



THE LEADER IN HEAD CARE

www.headblade.com

ATX All Terrain Razor



The HeadBlade ATX is a lifestyle brand. This little gadget is pure, functional and an aesthetically pleasing head shaver. The HeadBlade has a single function; to make head shaving easy. What sets the HeadBlade apart is the fact that the user is able to shave by feel. See YouTube: "HeadBlade ATX 101: How To Use Your HeadBlade"

HeadBlade is in MoMA's Design and Architecture permanent collection exhibit
Winner of the Silver Award, 2000 Industrial Design Excellence Award
Listed at one of the Top Ten Designs in 2000 by TIME Magazine

TARGET USAGE

- Primary: men of all ages who shave their head
- Secondary: men's face, women's legs

ENTERTAINMENT MARKETING PROGRAM

- Product placement
- Brand integration
- Promotional partnerships
- Todd Greene guest appearances

MARKETING TOUCH POINTS

- ATX MSRP \$12.99
- Shark MSRP \$99.00
- Retail, Print, Online
- Available nationwide and online

FOCUS

- TV: primetime, daytime
- Feature films: studio & independent
- Digital
- Music Videos

AVAILABLE ASSETS

- ATX
- Shave Cream
- Counter-top & floor retail displays
- Banners
- Travel toiletry bag, shopping bags
- Ancillary: coffee mugs, hats, stickers
- Commercial spots

Contact Representation: Spark Alliance Marketing

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