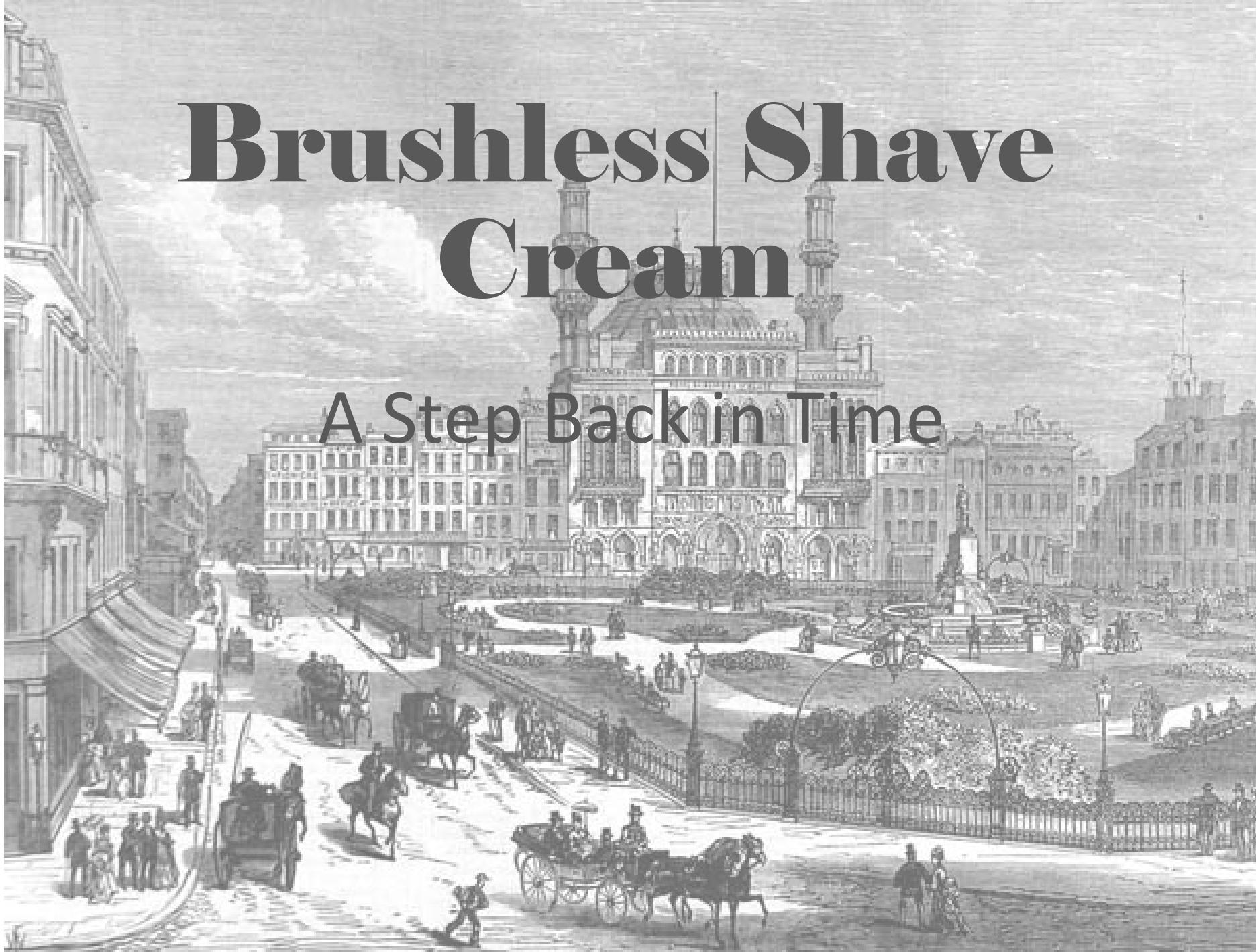


# Brushless Shave Cream

A Step Back in Time



# Euxesis

In 1844 perfumist Solomon Lloyd developed the first anhydrous shave cream, Euxesis, a totally made up name.



# Aimee Lloyd

Aimee Lloyd married Solomon's son Andrew and joined the family business, preparing and bottling Euxesis. When Solomon died in 1854, Andrew Lloyd became head of the firm.



