



For Immediate Release

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shhh. BAR SIMPLIFIES AND REINVENTS GROOMING FOR MEN

Think Outside The Can - Three-Way, All-Natural Bar for Shampooing, Showering and Shaving

(ST. PAUL, MINN.)— shhh. is an all-natural, 3-in-1 grooming bar that is free of synthetics, preservatives, artificial fragrances and coloring. The bar is a “solid” that is designed for shampooing, showering and shaving, making it a time and space-saver in the shower and money-saver for the pocketbook. Its citrus, cedar and cinnamon scent make it especially enjoyable for men. The multiuse, solid bar is ideal for home, travel or gym. There are no leaky cans, tubes or bottles and because it is a solid there are no TSA restrictions. The packaging is 100% compostable and recyclable.

The next time you pick up that can of foam, look at the ingredients.

shhh.'s complete list of ingredients, all carefully chosen for their nourishing attributes:

- **Olive oil** conditions, heals and has antibacterial purposes
- **Castor seed oil** has fatty acids which nourish hair and prevent the scalp from drying by retaining moisture. It also has germicidal, insecticidal and fungicidal properties which help prevent hair loss
- **Coconut oil** retains moisture which keeps hair hydrated and soft to prevent breakage. The fatty acids in coconut oil serve as an antidandruff agent as well
- **Palm oil** is added for moisture, antioxidants and its antibacterial properties
- **Kukui nut oil** is used as a hair stimulant
- **Sweet almond oil** contains vitamin A, D and E, and essential minerals like magnesium and calcium that are easily absorbed by the skin
- **Jojoba oil** has natural, anti-fungal properties
- **Cocoa butter** has natural antioxidants that prevent rancidity and provide a velvety texture, pleasant fragrance and emollient properties

Which ingredient list would you rather apply to your skin?

All of the ingredients are all-natural and organic when possible.

“After more than 20 years in the beauty industry, I realized that there wasn’t one product that could do three things effectively,” says Becky Sturm, creator of the shhh. grooming bar. “Not only does the shhh. bar save consumers money and time, but its all-natural ingredients are better for the body and the environment, which is a win-win for everyone.”

The original shhh. bar has a light citrus and spicy scent and is formulated with eight essential oils.

shhh. is also available in a lavender scent made from a blend of seven lavender varieties from around the globe.

shhh. is available online in two different sizes, a 6 oz bar for \$17 and a 1.5 oz bar for \$5 at 3waybeauty.com

Wanna try a three-way? Of course you do.

About shhh.

shhh. is a natural plant based skin and hair care product developed on the belief that the healthiest solutions for our skin and hair are those that are pure. shhh. shampoo, shower and shaving bar for men is free of synthetics, preservatives, artificial fragrances and coloring. And it doesn’t stop there; all packaging is 100% compostable and recyclable. shhh. was created by Becky Sturm, St. Paul native and owner of StormSister Spatique®, who has been in the beauty industry for more than 20 years and worked with a variety of products and potions. She was able to see the good, bad and ugly side of grooming products and with the help of other small businesses, developed the all natural, multiple purpose grooming bar bound to change the industry. Visit 3waybeauty.com for more information.

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