

Are You A Wet Shave Virgin?

It's the closest shave you can get this side of heaven. And if you haven't experienced it, well, you're missing out on the shave every man dreams of.

It's the wet shave, or cutthroat, shave. And it's expertly performed by our highly trained barbers with a traditional straight razor, hot lather, and lots of hot towels.

An exquisite luxury that's highly affordable, this male only service is in a class by itself. Taken for granted a century ago, the wet shave has made a resurgence, thanks to James Bond and Mad Men.

And with good reason.

A vintage service, men are re-discovering the incredible smoothness of the shave, one that can't be compared with an electric or disposable razor.

The wet shave hydrates your skin and shaves your beard with the grain and then against it. You'll love the softness of your skin, but it's your woman that won't be able to keep her hands off of you.

Here at **INSERT NAME HERE**, we're a man's domain. There's no sweet-smelling potpourri, no waterfalls, and no peroxide smell in our barbershop. You'll find, instead, an uncomplicated, masculine design that encourages you to chill out.

It's the straightforward experience of man-to-man time mixed with the aroma of hair tonics, that makes the wet shave, and our other modern hair services, a comfortable place to relax.

And that's another reason to love the wet shave. Relaxing and invigorating, it's guaranteed to put a little more swagger in your step.

So, if you're a wet shave virgin, it's time you did yourself a favor. The door's open. Come on in. (273)