*A DELIGHTFUL  
SHAVE.*

**No Soap, Water  
or Brush required.**

Only a Tube of

**A. S. LLOYD'S  
"EUXESIS"**

and a Razor.

Shaving with  
**"EUXESIS"**

becomes a pleasure.

## "EUXESIS."

*It Softens the Stiffest Beard, and leaves the skin cool, smooth, and free from irritation.*

The genuine bears Two Signatures—"A. S. LLOYD" in black,  
and "AIMEE LLOYD" in red ink. Refuse any other.

SOLD BY CHEMISTS AND STORES, OR POST FREE FOR 1s. 6d. FROM

**LLOYD & CO.,**

3, Spur Street, Leicester Square,  
LONDON, W.C.

## Andrew Lloyd

Andrew and Aimee both sold Euxesis with Andrew's consent until his sudden death in 1868. His mistress, Susannah Tarleton, executor of his estate, sold the recipe and right to produce Euxesis, to wholesaler Robert Hovenden.



# **Robert Hovenden**

Robert Hovenden approached Aimee Lloyd to wholesale her version of Euxesis. Aimee refused. Upon his purchase of Andrew's recipe, he took legal action for trademark injunction.



# Euxesis continued to be produced by both Lloyd and Hovenden.



A DELIGHTFUL SHAVE.

No Soap, Water or Brush required. Only a Tube of A. S. LLOYD'S "EUXESIS" and a Razor.

Shaving with "EUXESIS" becomes a pleasure.

"EUXESIS."

*It Softens the Stiffest Beard, and leaves the skin cool, smooth, and free from irritation.*

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SOLD BY CHEMISTS AND STORES, OR POST FREE FOR 1s. 6d. FROM  
LLOYD & CO., 3, Spur Street, Leicester Square, LONDON, W.C.



THE "HOMBURG..."  
Resilient Spring Suspension, Ball-bearings to wheels if desired.

Write for full Catalogue of MODERN FURNITURE FOR INVALIDS (see Illustrations) post free.

