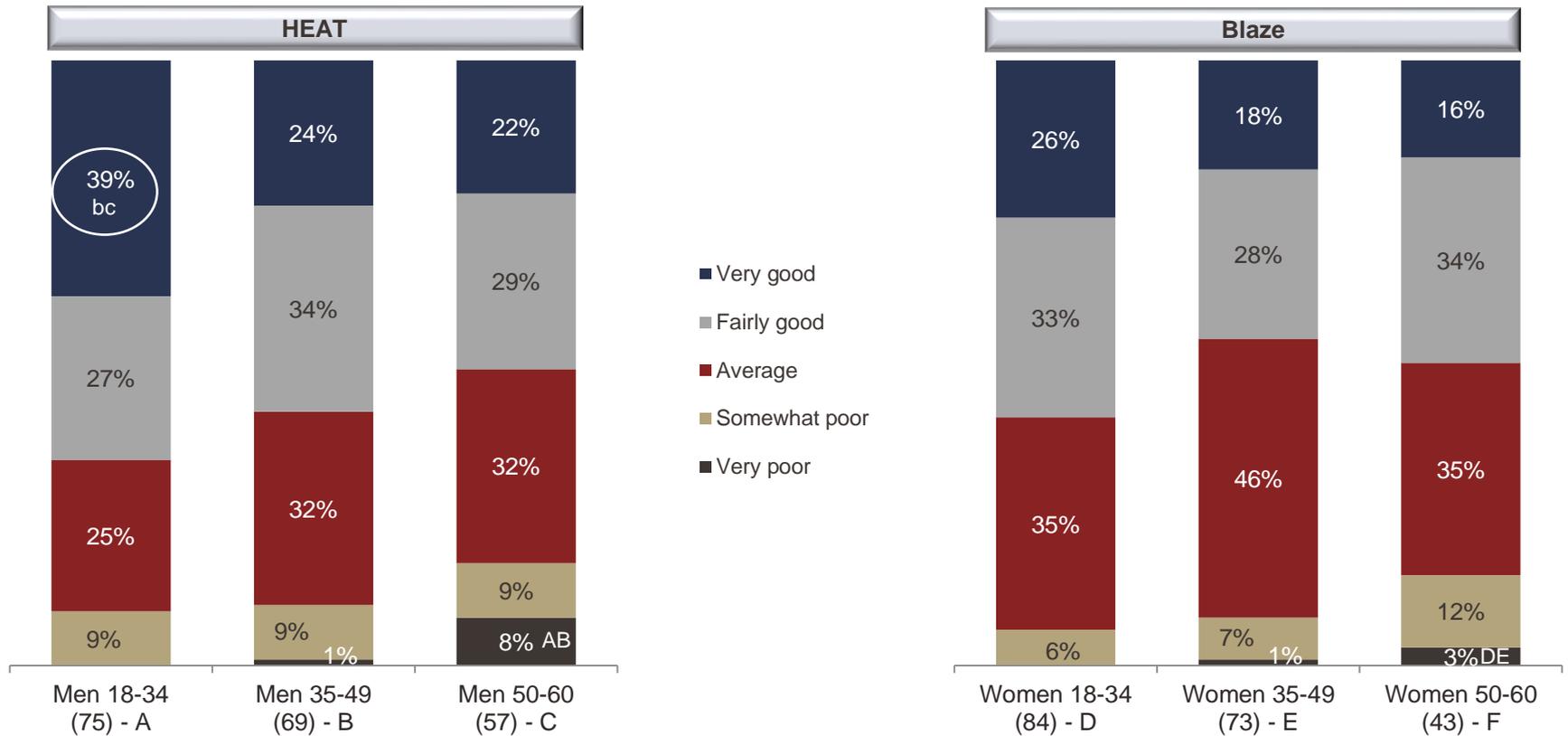
A/B/C, a/b/c, D/E/F, d/e/f = Significant at the 95%, 90% confidence level

Q1. Considering the description above, how likely would you be to buy this razor if it were available where you shop?

# Men 18-34 are more likely than their older counterparts to find the value of the razor to be *very good*.

- Again, little difference is seen across age groups among women.

