



SYNOPSIS

Suggested format - 247 x 210mm

Colour illustrations: 90

B&W illustrations: 50

pages 1-5 ***Prelims***

Includes Foreword by the Sponsor. Chance for sponsor to put forward mission statement and fact that they are pleased to help publish first book on shaving that refers to every aspect of the shaving story.

pages 6-9 ***Introduction***

Explains author's search for the Perfect Shave. How this has involved being scarred by a drunken barber's cut-throat in Turkey; visiting the world's only Shaving Museum in Tokyo; discovering centuries' old, natural hair removal secrets in Arabic women's homes and looking through over 100,000 photographs for the rare and quality pictures that feature in this book.

pages 10-17 ***In the Beginning...***

Why do Men have beards? Who was the first man to shave? How and why did he do it? A look at how Man on all continents shaved before metal blades were introduced. This involved plucking with bi-valve shells, scraping with shark's teeth and shaving with slivers of obsidian volcanic glass.

pages 18-23 ***The Importance of Barbershops***

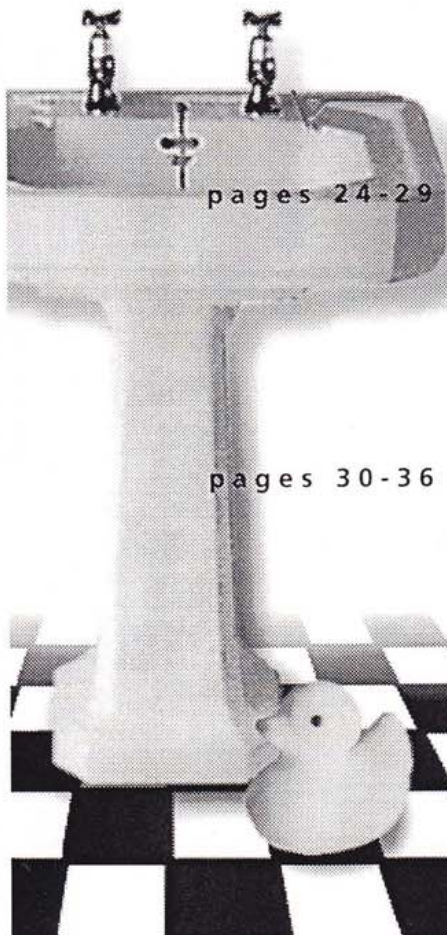
Until this century, nearly every man was shaved at the barbershop. This created a busy environment, especially at the weekends when men could swap stories, chat up the girl latherers, and have a sing-song. Male bonding has taken a blow with the barbershop's demise this century.

pages 24-29 ***Throwing Away the Cut-Throat***

How King Camp Gillette developed his innovation and took over the world with a throwaway blade. Illustrated with turn-of-the-century advertisements. The story of the battle between Mr Gillette and the traditional cut throat manufacturers and how the first world war changed our shaving habits.

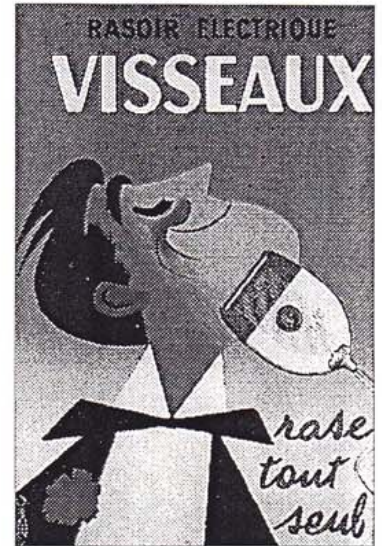
pages 30-36 ***The Modern Wet Shave***

A step by step look at how a razor blade is made. From ore to sharpened blade. Razor companies make and sell around 20 billion blades a year in 3 basic formats - double edged systems and disposables. The current growth market is that for women's razors, but what will be the growth area for the new millennium?



pages 37-41 **The Case for a Dry Shave**

In Europe and North America, one quarter of men dry shave with an electric razor. Although it does not give as close a shave as with a razor blade, there are many advantages to dry shaving. It is good for sensitive skins, does not cut and not least, is environmentally friendly. A look at the options for dry shavers.



pages 42-49 **God Forbid**

In most of the world's religions, shaving, or the lack of it is an important outward statement of an adherents beliefs. Strict Sikhs will never cut their beard nor head hair, believing that what God has given Man is sacred and should be respected as such and not touched. However, Buddhism dictates that their monks and nuns should shave off all their head hair upon initiation. The shaving of the head, done by cut throat, is symbolic of renouncing the outside world and the decoration and vanity that hair represents.

