

razorpit[®]

RAZOR BLADE SHARPENER

Media Kit



Press Release

INTRODUCING RAZORPIT PINK A Colourful New Way to Extend the Life of Your Razor Blades

November 2, 2011, Toronto, ON - Already a European sensation, Razorpit razor blade sharpener has recently launched in North America to rave reviews and a multitude of positive feedback. Having racked up an impressive list of awards, including the Men's Health Australia 2011 "Essential Item Award", Perma Brands Corporation is excited to announce the immediate availability of Razorpit Pink. Offered as an alternative to the original black model, Razorpit Pink aims to bring the world of extended blade life to women, offering a more colourful way to maintain the sharp edge and cleanliness of all razor blades, including disposables.

Women shave a much larger surface area than men, resulting in a more frequent need for razor blade replacement- Razorpit extends the life of your razor blades allowing you up to 150 fresh blade shaves with one razor blade! Razorpit Pink removes the soap build-up, skin cells, hair and all other microscopic impurities from the blades of your razor so that the next time you shave your clean skin, you're not dragging a dull, dirty razor across it. Razorpit is freeing consumers from the daily grind of dull blades and introducing them to a sharp new world of savings and satisfying shaves.

The friction provided by Razorpit Pink's patented surface ensures that impurities are removed from the blade, significantly extending the life of your razorblades, giving you more value for your money and reducing the number of razor blades in landfills. "It's a beautiful example of an innovation that is set to revolutionize a multi-billion dollar industry and save money for millions of Canadians while, at the same time, helping to protect the environment." Explains Jason Goncalves, president of Perma Brands, Razorpit's North American distributor. "The razor blades we purchase today are superior products that have the potential to last a long time. Tossing them in the trash every few days is harmful to the environment and your wallet."

Made from TPE (Thermo Plastic Elastomeric), a highly stable, inactive, recyclable material with the properties of silicone and rubber, Razorpit Pink frees your razor from the gunk and grime of daily use, helping to prevent the danger of infection from nicks and cuts and allowing women a clean, fresh shaving experience with every shave.

The money we spend on replacement blades can be just as painful as the razor burn we could incur if we don't... With Razorpit Pink you can bid farewell to razor burn and costly replacements.

The shaving revolution is here, become a part of the new shaving generation - save the environment, save your skin and save your money!

Razorpit is available in both pink and black at www.getrazorpit.com at a cost of \$25 plus shipping, it can also be purchased from a growing list of retailers across the country. Visit www.getrazorpit.com and get your Razorpit today!

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For more information: Gentry Ford, Perma Brands, gentry.ford@permabrands.com, 1-888-669-8445 ext.2599

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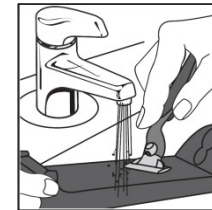
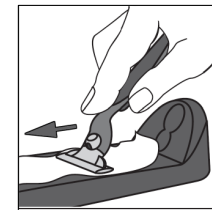
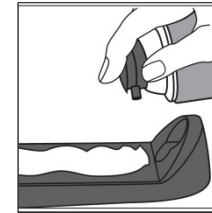
Background

How it works (For Video see <http://www.youtube.com/watch?v=jCc90717lik>)

Razorpit maintains the sharpness of your razor blades by removing excess oils, soap, skin cells and other residue left on the fine edge of the blade after every shave. Friction from the patented Razorpit surface removes build-up from the razor's edge, leaving it sharp for your next shave. Every shave provides the comfort of a new blade.

How to use the Razorpit (For Video see <http://www.youtube.com/watch?v=GbGtgWpvmg>)

1. To clean your razor, apply a layer of shaving foam on the horizontal surface mat of Razorpit.
2. Press the blade of the razor itself down with a constant pressure onto the mat. While maintaining downward pressure, push the razor along the mat opposite the normal shaving direction. This will ensure contact between the mat and the razor blades, thereby cleansing the dirt and residue from the edges. Repeat this action three or four times.
3. Rinse both Razorpit and razor under running water, pat them dry and place the razor in the Razorpit.



This quick and easy process removes dirt, residue and particles left on the blade after a shave, maintaining the efficiency of your blade.

