



VINTAGE BLACK TIGER:

Amazing quality shave for under \$10. Antique black. All steel. Guaranteed for life.

Featuring a gentle and extremely efficient *Gillette Tech style* head, the *Black Tiger* is the first razor of our VINTAGE Series of double edge razors. Its unique antique black finish is designed to age over time increasing its authenticity.

Black Tiger is made of 100% solid steel. *Black Tiger* provides amazing quality, authenticity and value for the new wet shaver, It also makes a perfect travel razor.



PRODUCT COMPARISON

	Black Tiger Global Shave	Van Der Hagen	Baili Victory Razor	Lord L6
Razor Type	3-Piece	TTO	3-Piece	3 piece
Country of Manufacture .	China	China	China	Egypt
Construction	100% steel.	Brass/Zinc	Zamak	Aluminum, Steel
Coatings	Antique black.	Chrome	Chrome	Chrome
Weight	2.10 ounces	2.2 ounces	2.5 ounces	1.7 ounces
Handle Length	3.25 inches	3.25 inches	3.35 inches	4 inches
In the box	Razor.	Razor, 1 razor blade	1 razor blade and case	Razor and 5 blades..
MSRP	\$ 9.99 USD	\$19.99 USD	\$16.95 USD	\$11.00 USD
Warranty	Lifetime	Lifetime	None	None



The Black Tiger Story:

Black Tiger is uniquely aimed at consumers wanting a high quality, entry-level razor. Made of 100% solid steel and no alloys, Black Tiger is a razor that anyone would be excited to own.

Black Tiger Is Exactly What Millennials Want.



Black Tiger provides a gentle and controlled shave. New wet shavers will find Black Tiger very easy to use. It was specially engineered that way. You are less likely to nick yourself using the VINTAGE Black Tiger Razor.

Black Tiger is built to last! That is why Black Tiger comes with a limited lifetime warranty.

Black Tiger is a unique product. We wanted to produce the best shave we could for under \$10. A razor that was affordable, yet crafted to last a lifetime.

Black Tiger is a true bargain. But, we have by no means cut any corners in its design. Black Tiger offers a unique value proposition and provides an inexpensive way for Millennials and others to experience the bliss and cost savings of wet shaving!



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.

“Black Tiger - Built to Endure “