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 skin and less irritation.

Study Reference: PUB2008-003

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