A video demonstrating how to use the Razorpit is available at www.razorpit.ca

Backgrounder

History

Developed in Europe, Razorpit is a patented product that's selling globally and quickly garnering wide-spread acclaim. As of this writing, Razorpit has already saved its customers approximately 6,400,000 purchases of replacement blades, totalling approximately \$32,000,000 in savings. This unique product was developed to save money on shaving needs, as Razorpit retains the sharpness of your razor blades for up to 150 shaves.

The Material

Razorpit is made from recycled TPE (Thermo Plastic Elastomeric). TPE has the qualities of silicone and rubber, and is already widely used in objects we utilize in our everyday lives, including toothbrush handles, cooking tools, mouthguards, etc. The Razorpit itself lasts for years and can be recycled once it is ready to be replaced.

Hypoallergenic

Approved for and already widely used in many products within the medical and pharmaceutical sector, as well as in the food industry, Thermo Plastic Elastomeric (TPE) is a highly stable, inactive material, with no harmful transfers of any kind; TPE lives up to the demands of all products that come into physical contact with people. Since Razorpit was designed to enhance the quality of your shave, and consequently, your skin – TPE was the obvious choice for Razorpit. 100% Hypoallergenic, TPE does not contain any silicone, latex or PVC.

For more information: Gentry Ford, Perma Brands, gentry.ford@permabrands.com, 1-888-669-8445 ext.2599

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Frequently Asked Questions

How much does it cost?

Through www.getrazorpit.com the Razorpit retails for \$25.00 plus \$4.95 for shipping.

Does it actually work?

Razorpit was invented in 2006 and quickly became a European sensation, selling hundreds of thousands of units. In addition to countless positive postings from satisfied customers, Razorpit has received rave reviews from both the media and blogs that have independently reviewed the product.

A typical razor maintains a comfortable shave for five to ten uses; Razorpit is proven to extend the life of a razor up to 150 shaves. If you are unsatisfied with the Razorpit – return it and we will refund your money.

The Razorpit has been reviewed by the international shaving community and media, including:

ShaveReview.com

ShavingDetective.com

SCForM.com

The National Post

The Toronto Star

Can more than one person use the Razorpit?

Because the process involves cleaning the small skin and hair particles that build up in your razor, for hygienic purposes, it is recommended that each person in the household have their own Razorpit.

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Fact Sheet

Market for razor blades in North America – \$1.275 billion (excluding WalMart)

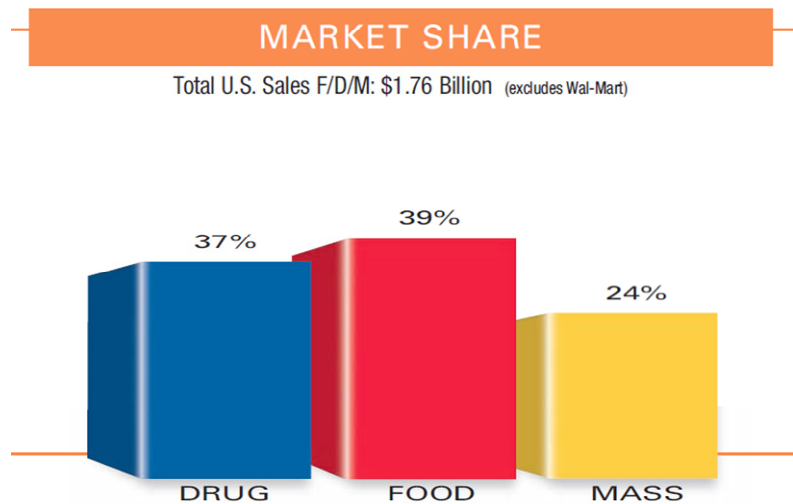
Average number of comfortable shaves from a typical razor blade cartridge: 5 – 10

Average number of comfortable shaves from a razor blade cartridge when using Razorpit: 100 – 150

A typical person will save up to \$220.50 annually when using Razorpit.

*based on typical user who is buying a five blade system at the drug store and switching blades weekly, prior to purchasing Razorpit.

