A Bold Appearance At The Oscars' Party

Feb. 25: Bold For Men Among Select Sponsors For Oscars' CUN Party Celebrity Gift Bag

For Immediate Release

DALLAS/EWORLDWIRE/Feb. 19, 2007 --- Bold For Men, the innovative developer of the Dry Shave gel, today announced that the company's product will be among the coveted giveaways in the Celebrity Gift Bag at the 8th Annual Children Uniting Nations (CUN) Oscars Awards celebration dinner and after-party.

More than 200 celebrities and press figures will be gifted at the 79th Academy Awards celebration party, to be held Feb.25, 2007 at the Music Box @Fonda in Hollywood. Bold For Men's Dry Shave will be one of the emerging brands included in this year's gift bag.

Among the privileged few to receive the exceptional Dry Shave gel are Chris Tucker, Paula Abdul, Jay Leno, Prince, Tom Arnold, Chaka Kahn, Wesley Snipes and Paris Hilton to name a few. Major Media outlets - including People Magazine, STAR Magazine, Entertainment Tonight, E! Entertainment, EXTRA and The Oprah Winfrey Show - are expected to chronicle the star studded event and to spotlight the featured products.

Listed as a Top 10 fashion and beauty idea by trendwatching.com for 2006, Bold For Men's Dry Shave gel is a natural fit for the Celebrity Gift Bag and VIP crowd. The Dry Shave is a unique non-foaming shaving gel designed for use on dry rather than wet skin - just wet the razor. The formulation consists of a combination of silicone and humectants that provide a lubricating layer to protect against nicks and cuts. It also includes a blend of antiseptic and anti-irritant essential oil extracts that promote healing and protect the skin.

The new Dry Shave gel (4 oz., $20.00) is currently available at 'http://www.boldformen.com'. Products will soon be available through select spas and fashionbeauty retailers in the U.S. and internationally.

About Bold For Men

Bold For Men specializes in the development of specialty skincare for head-shaving men. All products are produced in a FDA-registered facility and are not tested on animals. Product information is available at 'http://www.boldformen.com'.

About Children Uniting Nations (CUN)

Children Uniting Nations (CUN) is a non-profit organization dedicated to providing quality mentoring relationships for at-risk and foster youth. Visit 'http://www.childrenunitingnations.org' to learn more.

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