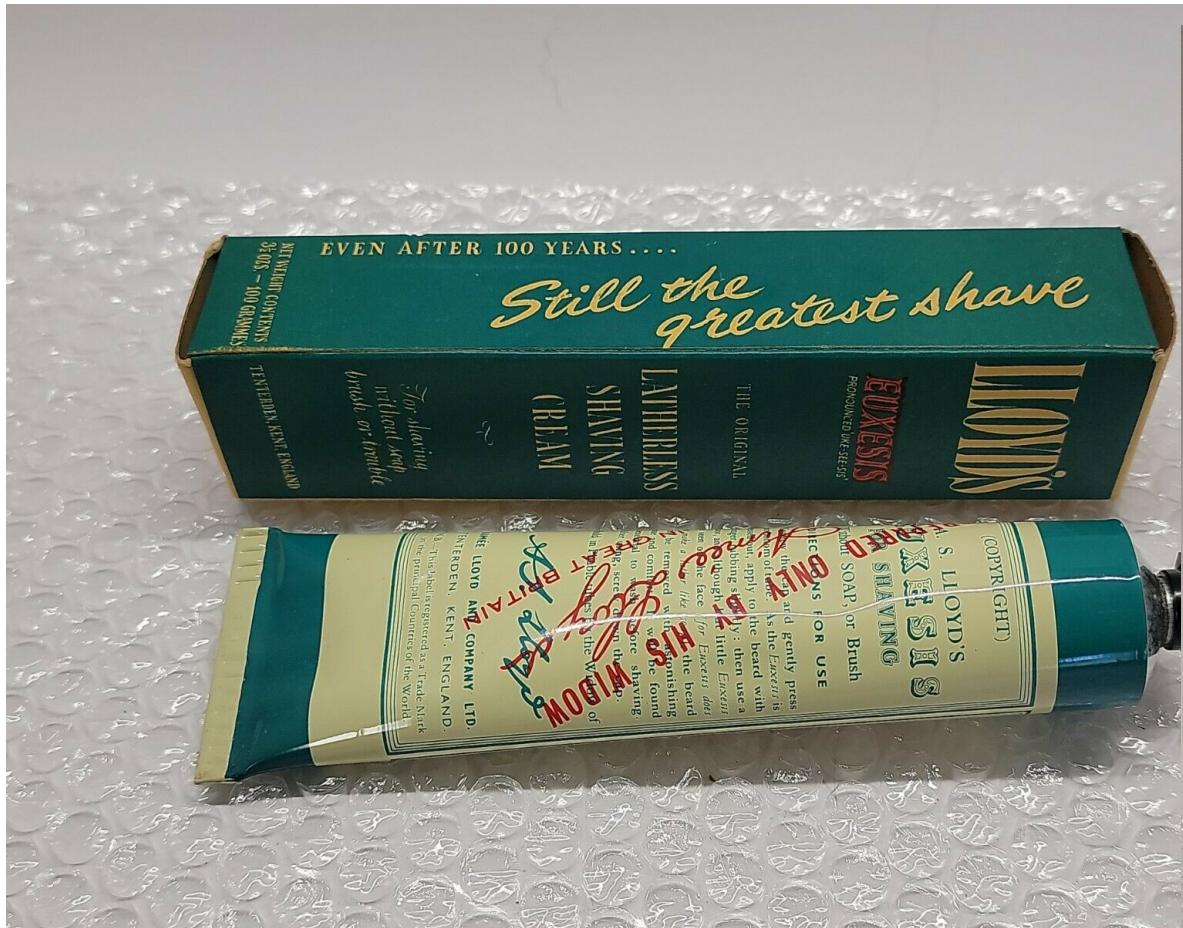
BROWN'S BRONCHIAL TROCHES

FOR COUGHS & COLDS.  
FOR THROAT AFFECTIONS.  
FOR BRONCHITIS.  
FOR CATARRH.  
FOR ASTHMA.  
ETC.

1½ per box      1½ per box  
*Sold everywhere*

LLOYD'S IN TUBES, 1s. 6d. & 3s. each.  
THE ORIGINAL EUXESIS  
FOR EASY SHAVING.  
WITHOUT THE USE OF SOAP, WATER, OR BRUSH.  
The Label of the ORIGINAL and GENUINE Euxesis is printed with Black Ink ONLY on a Yellow Ground, and bears this TRADE MARK—  
R. HOVENDEN and SONS, Ltd., the Proprietors, bought the business, with the receipt, trade mark, and goodwill from the Executors of the late A. S. Lloyd. The genuine is now manufactured ONLY at their Factory.  
From all Chemists, Hairdressers, etc.  
Wholesale only: R. HOVENDEN and SONS, Ltd., Bakers Street, W., and City Road, E.C.

# Euxesis



# Barbasol



# Frank Shields

Frank Shields was an MIT graduate and research chemist. He developed Barbasol in 1918. In the early years it was produced and packaged entirely by hand.



*Frank Shields*

Barbasol's advertising campaign included famous celebrity endorsements including greats such as Babe Ruth, Douglas Fairbanks, Jr. and Knute Rockne. Ads depicting men and women in what was considered risqué poses at the time also popularized the brand.

WHY FAMOUS MEN OF THE DAY USE BARBASOL

"It gives an errorless shave  
and hits 1,000  
*in smoothness, comfort, speed*"

*"If I had to shave, bathe, eat and stand the ticks and pins that were a part of old-fashioned shaving methods, I would grow a beard. But thanks to Barbasol I don't have to. This modern shaving cream makes a hit with me every morning. It gives such an easy, cool, soothing, comfortable shave."*

*George Herman Ruth, "The Babe."*



GEORGE HERMANN RUTH, "THE BABE."—Baseball's most colorful player, idol of the American boy and without doubt the most popular athlete of all time. He fields and hits better for the Yankees.

SEND your shaving tools, and may I add to the men for their useful days are over. Modern men bring you a modern shaving cream that gives a remarkable performance without these grays. It's the science of shaving creams and the shaving cream of tomorrow.

You ask for Barbasol. And with it you get a shave that's clean and when you're bare, nothing to the nerves and skin, nothing in a barber's napkin and that will clean enough to satisfy the fainthearted man who has not had life minutes.