pages 50-55 **Beards**

5% of men refuse to shave – Are bearded men hiding something? Do bearded men's wives prefer beards or have they no say in the matter? Why is the Guinness Book of Records wrong when it claims that a man grew a six metre long beard?

pages 56-61 **New Men, Emancipated Women**

Men and women want to retain a visible distinction between the sexes through shaving. In a market survey that asked men if they would buy a wonder cream that permanently removed facial hair and thus the need to shave, 95% said 'no'. Women too, feel the need to be different and to avoid the stigma of the hairy woman. Body hair is 'butch' and facial hair carries even stronger negative overtones.

pages 62-69 **A Woman's Choice**

70% of Japanese women shave off their facial hair once a week with a blade. In Arabic countries most women regularly remove all face and body hair using a centuries-old formula of mixing heated water, sugar and lemon. In Europe, women – aged between 25 and 44 – are evenly divided between those who use cream depilatories, those who shave, those who visit salons and those who leave their body hair alone.

Moustache woman sacked

By Patricia Wilson

MOUSTACHIOED men are acceptable on the staff of a plush Washington hotel chain, but women workers must be clean shaven. The ruling by the management at the Ritz-Carlton has resulted in the sack for a 30-year-old woman who said: "I am proud of my moustache." Miss Licia Galinsky is now suing the Ritz-Carlton for sexual discrimination. She said: "It has been painful and embarrassing to me that someone took away my job based on looks rather than merit."



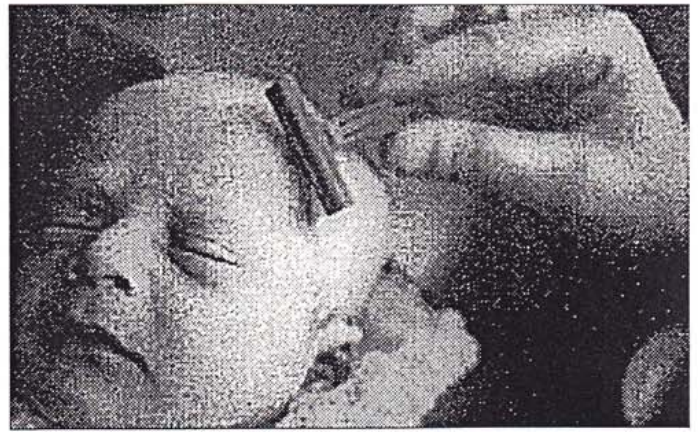
Miss Galinsky: proud

have generally become more common in recent years, especially among the overweight. Miss Galinsky, who was warned in a memo that the Ritz-Carlton had modified its

hair on female employees unacceptable, resorted to dyeing her moustache with bleach and offered to shave it. But she and her supervisor, Mr Roy Peterson, who has neither moustache nor beard but backed her stand, were sacked. They work for an audio-visual services company that has a contract with the hotel. While they were not direct employees of Ritz-Carlton, they were expected to comply with the same standards. Beyond that, the hotel chain declined to comment because of the lawsuit. Miss Galinsky, supported by Mr Peterson's testament to her efficiency and professionalism, has filed a sexual discrimination complaint at the Equal Employment Opportunity Commission.

pages 97-102 *Rites of Passage*

Hindu babies will have all their hair shaved off at the age of one, leaving them ready to start life free from evil... A week after a Muslim baby is born, the child is shaved to be completely clean and the weight of the cut hair is given in silver to the poor... In many African countries, a surviving wife will shave off all her head hair to mark her mourning of her deceased husband... For all teenage boys the onset of facial hair signals maturity; shaving cuts are battle scars to be worn with pride.



pages 103-109 *Its a Fact*

A man has 8,000 to 25,000 single hairs on his face, which are as tough as copper wire and which grow at a rate of 5 to 6 inches a year... If a man remains beardless until he is 70 and spend 10 minutes a day shaving, then he will have spent over 100 days of his life at the wash basin... In one study, doctors found that after an unsuccessful love affair, women would become temporarily hairier, due to an increase in testosterone levels.

pages 110-115 *The First Cut is the Deepest*

The different ways to stop the blood from shaving cuts. These range from aluminium sulphate (the styptic pencil), to the other astringents, healing ointments and snippets of toilet paper!

pages 116-123 *Could do Better*

On an individual level most men could give themselves better shaves if only they followed a simple set of basic principles. Shaving is not taught at schools and with the loss of the father figure in many families, the standard of shaving actually risks getting worse and not better. On a manufacturing level, razor blades are getting safer and more hygienic all the time, although of course they all have built-in obsolescence.

pages 124-128 *Index and Acknowledgements*