Size of US Shaving Industry



Top Razorblade Brands in Drug Category

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RAZOR BLADES-CARTRIDGES

Brand	\$ Sales	% Chg	\$ Share	Unit Sales	% Chg	Avg Price	Avg Price Chg
1 GILLETTE FUSION	\$57,698,960	13.55	20.10	3,197,131	8.04	\$18.05	\$0.88
2 GILLETTE MACH3	\$51,228,450	(7.41)	17.85	3,035,214	(11.19)	\$16.88	\$0.69
3 GILLETTE FUSION POWER	\$34,421,320	10.61	11.99	1,777,012	8.17	\$19.37	\$0.43
4 GILLETTE MACH3 TURBO	\$21,911,720	(9.06)	7.63	1,276,383	(13.51)	\$17.17	\$0.84
5 SCHICK INTUITION PLUS	\$12,027,640	12.37	4.19	1,119,484	15.71	\$10.74	\$(0.32)
6 GILLETTE SENSOR EXCEL	\$11,783,230	(9.31)	4.11	711,039	(18.99)	\$16.57	\$1.77
7 GILLETTE M3 POWER	\$10,964,700	(23.12)	3.82	587,170	(27.29)	\$18.67	\$1.01
8 PRIVATE LABEL	\$10,179,140	10.93	3.55	1,547,268	4.10	\$6.58	\$0.41
9 GILLETTE VENUS	\$9,604,121	(6.84)	3.35	766,783	(13.22)	\$12.53	\$0.86
10 SCHICK QUATTRO WOMEN	\$8,075,552	6.16	2.81	687,252	11.13	\$11.75	\$(0.55)

RAZORS-DISPOSABLES

Brand	\$ Sales	% Chg	\$ Share	Unit Sales	% Chg	Avg Price	Avg Price Chg
1 PRIVATE LABEL	\$35,159,630	14.27	20.31	10,058,710	16.28	\$3.50	\$(0.06)
2 GILLETTE CUSTOM PLUS	\$8,874,926	(10.58)	5.13	1,054,071	(15.76)	\$8.42	\$0.49
3 SCHICK XTREME3 CMFRT PLS	\$8,507,922	112.93	4.92	1,072,616	90.27	\$7.93	\$0.84
4 GILLETTE MACH3	\$7,593,722	(3.87)	4.39	943,548	(10.65)	\$8.05	\$0.57
5 GILLETTE SENSOR 3	\$7,128,632	6.10	4.12	825,695	2.10	\$8.63	\$0.32
6 SCHICK SLIM TWIN	\$6,991,421	(12.78)	4.04	2,022,999	(9.49)	\$3.46	\$(0.13)
7 GILLETTE GOOD NEWS	\$6,387,757	1.97	3.69	776,740	(7.04)	\$8.22	\$0.73
8 GILLETTE CUSTOM PLUS 3	\$6,063,113	38.09	3.50	987,573	24.49	\$6.14	\$0.60
9 BIC COMFORT3	\$5,700,345	(14.20)	3.29	1,305,578	(21.56)	\$4.37	\$0.37
10 GILLETTE GOOD NEWS PLUS	\$5,305,735	9.70	3.07	643,922	1.63	\$8.24	\$0.61

Source: SymphonyIRI Group, a Chicago-based market research firm - 52 week period ended Feb. 21, 2010. Total US Drug.

The amount spent annually on razor blades is completely unnecessary; Razorpit offers huge potential for savings by eliminating the need to constantly replace your blades.

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About Perma Brands

Perma Brands Corporation is a leading developer and distributor of personal care, beauty, bath and gift items in North America. Providing a full range of services, Perma Brands works with retailers to source, supply, distribute and merchandize high quality products. Perma Brands wholesales to retail chains, beauty supply outlets and premium independent retailers. Other products distributed by Perma Brands include: Bentley Organics, Bella Brushes, Kent Brushes and Bronnley Soaps.

About Jason Goncalves, President, Perma Brands Corporation

Jason Goncalves is the president of Perma Brands Corporation – a North American wholesale distribution company based in Toronto, Canada that sources and develops health and beauty (HABA) products and point of sale (POS) general merchandise.

While pursuing his PhD in the Department of Medical Biophysics at the University of Toronto, Mr. Goncalves raised \$3 million and founded lobion Informatics – a start-up company developing software for the biotechnology sector. Under his leadership, lobion thrived, and was fully acquired in 2004 by Stratagene Corporation, a publicly traded biotechnology company.

Mr. Goncalves then joined Stratagene as the Director of Application Science to run their software business and manage the product education team worldwide. In 2006 after a successful transition, Mr. Goncalves left this position to focus on his entrepreneurial and education interests, completing the Kellogg–Schulich Executive MBA. In 2007 Mr. Goncalves acquired Perma Brands with the intention of growing the business by infiltrating new markets and introducing new products to the marketplace.

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