

BIOThERM
HOMME

PRESENTS



SHAVER
COLLECTION

BEARDS AND MOUSTACHES

WHICH MOE DO YOU GROW ?



HANDLEBAR MOUSTACHE HIPSTER

As the name suggests, the handlebar moustache, much-loved hipster attire, takes after the bicycle's handlebar, slightly turned upwards. To be matched of course to one's actual fixed-gear bicycle handlebar.



TRIM YOUR MOUSTACHE TO ABOUT 5MM. WITH A PRECISION TRIMMER, TRIM DOWN TO THE CORNER OF YOUR MOUTH, THEN PRECISELY DEFINE THE EDGE OF YOUR HANDLEBAR MOUSTACHE WITH A LITTLE ROTARY SHAVER.



RUSSIAN ARTY

Doctor Jivago first coined this style which is now reclaimed by artsy men. It elegantly lengthens the face and refines the jaw. Very smart on a propaganda poster or leaning on a counter.



SAME TECHNIQUE AS FOR THE FRENCH CUT, EXCEPT THAT THE TIPS MUST BE IRREGULAR, LARGE AND ROUND.



FULL BEARD CASUAL

The most assertive beard. Back in trend, it brings out affectionate features, soft yet not neglected. This is the teddy bear beard, for the guy who grumbles but with a smile.



IT TAKES THREE WEEKS TO GROW A BEARD THAT WILL FILL ALL THREE ZONES OF YOUR FACE (CHEEKS, NECK AND BELOW THE NOSE). THE SHAPE IS DESIGNED BY SHAVING THE ZONES AROUND THE NECK AND BELOW THE CHEEKBONE.



ENGLISH PREPPY

The legendary British composure owes a lot to this adornment. Though the moustache became politicized at the time, the English style radiates fantasy and shelves other clothing gimmicks. Done with the pudding, here comes the monocle.



THIS MOUSTACHE COVERS THE UPPER LIP ENTIRELY, ITS CLEAR CUT SHAPE ENDS IN LONG ROUND TIPS WHEN PROPERLY COMBED AND BRUSHED.



AMERICAN CLASSIC

Who has never dreamt of wearing this classic moustache of the incorruptible Chicago inspector ? From George Clooney to Brad Pitt, the American moustache will appeal to the finest sleuth. It emphasises the tricky mind and is the smartest asset of the manly and confident male.



THE AMERICAN IS NEATLY SHAVED IN A CONCAVE SHAPE. FIRST COMBED, IT SHOULD BE REFINED WITH SMALL SCISSORS AND RAZOR, THEN BRUSHED FOR THE FINAL TOUCH.



BRUSH CUT MAGNUM

The brush cut moustache leaves no room for bullshit. Made famous by Tom Selleck in Magnum, the brush cut is thick and comfy. A perfect moustache for those nostalgic of the 80's.



VERY EASY TO WEAR AND MAINTAIN SINCE IT JUST NEEDS TO GROW FOR A FEW DAYS AND BE TRIMMED WITH SMALL SCISSORS.



THE CLARK GABLE DANDY

Thin, short, elegant, do you get that a lot ? Most certainly if you're wearing the Clark Gable moustache he made famous in "Gone with the wind".



RUTHLESSLY GEOMETRICAL, IT CALLS FOR ONGOING MAINTENANCE. HALFWAY BETWEEN NOSE AND UPPER LIP, IT STOPS SHORT AT THE CORNERS OF THE MOUTH. DON'T FORGET TO LAYER IT WITH COMB AND SCISSORS.



FRENCH ROCK ROCK

Dali's famous moustache is a real ornament for any eccentric who wishes to strike the eye. It remains an exceptional gala accessoire for highly colourful and impeccably dressed characters. To be rubbed regularly so that it's stays up.



THIS MOUSTACHE SHOULD BE GROOMED METICULOUSLY WITH SCISSORS. THE CHALLENGE LIES IN THE CURVES WHICH DO NOT TOLERATE THE SLIGHTEST DEVIANCE. WAX AND SHINING CREAM WILL ENSURE THE SMOOTH AND DAZZLING EFFECT.



FRENCH CUT BOHEMIAN CHIC

A snip of the scissor that bestows a bohemian chic look, the French cut will become your new favorite. Like the American, it fully covers the area below the nose and curves slightly under the cheekbone.



