

# Men experience a closer shave with Clarisonic sonic cleansing

## Study Objective:

Evaluate the effectiveness of Clarisonic sonic cleansing to improve the male shaving experience

## Methodology:

- 65 men aged 18 to 60 who exclusively use manual razors for wet shaving were enrolled in two studies
- Subjects applied shaving lubricant with Clarisonic sonic cleansing for 40 seconds prior to shaving and otherwise didn't change their shaving routine
- In the first study, 55 participants assessed their skin over the course of the eight week study
- In the second study, 10 additional subjects were photographed and evaluated at baseline and 2 weeks

## Results:

**81% of subjects reported improvement over their previous method of shaving**

**The majority of men reported a closer shave, increased comfort and improved ease of shaving**

**Subjects also reported softer, smoother feeling skin**