## Price Value Perception (at a Price of \$12.95)

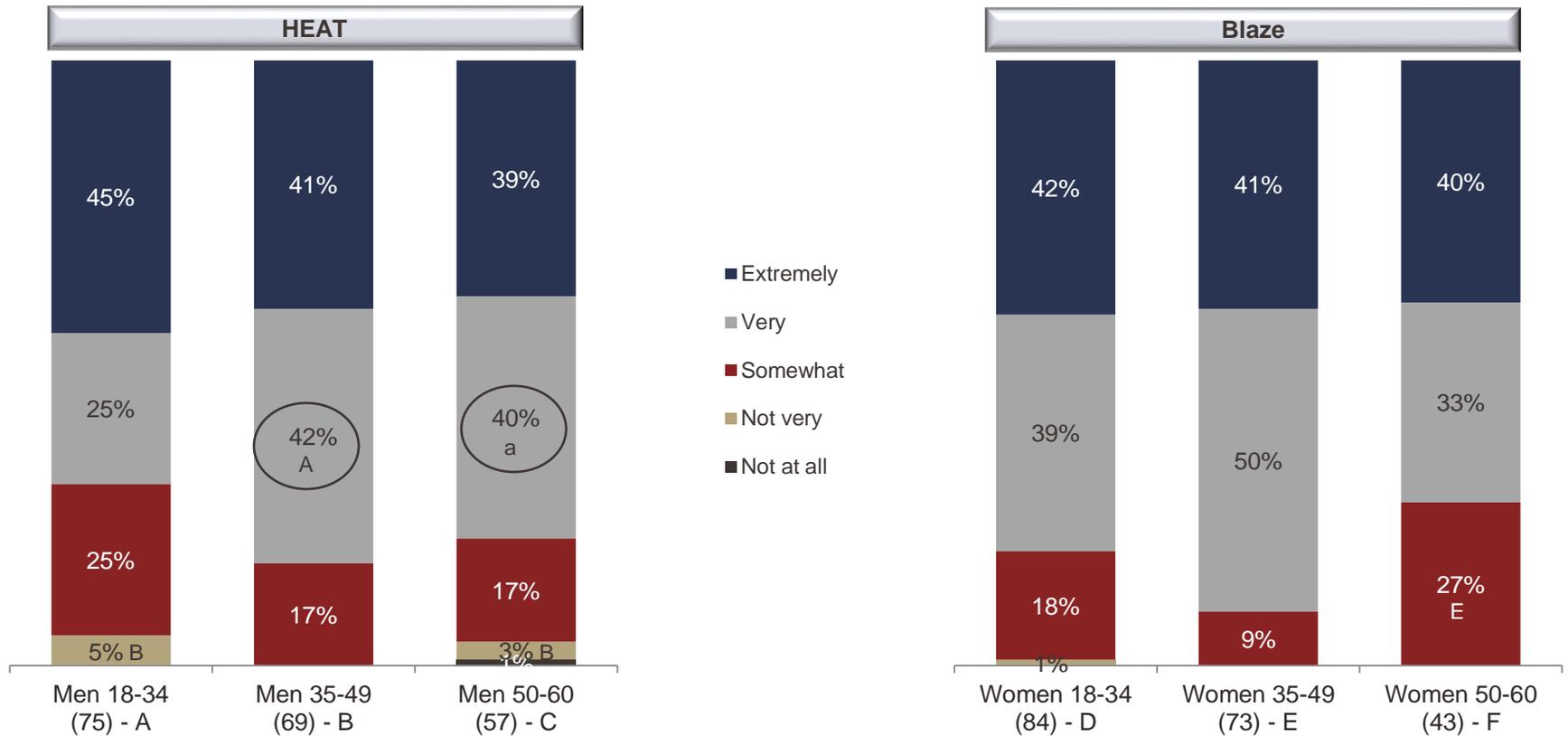


A/B/C, a/b/c, D/E/F, d/e/f = Significant at the 95%, 90% confidence level  
 Q5. Based on the description, how would you rate this razor in terms of its **value**, in terms of price?

# The proportion of men rating the razor *extremely* unique is consistent across all age groups for both men and women.

- Middle age and older men are more apt to find the razor to be very unique.

## Uniqueness of Razor



A/B/C, a/b/c, D/E/F, d/e/f = Significant at the 95%, 90% confidence level

Q4. Based on the description, how **unique or different** is this razor compared to other manual refillable razors you have used or are familiar with?

# The youngest and oldest age groups tend to find the new innovation of “smart” technology more appealing, while middle age men like a more pleasurable shaving experience.

- Help with razor rash is more important to the youngest women.