THE MAIN CHALLENGE IS IN TWISTING THE TIPS. WAX AND CREAM WILL DO THE TRICK AND PROVIDE SUPPORT AND SHINE.



THREE-DAY STUBBLE CHIC

The world is divided into 2 categories : the unclassy and the three-day stubble. It characterises the new male ideal, manly, elegant, not macho but definitely smart. Clint Eastwood's charisma has a lot to thank this look for after conquering Hollywood for so long.



WHEN THE BEARD GETS THICK, USE A 6 MILIMITRE TRIMMER COMB FROM BOTTOM TO TOP, FOLLOWED BY A CLASSIC RAZOR TO DELICATELY REFINE THE EDGES AROUND THE CHEEKBONE.

TO PREVENT • POST SHAVE • CONCERNS

PROCOMFORT TECHNOLOGY



ANTI - BACTERIAL
TO PREVENT PIMPLES & IRRITATIONS
DUE TO SHAVING



SOOTHING
TO HELP CALMING
RAZOR BURN & REDNESSES



PRO-REPAIRING
REGENERATING PROPERTIES TO HELP
AGAINST MICRO CUTS



HI-TECH TEXTURES FOR ALL SHAVING NEEDS

WHICH SHAVER ARE YOU ?

FOAMSHAVER

ANTI-REDNESSES
DENSE COMFORTABLE FOAM
SUITABLE FOR SENSITIVE SKIN



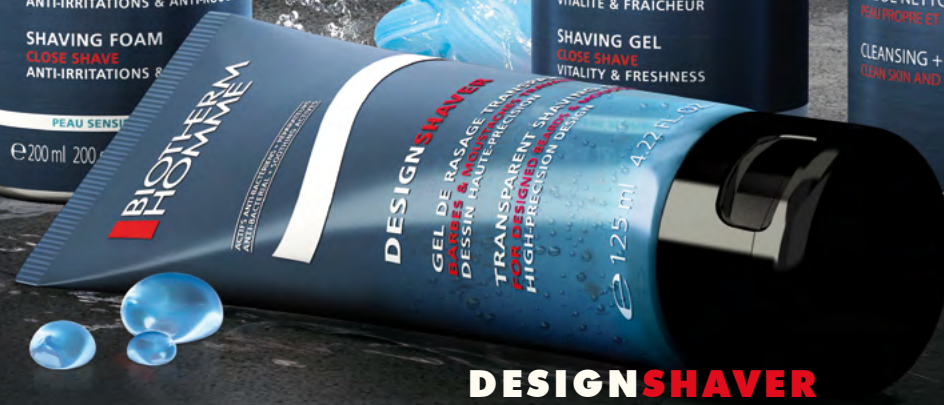
GELSHAVER

VITALITY & FRESHNESS
AUTO FOAMING GEL
SUITABLE FOR SENSITIVE SKIN



2IN1SHAVER

CLEANSING & SHAVING
AUTO FOAMING GEL



DESIGNSHAVER

TRANSPARENT SHAVING GEL
FOR DESIGNED BEARDS & MOUSTACHES
SUITABLE FOR SENSITIVE SKIN

SAFE SHAVE MOVES

— 4 —

GOLDEN RULES



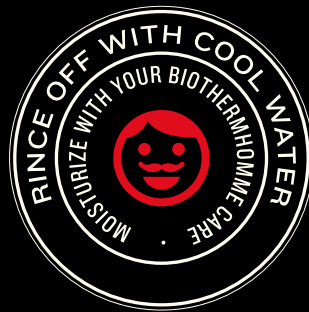
IT ACTIVATES MICRO CIRCULATION
AND FAVORS MICRO CUTS.



IT SOFTENS THE BRISTLES
AND GET YOUR SKIN RID OF
DEAD CELLS AND IMPURITIES THAT COULD
PREVENT THE BLADES FROM A SAFE GLIDE.



GEL, FOAM OR DESIGNER - THAT IS ENHANCED
WITH SOOTHING, REPAIRING AND ANTI-BACTERIAL
ACTIVES. WHEN SHAVING, ALWAYS SHAVE FIRST
WITH THE GRAIN.



IT CALMS RAZOR BURN
SENSATION AND NEUTRALIZES
MICRO CUTS.