



### SHAVING SOAP INTIMATE APRICOT

This vegan shaving soap has a pleasant apricot scent and is gently cleansing your skin while shaving. Due to its optimized pH value of 4.5 it is ideal for intimate shaving. Thanks to its easy handling, the shaving soap strongly convinces people who want to shave different areas of their bodies.

FAIR SQUARED GmbH  
Hermann-Heinrich-Gossen-Str. 4, D-50858 Köln  
Telephone +49 (0) 2234 929 66 00  
info@fairsquared.com, [www.fairsquared.com](http://www.fairsquared.com)



### SHAVING OIL INTIMATE APRICOT

The fairly traded and partly certified organic ingredients help prevent skin irritations and spots. The contained oils nourish the skin with precious nutrients like vitamin E. Additionally, they soothe and smooth the sensitive skin in the female genital area.

### AFTER SHAVE BALM INTIMATE APRICOT

This After Shave Balm was especially designed for application after shaving the female genital area and other sensitive zones. It protects the skin from irritations, soothes it and nourishes it with moisture while the contained natural oils are easily absorbed. Maximum moisturising without feeling greasy. Softens the skin and leaves it smooth.

### BIKINI RAZOR & BLADES

Due to its simple and precise handling the Intimate Bikini Razor can prevent injuries and leaves the skin smooth, soft and perfectly shaved. Even not so easily accessible areas can be reached, curves can easily be followed. The set includes a razor with 4 extra blades. Replacement blades in a set of 5 are also available.



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## Intimate Shaving ♀ Guide



## THE FEMALE INTIMATE AREA

The female intimate area is one of the most sensitive parts of the female body. This area is provided with a protective coating equipped with different lactic acids to protect it from harmful germs and bacteria. The vaginal flora of healthy women who are of childbearing age is because of its protective coating with a pH of 4 to 4.5 sourer than that of the normal skin which has a pH of 5.5. This should be taken into consideration when choosing the right products for intimate care. They should not affect the natural protective coating of the vaginal flora since it is easily prone to disbalance. Vaginal discomfort, irritations, infections, itching, burning, cervical mucus and unpleasant odors can be the consequences of the usage of incorrect products. In the case of intimate shaving, it is reasonable to be extra careful. We let you know what things are important to pay attention to in order to avoid unpleasant side effects and to in the future be able to enjoy a perfectly shaved and smooth bikini zone without irritations.

## THE INTIMATE SHAVING

Whether and how the intimate area should be shaved is a matter of preference and a subjective decision. But fact is that the majority of women today shave their bikini zone, either completely or partially, and the most preferred method is a wet shave. Shaving is in comparison to other methods quick, inexpensive, not painful as well as independent of time or location. HOWEVER, most women

complain about unpleasant skin irritations such as rashes, redness, and razor burns. Hair roots/ follicles which dictate the growth direction of the hair can get inflamed, bent or completely damaged. This prevents the glands from releasing important second messengers such as tallow, scents, and pheromones.

In addition, it can cause new hair to grow under the skin, which can lead to unpleasant and partially unhealthy inflammations. But this doesn't have to happen! The right products and correct technique allow a care-free intimate shave without skin irritations and without compromising the balance of the vaginal environment.

## THE PREPARATION

- Wash your hands before intimate cleansing/shaving.
- Wash the intimate area with a product that has a pH that is adjusted to that of the female flora to remove germs and bacteria. Warmth opens up the pores, which makes the skin and hair softer which in turn simplifies the shave. Luke warm water is more than enough for this purpose and does not harm the vaginal flora.
- Never point the shower head directly to the vagina. If this is done, undesired bacteria can find their way inside.
- Always wash the vaginal area from the front to the back.
- The hairs should not be too long. Trim them before the shave. Longer hairs make the shave more difficult and lead to plucking instead of cutting. This can inflame or harm the hair follicles and lead to the previously menti-

oned problems. Additionally the hair-ends can get bent and penetrate the skin. This, too, can lead to unpleasant irritations, ingrown hairs or razor burns.

## THE RULES

- Never share your razor with anyone!
- Do not use the same razor blade in the intimate area as for the rest of the body. The hair in the intimate area grows unevenly and in different directions and is usually thicker than the hair on other body parts. As a rule of thumb, the blade has to be changed after about 10 shaves. It is best to change the razor blade at the first sign of dullness.
- Normal shower gels or shaving foams are not designed for the sensitive intimate area. Do not use products containing alcohol, soap or perfume. These dry out the skin and can cause an imbalance in the intimate area.

## THE SHAVE

- In preparation for the shave, wash the intimate area with the FAIR SQUARED Apricot Shaving Soap pH 4.5
- Apply some of the FAIR SQUARED Apricot Shaving Oil to the areas that are to be shaved. Gently massage the oil onto the skin and allow it to take effect for a few moments.
- Stretch the skin with your fingers while shaving.
- Press the razor just lightly and shave small surfaces at a time. After a few strokes, rinse the blade with warm water.

- Shaving in the direction of growth is the gentlest method. Shaving in the opposite direction may be even more thorough, but it increases the risk of injuries and may tear out the hairs. This is unpleasant and can lead to inflammations and ingrown hairs.
- The hair follicles, which protect the hair roots and fix them into place in the skin, get severely stressed when the hair is pulled out (even by epilation and waxing) and can be damaged. This can cause them to bend which can lead to that the new hairs grow out under the skin or block the hair canals completely.

## THE AFTERTREATMENT

- After the intimate shave, rinse the shaved areas with cold water. This soothes the skin and closes the pores.
- For the after-care and re-nourishment of the skin, apply some FAIR SQUARED After Shave Balm onto the shaved areas. Spread it gently and let it take effect.
- Avoid using products with alcohol, soap or perfume as they irritate the skin and dry it out and cause an imbalance in the intimate area.
- Ideal is to shave the intimate area before bedtime. This gives the skin time to recover overnight.
- Clean the razor thoroughly under running hot water. Let the razor air dry and keep it at a hygienic place until the next usage.