

# Water-soluble film changes shaving

*Work up a lather without the can or brush.*

Single Use Shaving Cream Minis deliver shaving cream in a pod that dissolves with water in your palm to provide a moisturizing lather. Innovation from Pacific Shaving, San Francisco, California, is shaking up the wall of cans and tubes in the personal care aisle of Target stores nationwide.

Representing the first truly innovative product in the shave preparation category since shaving gel was introduced in the 1970s, the Minis deliver an exact amount of shaving cream in a convenient form ideal for everyday use and for travel.

“There has been a great deal of innovation and disruption happening in shaving for razors and blades—but not much for shaving creams and aftershaves,” says Stan Ades, co-founder of Pacific Shaving. “We strive to develop innovative and effective shaving care products for men and women, and Single Use Shaving Cream Minis fit perfectly with that goal.”

To develop the Minis, Pacific Shaving partnered with **Monosol, A Kuraray Division (Booth S-8319)** Merrillville, Indiana, a leading provider of water-soluble film for products like unit-dose laundry and automatic dishwasher detergents.

“We’re always asking what can’t we put in a packet that dissolves in water,” reports P. Scott Bening, MonoSol’s president and CEO. “We have seen success in laundry detergents, automatic dishwasher detergents, food coloring and pool and spa products in water-soluble film, so why not enhance convenience in personal care products? With Pacific Shaving . . . , we’re unleashing a new, innovative way to deliver shaving cream.”

A standup pouch holds 40 single-use shaving cream pods.

The food-grade, water-soluble film improves convenience by delivering shaving cream in easy-to-use, pre-measured pouches that release their contents when exposed to water.

“By taking cues from adjacent market categories with respect to form, function and packaging, Single Use Shaving Cream Minis are at once completely new

Water-soluble film pods provide just the right amount of shaving cream.

and completely familiar to consumers,” says Ades. “Like laundry and automatic dishwasher single doses, we expect the Minis to change the way people shave, particularly in a world striving for convenience.”

For more information, visit [www.monosol.com](http://www.monosol.com). **SD**

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