Most Appealing Statement Ranked #1						
	Men 18-34	Men 35-49	Men 50-60	Women 18-34	Women 35-49	Women 50-60
Base:	(75) – A	(69) – B	(57) – C	(84) – D	(73) – E	(43) - F
More Comfortable Shaving	23%	21%	23%	10%	14%	17%
New Innovation of the Warm Blades	21%	26%	25%	27%	37%	36%
New Innovation of "Smart" Razor Technology	20% B	5%	16% B	3%	5%	13%
Better Shaving Performance	17%	29%	22%	26%	22%	25%
May help with razor rash	17% b	7%	10%	24% F	14%	6%
Makes shaving a more pleasurable experience	2%	12% Ac	4%	10%	8%	3%

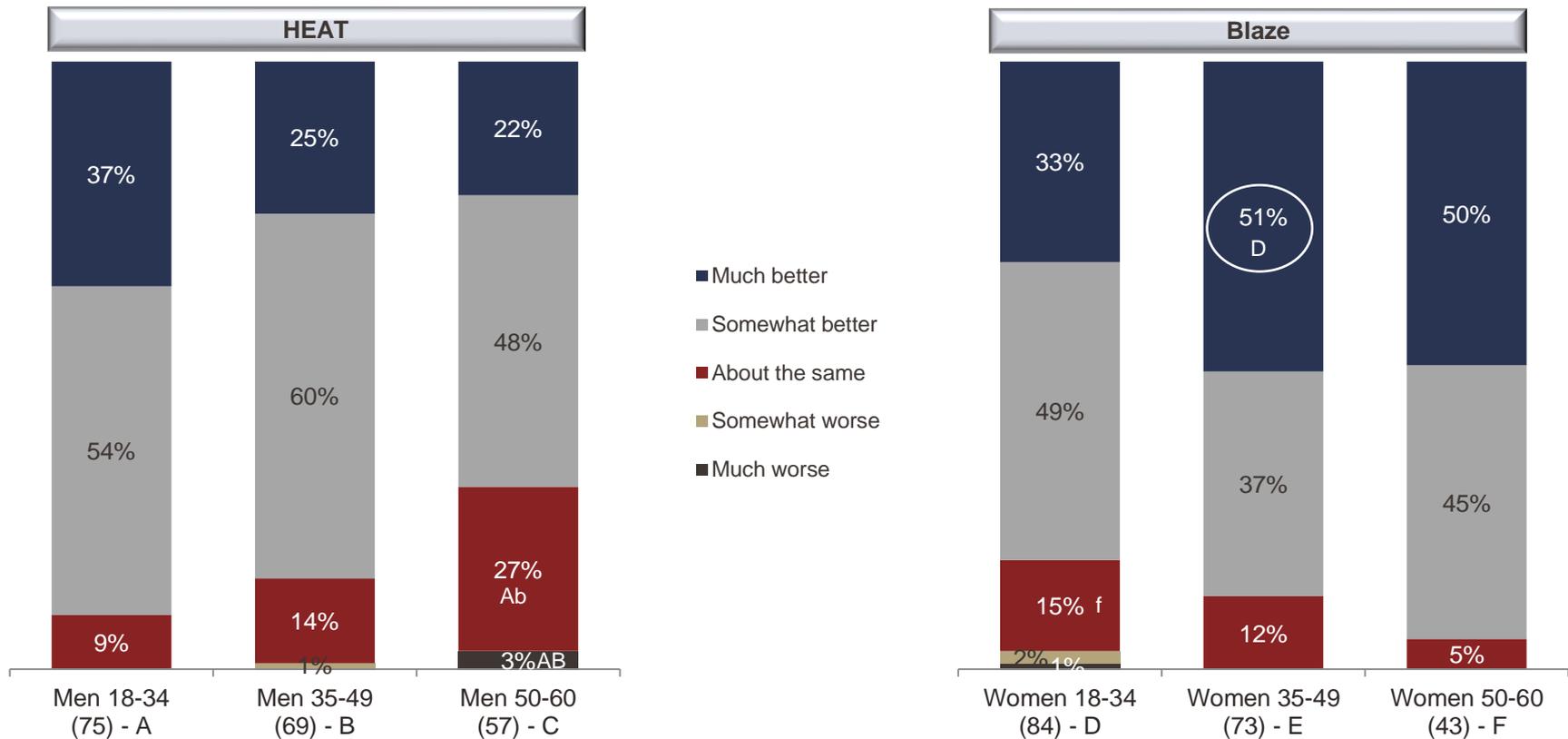
A/B/C, a/b/c, D/E/F, d/e/f = Significant at the 95%, 90% confidence level

Q6. Based on the description, please rank the following statements in order of appeal, where 1 is the most appealing to you and 6 is the least appealing to you. (Enter a number for each statement)

# No meaningful differences are seen across age groups among men on how the razor compares to their current brand.

- Middle age women are most likely to say the Blaze is much better than the MRR they currently use.

