

Introduction to TwinLuxe @TwinLuxeLLC



TwinLuxe, an innovative, performance-based grooming and skincare line, today announced its global brand launch. Designed for the modern man, TwinLuxe offers a variety of luxury Shaving Skincare products as well as hand-crafted Fine Shaving Instruments.

Founded by identical twin brothers Anthony and Hubert Tsai, TwinLuxe is a comprehensive, luxury men's grooming brand that caters to all skin types. "Despite being twins, we both noticed how individual our skincare needs are. Thus we created an entire skincare range that can be "boosted" with add-on products. We want to bring the barbershop experience into the 21st century, all in your own home - an easy morning ritual that leaves you feeling pampered, fresh and well groomed all day", envisioned Anthony. With a variety of products and tools, the TwinLuxe experience consists of two synchronized elements, *Fine Shaving Instruments* and *Shaving Skincare*.

"We had a vision of merging progressive innovation with precision craftsmanship to change the entire shaving experience," said Hubert Tsai. "Our Asian heritage allowed us to appreciate tradition, while our fast-paced Wall Street career taught us to find new ways to achieve ultimate performance; we bridged these learnings and created TwinLuxe, a high-performance, luxury skincare and grooming line that provides exceptional design, quality and results."

Designed by renowned designer Marek Djordjevic, whose works include exterior designs of the Rolls-Royce™ Phantom family of cars, TwinLuxe *Fine Shaving Instruments*, including an unparalleled razor and brush, are designed and manufactured with the utmost respect and attention to design, craftsmanship, materials and innovative technologies. Materials used to create the instruments include unbleached silvertip badger fur washed, sorted and dressed in Germany, highly wear-resistant PVD coating and alumina ceramic. TwinLuxe *Fine Shaving Instruments* are available in the *Chrome Edition*, *Anthracite Edition* and *Arctic Edition*.

TwinLuxe Shaving Skincare includes a variety of multi-functional luxurious formulations that can be intermixed for a customized result. The unique, comprehensive line incorporates a custom blend of ingredients, focusing on scientifically-proven beneficial Asian botanicals, such as Pearl Powder and Hydrolyzed Rice Protein, fused with the latest dermatologic offerings. Products available include: *Smooth Shave Cream*, *Renewing Face Wash & Scrub*, *Booster Serum*, *Instant Rescue Gel*, *Soothing Face Balm*, *Instant Energy Mist*, and *Daily Detox Face Wash & Mask*.

TwinLuxe products range from \$26 to \$1,588 and are paraben free and not tested on animals. For more information please visit www.TwinLuxe.com.



Posted by Darren Coleshill at 10:30 0 comments       +1  0

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