



JAVA Arabica.

Discover the zest of Arabica! Heavy weight. Steel & Pewter. Long handle. Guaranteed for life.

Featuring a gentle and extremely efficient Edwin Jagger style head, the JAVA Arabica is a razor that every man will enjoy shaving with.

JAVA Arabica is made of steel, powder coated in black, JAVA Arabica provides great shave quality, authenticity and value, for both new and existing wet shavers.



PRODUCT COMPARISON

	ARABICA Global Shave	Van Der Hagen	Parker 67	Edwin Jagger DB89
Razor Type	3-Piece	TTO	3-Piece	3 piece
Country of Manufacture .	Pakistan	China	China	Great Britain.
Construction	Solid brass / Pewter	Brass/Zinc	Zamak	100% Solid Brass
Coatings	Powder Coat.	Chrome	Powder Coat	Chrome
Weight	3.6 ounces	2.2 ounces	3.5 ounces	2.1 ounces
Handle Length	3.25 inches	3.25 inches	4 inches	3.25 inches
In the box	Razor.	Razor, 1 razor blade	10 razor blades	Razor and 5 blades.
MSRP	\$24.99 USD	\$19.99 USD	\$39.95 USD	\$39.99 USD
Warranty	Lifetime	Lifetime	None	None



The JAVA Arabica Story:

Arabica is uniquely aimed at consumers wanting a high quality, gentle, yet extremely efficient razor. Featuring a handle made of 100% brass and a pewter head for added



stiffness, JAVA Arabica is a razor that anyone would be excited to own.

JAVA Arabica Is Exactly What Wet Shavers Want.

JAVA Arabica is unique in that its blade gap has been engineered to provide an extremely gentle, smooth, and controlled shave. Although designed for an established wet shaver, it is easy to use for the novice as well. JAVA Arabica is also perfectly weighted with a balance point $\frac{1}{3}$

of the way down the handle from the head, which is considered ideal.

Best of all, JAVA Arabica is built to last! That is why JAVA Arabica comes with a limited lifetime warranty.

JAVA Arabica is a unique product. A razor that is heavier than most. Its handle has “positive knurling” which, combined with its powder-coated matte finish, and end knob, makes JAVA Arabica such a joy to shave with.

Brilliantly crafted . JAVA Arabica offers a unique value proposition and is extremely affordable when compared to its rivals. The razor is handmade and hand assembled for superior quality control.

New - Shaving for a Cause:





GCSI makes a donation from the sale of each razor to Starlight Children's Foundation.

Why Millennials Are Driving The Wet Shaving Trend:

It is more than just getting a clean shave...

Wet shaving (if you didn't know) has made a comeback in recent years of gargantuan proportions and the reason is that it taps into the old-school values of the first half of the 20th century but with the modern, contemporary and attractive intelligence that defines our millennials.



Millenials Have Revived a Lost Era

Who or what is a millennial?

Millennials, say authors William Strauss and Neil Howe, are more connected to the greater community context from a service delivery point of view utilizing the digital global network to impact both local and global communities.



Many believe that generational attitudes, like fashion, are cyclical and it is the millennial (born between 1980 – 1995's) who will approximate the return of the greatest generational ideals and goals most closely.

This time period (born between 1900 and 1915) says author Tom Brokaw in his book entitled 'The Greatest Generation', ushered in the most outstanding men and women any generation has ever seen.

Defined solely by their capacity for recognizing what is right and proper and then harnessing everything in their power to act on it; the greatest generation comprised men and women who lived by a formidable moral compass.

The Power of Wet Shaving – it's literally in your hands

Wet shaving is an art form capable of rekindling a much needed dedication to quality work; an aspect sorely lacking in this quick fix, super distracted social media propelled world.

Craftsmen and artisans of old spent their entire lives perfecting their livelihood dependent skill set.

This almost superhuman dedication to the idea of self-mastery is slowly returning with the advent of the much needed and refreshing millennial mindset.

Potential for great change...

This is a great time to be alive and any millennial who grasps the full import of Mr. Brokaw's predictions understands why wet shaving, due to its innate reliance on self-discipline, craftsmanship and dedication is making a resurgence.

The sentiment that deep and lasting work is both desirable and praiseworthy was almost eclipsed by the greed, self-indulgence and addiction to excess of the baby boomer generation.

Millennials realize that people are not replaceable and that a thriving business rests heavily on the capacity of management to nurture relations above profit margins. The idea 'money can buy you happiness' has (thankfully) died leaving a much sobered and disenchanted generation in its wake.



What wet shaving REALLY means...

Wet shaving and the enthusiasm with which millennials are re-embracing this old art, then, is more than a fad; it's a symbol of a generational shift. And the shift is veritable Godsend so we feel).

Wet shave is a great way for men from all walks of life to start instilling sound moral values with lasting power because they are founded on the irrefutable character of the human spirit.

We can see three fundamental tenets that underpin the millennial wet shave trend:

1. In learning the art of wet shaving, the importance of mentorship from an older and wiser generation of men is valuable and empowering;
2. The dedication and commitment to wet shaving as a reflection of the level of self-esteem and mental health of a generation of men; and
3. The strength found in solidarity when men share a common avocation or hobby with other men.

Finally then, the commitment to wet shaving encompasses so much more than an interesting way to remove facial hair. It marks a philosophical change in the general attitude of millennial men globally.

In the course of human history, there has never been as many individuals in a single demography as Millennials, in terms of percentage of world-wide demographics.

Introducing a Wet Shaving Program as part of your retail plan can boost sales and increase profitability.

We can help. Give us a call for more information. Call 514 228 0435, or email info@globalshave.club.

“~~JAVA~~ Arabica - Built to Endure “