Without making a man of change or leaving you face a man of ticks and pins, Barbasol will give you the most perfect, smoothest, quickest and most comfortable shave you've ever had.

There's more to it than:  
1. Wash your face, lather it well . . . 2. Spread on Barbasol, don't rub. It's the distinctive cream . . . 3. Shave! Up and down and around the



skin the most quickly over the face. Smoothly, quickly, easily. Without pull or scratch, the whiskers, the toughest whiskers, are found at the chin line . . . 4. Then dry the face with a towel.

Take a look at yourself. Your face looks as if it has a shave, polished and possibly else. And it will look that way all day. For while being the modern article for shaving, Barbasol preserves the skin. It is healing and soothing. It contains two vegetable oils that help to renew the skin, keep it clean, clean and young looking.

**Barbasol**  
For Modern Shaving  
Nourishing-Shielding-Shrinking



KEEPS THE SKIN  
soft, bright and firmly flesh looking. That's why men like the New England Skin Products. It smells, tastes, feels like . . . in the face — after shaving — whenever used. Nothing leaves . . . you'll agree!

Priced with the most comfortable pads, razors, and safety cutters. Step up to the newest drug stores and get a giant tube of Barbasol. Two sizes, 16 oz. and 32 oz. The Turfond Company, Indianapolis, Ind.

*It's Great for Sunburn*

To eliminate the healing, soothing properties in Barbasol, only it can withstand sun. Rub it on your nose, places constantly. The skin loses its color and soon becomes its normal temperature. Thus sunburned skin is a healthy tan.

**FOR BEST RESULTS:**

shave with **Barbasol**

Look May 10th 1949



Cultivating? (the lady)  
You can—with a  
Barbasol face!



LIFE

August 7, 1950

**FOR BEST RESULTS:**

shave with **Barbasol**



Bury your summer shaving cares  
in soothing Barbasol



- No brush
- No lather
- No rub-in

... Sunburn and windburn can make the sharpest razor drag like a rusty knife. But not if you use Barbasol! Barbasol's special ingredients wilt beards fast. Your razor really glides through them—plenty close, yet always comfortable. There's no scuff, no scrape. What's more, Barbasol does not remove natural skin-oils, as soapy lathers do. So your face feels fresher, looks healthier. And applied to the skin *before* exposure, Barbasol actually *protects* it against burning. Try Barbasol!

Use it also for soothing relief of sunburn,  
windburn, insect bites and itching.



Avoid Athletic Aroma  
use **BARZ**  
Lotion Deodorant

# Singing Sam the Barbasol Man

Vaudevillian Harry Frankel made famous the jingle, “Barbasol, Barbasol.....No brush, no lather no rub-in...wet your razor then begin” in radio advertisements



# Back to the Future

Barbasol continues to be a leader in shaving cream sales. To celebrate their 100<sup>th</sup> birthday and to compete with the burgeoning wet shave market, they introduced 1919 Classic Shaving Cream, a take on their original non-aerosol shaving cream.



# Burma Shave



# Robert Odell

Robert Odell was a lawyer and insurance salesman. Diagnosed with sciatic rheumatism, his doctor counseled him to leave his stressful job behind. He founded Burma Vita in 1923 and began selling his father's liniment.



