



for immediate relief
new york, ny

late-
breaking
bliss!

you've got male

introducing **homme improvement** a new men's line from **bliss**

Since **bliss spas'** sinkside amenities began checking-in to testosterone-friendly **W Hotels** a few years back, more and more guys started strutting their 'scruff' through our 'robe-only' zones and stocking up on our at-home spa stuff. Naturally, we went a little boy crazy and decided to create some grooming gear for our growing Y-chromosomed clientele. The result - **homme improvement thermal shaving cream** and **post-shave repair lotion** - a stubble-removing-and-smoothing duo that's ready for its dopp kit debut.

new! **bliss homme improvement thermal shaving cream**

subtly scented with coriander

Bliss has bottled the barber shop experience with this luxuriously-textured shaving cream that warms upon contact with wet skin, lifting and softening hair for a close, comfortable shave. This friction-free guys glide is packed with essential oils that stimulate beta-endorphins for the ultimate 'shaver's high'. Ingredients include:

- **aloe vera** - helps water penetrate deeper layers of skin, to aid in cell reproduction and natural detoxification
- **sweet almond extract** - forms light film on skin to calm and soothe
- **st. john's wort** - encourages healing and helps calm irritation
- **marshmallow** - acts as an anti-inflammatory and skin conditioner

150 mL \$18

new! **bliss homme improvement post-shave repair lotion**

subtly scented with coriander

Man's new best friend, **bliss' post-shave repair lotion** is an oil-free, lightweight lotion, complete with a redness relief formula that soothes just-shaved skin without bringing back your pre-college complexion. The post-shave repair lotion also minimizes scratchy stubble (a.k.a. 5 o'clock shadow) and helps prevent ingrown hairs so that you can put your best beard free face forward. Ingredients include:

- **detoxifiers** - helps protect skin from damage caused by environmental aggressors, such as cigarette smoke, pollution, and exhaust
- **hair minimizers** - aids in making stubble thinner and less noticeable, so the need to shave is visibly reduced
- **watercress extract** - promotes hydration and wrinkle-refining activity
- **st. john's wort** - encourages healing and helps calm irritation
- **marshmallow** - acts as an anti-inflammatory and skin conditioner

50 mL \$18

available at **bliss spas**, **blissworld.com**, **bliss catalog 888 243 8825** and **nordstrom**.



blisstip> we're looking for a 'buff' guy. you know... someone who puts the 'man' in manicure.

People across the country are entering their favorite well-groomed guy in our first-ever **blissguy contest** - our search for the boy who best embodies Bliss (and wouldn't mind winning a year of free facials and a cabinet-full of spa-strength stuff). Visit **blissworld.com/blissguy** to find out how you can be crowned blissguy.

bliss. anything less would be stress.

bliss 75 varick st 10th floor new york ny 10013 **main** 212 931 6383 **fax** 212 931 6376 **web** blissworld.com

for more information, please contact **Robyn Fishelson, publissity** 646 502 1411 **robyn.fishelson@blissmail.com**

Brooke Temner, publissity 646 502 1509 **brooke.temner@blissmail.com**

Stephanie Gerard, publissity 646 502 1455 **stephanie.gerard@blissmail.com**