

## Starmaxx Blades & Razors: A Jewel in STARMAXX UK's Crown



When Starmaxx blades and razors were introduced to the GCC region in early 2023, few could have predicted the meteoric rise that would follow. In no time, these premium grooming products found admirers not just in the Middle East but in diverse markets spanning Asia, Africa, Europe, and the USA.

What sets Starmaxx apart in the crowded men's grooming sector?

It's a blend of unparalleled quality, modern design aesthetics, and the unique XXTRA features. This brand doesn't just meet industry standards—it defines them.

Salon professionals have often been the toughest critics in the grooming industry. Yet, even among this discerning demographic, STARMAXX found eager advocates. The consistent performance and premium quality resonated with them. Beyond professionals, general consumers also expressed an enthusiastic affinity towards the brand. The call from the market was clear: more variants, especially in the sought-after Platinum and Stainless Steel categories, and diverse packaging to cater to different market segments.

Earning the title of the "Leadership Brand of 2023 in the Middle East" is no mean feat. When this accolade is paired with the distinction of being the fastest-growing brand in the men's grooming segment, it's evident that Starmaxx is carving a significant niche for itself.

The product range is as diverse as it is premium. From Double-edge to Single-Edge razors, Pillar packs, and the top-tier Salon Razors, each product is meticulously crafted to match global quality standards, reflecting designs that resonate globally.

Innovation is a continuous journey for Starmaxx. With a keen ear to the ground, understanding and anticipating market needs, the brand is gearing up to introduce new Disposable Razors with an innovative design. This commitment to innovation will be on full display with the imminent launch of XXTRA Branded Shaving creams and STARMAXX Razors. These premium offerings, together with the Superior Platinum Double and Single Edge Blades, are set to be the highlights at the 'beautyworld MIDDLE EAST, Dubai this year. ♦

**STARMAXX**  
ART OF SHAVING

**XXTRA**<sup>TM</sup>  
SMOOTH • SHARP • THICKNESS

**PLATINUM DOUBLE EDGE**  
5X20 BLADES / CARTON

**PLATINUM DOUBLE EDGE**  
5 BLADES X 20 THICKS  
10,000 BLADES / CARTON

**PLATINUM SINGLE EDGE**  
100 BLADES X 50 THICKS / INNER BOX  
20,000 BLADES / CARTON

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