## Comparison to Brand Used Most Often

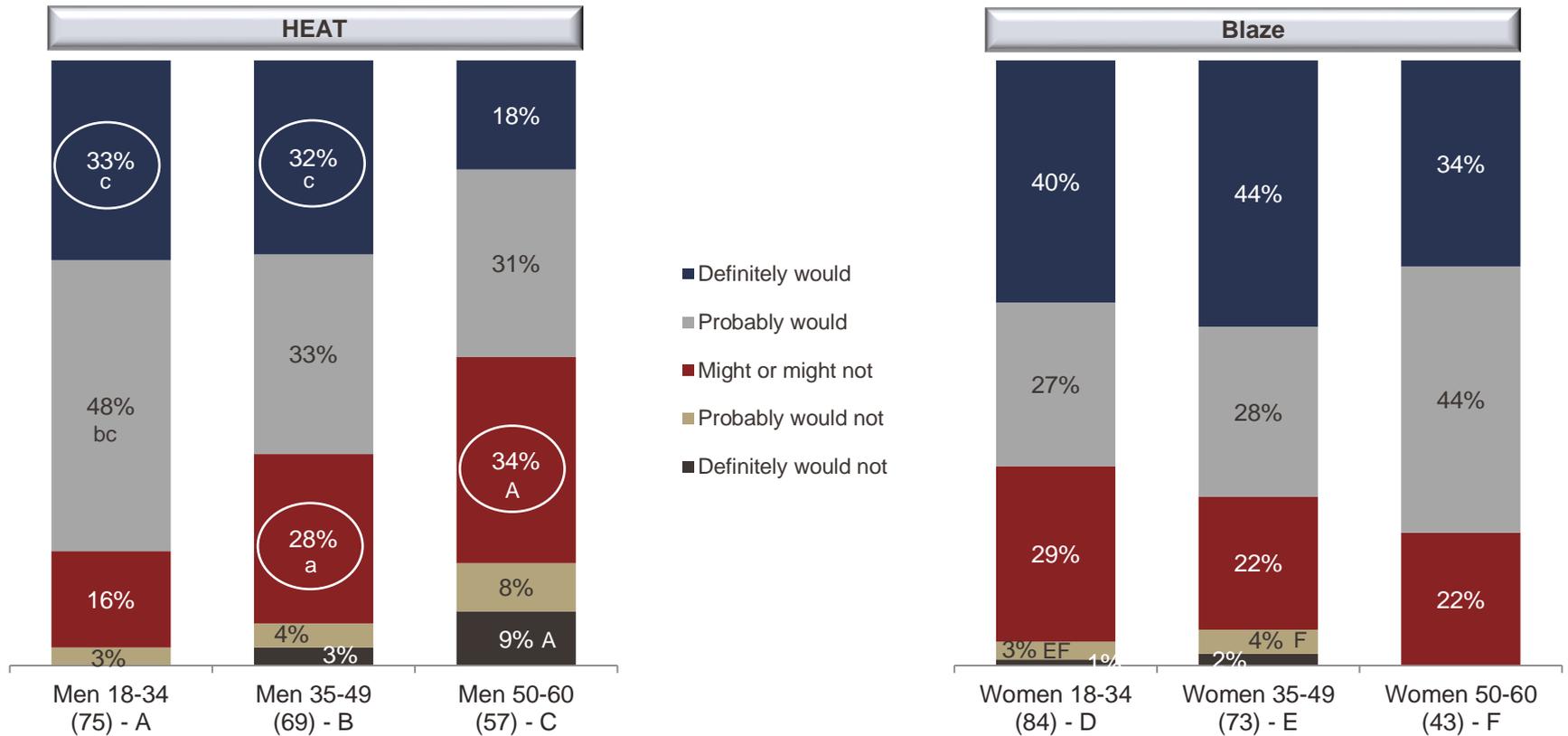


A/B/C, a/b/c, D/E/F, d/e/f = Significant at the 95%, 90% confidence level  
 Q10. How does this razor compare to the [insert Q9 response] manual refillable razor you use most often?