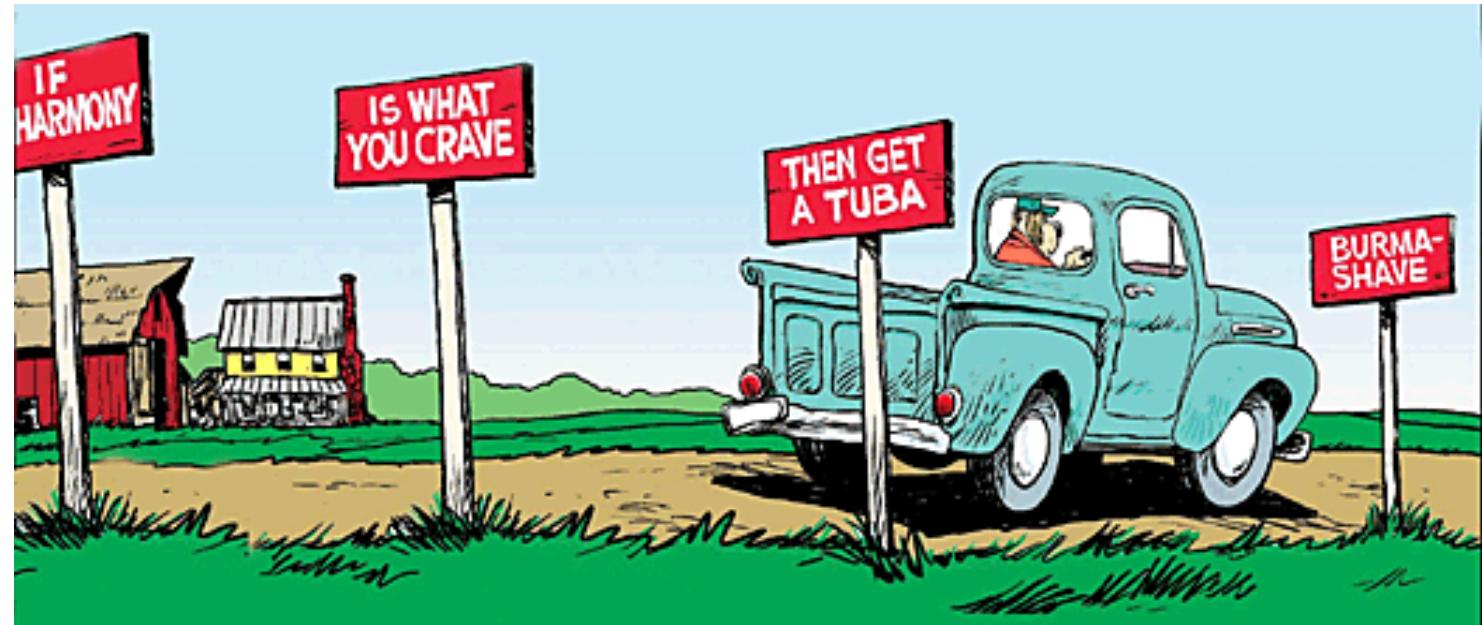
# Carl Noren

Chemist Carl Noren developed the formula for Burma Shave based on a tube of Lloyd's Euxesis.



# Advertising

Odell's son Allan came up with the idea of using sets of small serial signs advertising Burma Shave. His Dad gave him \$200.00 for the campaign.



With repeat orders coming in from the advertising, Robert Odell went out and sold 49% of his company to investors. They set up a sign shop and used slogans and lines thought up by Robert and Allan Odell.

