

# British Start-Up is the answer to avoiding 'risky nicks and cuts' as trend for women's intimate shaving increases.

*A recently published US survey suggests that the growing trend of women grooming their pubic hair also carries a risk of injury and infection.*

BLACKPOOL, LANCASHIRE, UNITED KINGDOM, June 30, 2016 /EINPresswire.com/ -- Of the 3,316 women questioned, nearly 84 per cent reported they had groomed in the last 5 years, mainly for intimate reasons as well as in preparation for holidays and visits to the doctor. However, experts are warning of the risk of injury or STD as a result of the growing trend.

Tim Rogers, known as The Shaving Guru and author of 'Shaver's Lip' explains 'Intimate shaving must be done with great care, using the very cleanest equipment, otherwise the risk of lacerations and other genitourinary injuries can end in a trip to A&E.'

The survey also found that 61% of those questioned, expressed their preference for using a razor for intimate shaving.

Rogers comments 'With any grooming on any part of the body, a clean, pristine blade is paramount. A poorly cared for, used razor, with blades pulled out of alignment and the blade edge covered in a thin film of microscopic rust, can be a recipe for severe discomfort with risky nicks and cuts prone to more serious infection.'

[New British start-up, Clever Shave, could](#)

have the solution. Their innovative new shaving strops are designed to clean and maintain the



effectiveness of disposable blades – perfect for intimate shavers. Clever Shave's core products, [Get Strop](#) and [The Artisan](#), give users better, smoother shaves, by cleaning the blades of rust, dirt and dust and straightening the blades. This prepares the blade for a 'like new' clean shave every time and dramatically extends the life of the razor.



Rogers comments 'Unless intimate shavers adopt a 'one use and bin' policy, the focus has to be on looking after your razor blade. A good shaving strop, like those manufactured by Clever Shave, will result in a consistently smoother shave.

And as well as enhanced performance, intimate shavers, male or female, will save a small fortune in the cost of new razors.'

The study, which was supported by the American National Institutes of Health, is published in JAMA Dermatology: <http://archderm.jamanetwork.com>

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*Tim Rodgers*

Follow Tim Rogers, The Shaving Guru, through his blog [www.ShaversLip.com](http://www.ShaversLip.com)

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