# Younger and middle age men are more likely than older men to say they would *definitely* switch to the Heat razor.

- Older and middle age men are less decided, with more saying they might or might not.

## Likelihood to Switch to Razor



A/B/C, a/b/c, D/E/F, d/e/f = Significant at the 95%, 90% confidence level  
 Q11a. How likely would you be to switch to this razor if it were available where you shop?

# Appendix

## Demographics and Concepts

## Male MRR users tend to be older and more affluent than their female counterparts.

Respondent Demographics	Men	Women
<b>Base:</b>	(201) - A	(200) - B
<b>Age</b>		
18-24	9%	16% A
25-34	28%	26%
35-44	22%	24%
45-54	28%	22%
55-60	13%	12%
Average Age	40.6 B	38.2
<b>Household Income</b>		
Less than \$35,000	20%	33% A
\$35,000-\$74,999	42%	39%
\$75,000 or more	38% B	28%
Average Income	\$72,709 B	\$59,861
<b>Ethnicity</b>		
White/Caucasian	60%	56%
Black/African American	10%	14%
Hispanic	19%	23%
Other	11%	7%
<b>Region</b>		
Northeast	14%	21% a
Midwest	24%	19%
South	36%	40%
West	26%	20%

## Female MRR users are more likely to live in larger households with children and not work.

Respondent Demographics	Men	Women
<b>Base:</b>	(201) - A	(200) - B
<b>Average HH Size</b>	3.0	3.5 A
<b>Children in HH</b>	49%	60% a
<b>Marital Status</b>		
Married	65%	66%
Not married	35%	34%
<b>Employment Status</b>		
Employed (FT/PT)	85% B	52%
Homemaker	2%	23% A
Student	1%	8% A
Retired	6%	5%
Not working	6%	12% A
<b>Education</b>		
High school or less	17%	20%
Some college or trade school	31%	47% A
College	38% B	24%
Advanced Degree	14%	9%
<b>Area Type</b>		
Rural	17%	21%
Urban	38% b	28%
Suburban	45%	51%

# Concept 1 – shown among Men



Finally, the “Perfect Shave”. Introducing the New HEAT® Smart Razor by ShaveMate. The World’s first Smart Razor, HEAT’s warm blades shave your whiskers off with superior performance and warm soothing comfort. It’s simple – warm razor blades cut hair much easier. In Laboratory Testing, HEAT’s warm blades cut hair 193% easier, or nearly three times easier than the leading brand’s best non-heated blades.

The HEAT® Smart Razor is powered by an AA battery to warm its six blades to a soothing temperature throughout your entire shave, so you have a pleasurable “spa-shave” experience. HEAT® Smart Razor has a sleek, perfectly balanced soft-grip handle, and fits comfortably in your hand. A true breakthrough in shaving, with the new HEAT® Smart Razor you get both unsurpassed performance and warm shaving comfort.

This “Smart Razor” innovation with increased performance & warm shave comfort is offered to you at a comparable price to the current leading brand’s non-heated razors and blades.

*List price per handle with blade(s): \$12.95 (additional Warm Blades refill cartridges available at a similar price to leading national brands)*

## Concept 2 – shown among Women



Finally, the “Perfect Spa Shave”! Introducing the New BLAZE® Smart Razor designed just for Women, by ShaveMate. BLAZE® is the world’s first razor ever to warm the blades throughout the entire shave for super performance and warm soothing comfort. It’s simple - warm blades cut hair much easier and are less irritating to your skin. Our heated blades are Laboratory Tested to cut hair 193% easier, or nearly three times easier than the leading brand’s best non-heated blades.

Cold metal razor blades on your skin can make goose bumps while shaving and this can lead to nasty razor rash! BLAZE’s warm blades have the opposite effect, the warm blades make your skin relax and lie flat during shaving so the hair is shaved off effortlessly. BLAZE® is powered by an AA battery to warm its six blades to the perfect warm soothing temperature, so you have a pleasurable warm “spa-shave” every time.

BLAZE® and BLAZE®Sport are feminine and stylish; they are sleek with perfectly balanced soft-grip handles, and fit comfortably in your hand. This new “Smart Razor” innovation with increased performance & warm shave comfort is offered to you at a comparable price to the current leading brand’s non-heated razors and blades.

*List price per handle with blade(s) for BLAZE® and BLAZE®Sport: \$12.95 (additional Warm Blades refill cartridges available at a similar price to leading national brands’ blade refill cartridges)*