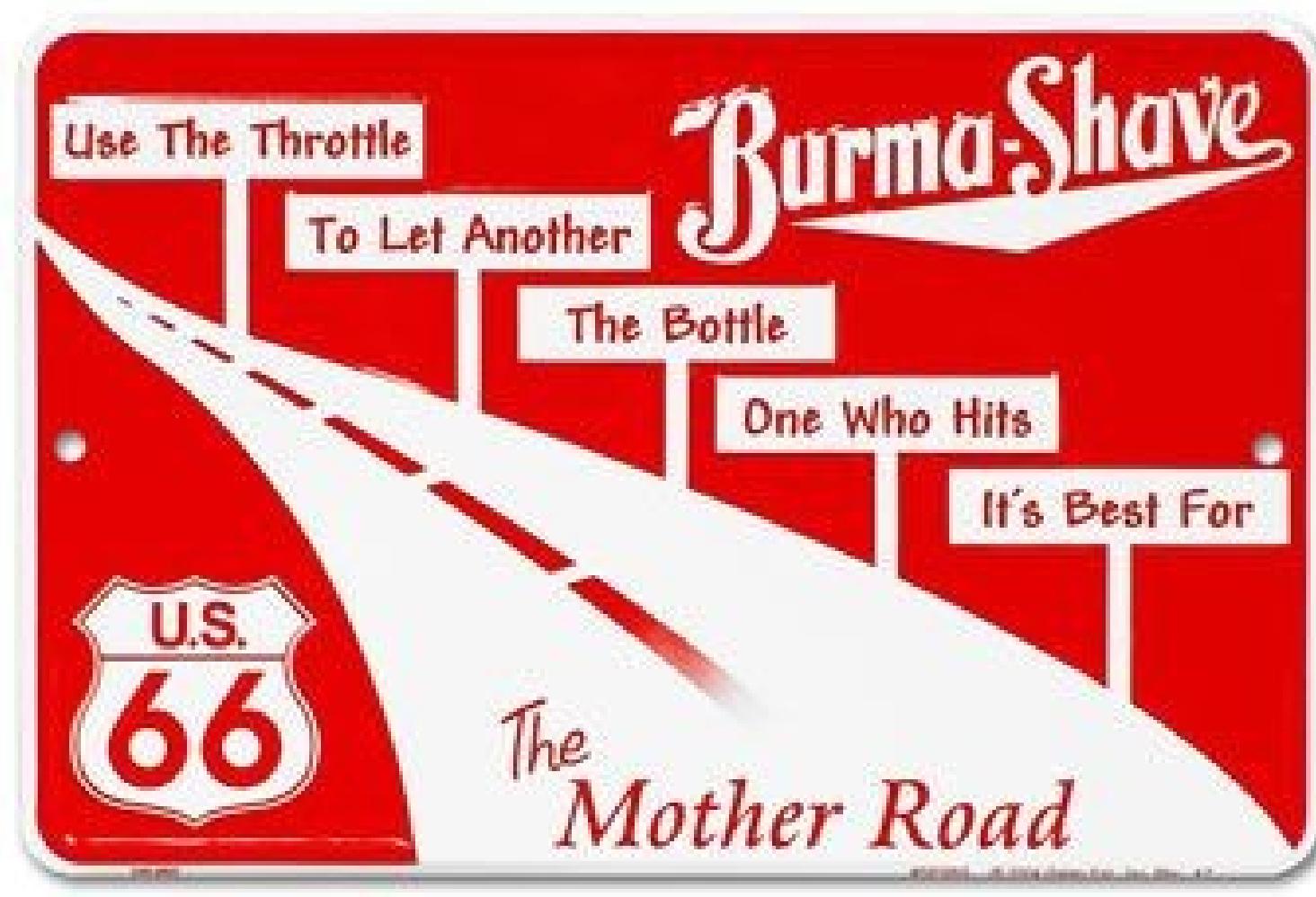


After awhile, Robert and Allan's prose began to wane. They started an annual contest with \$100.00 paid for each verse accepted



# End of an Era

With increased driving speeds and interstate travel, the signs lost their effectiveness and sales declined. The company was sold to Philip Morris, the signs removed and in 1966 the company moved to New Jersey. Soon after production was discontinued.



# **Brushless Shave Cream; The Recipe**

## **Phase A**

150g Stearic Acid  
10g Glyceryl Stearate  
10g Shea Butter  
80g Glycerin

## **Phase B**

400g Water  
5g Borax

## **Phase C**

5.79g Potassium Hydroxide  
1.67g Sodium Hydroxide  
317.5g Water

## **Phase D**

20g Oil  
10g Fragrance  
3g Neolone PE

## Phase A & B

Weigh and melt the oils to 160° F.

Weigh the sodium borate and the water. Add the water to the sodium borate. Bring to a boil and set aside.



## Phase D

Weigh the soft oils, fragrance and preservative. Set aside



## Phase C

Weigh the water and the hydroxides. Mix the potassium and sodium hydroxide in the water until dissolved and add to the oils.



Bring the fats/lye solution to temperature. Check for neutrality shortly after solution reaches temperature.



Add the sodium borate/water solution



In order to speed up cooling, place in an ice water bath if desired.



Once the mass begins to cool, switch to dough hooks and continue stirring until the mass reaches 113°F or whatever temperature is required for your specific preservative.



Add the soft oil,  
fragrance and  
preservative.  
Continue stirring  
until thoroughly  
incorporated.



Done! Once cooled to room temperature, place in a container with a tight fitting lid. Mix again in 24 hours. Allow the cream to rot for 4 – 6 weeks. This will allow the cream to relax and hopefully take on a pearlized sheen.

