

**WAHL® INTRODUCES WORLD'S FIRST LITHIUM ION GROOMING KIT**  
*- Clipper/trimmer provides unmatched technology and performance in the industry -*

**STERLING, ILL. (March 22, 2009)** – Wahl Clipper Corporation is introducing the first men's grooming tool using lithium ion technology. The kit features the first grooming tool to harness the power of lithium ion – the most technologically advanced rechargeable battery available. With twice the voltage of equivalent sized nickel metal hydride (NiMH) battery cells, Wahl's Lithium Ion trimmer is able to offer twice the torque of our standard rechargeable trimmers to deliver a close, clean and efficient trim.

Interchanging heads allow for beard trimming, ear and nose hair detailing, shaving, hair clipping and all other necessary grooming. The lightweight trimmer outperforms standard Wahl single cell NiMH trimmers by providing:

- Up to two times the torque with no snagging or pulling.
- Up to three times the run time, clocking in at nearly two and a half hours.
- One minute quick charge for up to four minutes of use.
- Only one hour for a full charge.

“WAHL understands grooming is about self-expression – the choice to present your self the way you want, to feel the way you want,” said Ben Phillips, WAHL Master Barber. “I've never seen anything like this offered to consumers. The Wahl Lithium Ion trimmer provides the power and feel to quickly and easily maintain facial hair with precision, making this a reality. It will quickly become the go-to tool for men, enabling them to choose the look they want.”

The power of lithium ion has been utilized by other industry leading portable devices, but WAHL is the first company to act upon the advantages in the hair trimming and grooming industry. Unlike other trimmers, environmentally smart lithium ion is ready to go right out of the box – there's no need to prime the new battery. Lithium ion batteries also have low self-discharge, require no maintenance due to limited memory issues and contain specialty cells that provide higher current, which equals more power.

Few men can argue that power and size matters. The increased torque and run time allow men to define their style without the need for frequent charging and upkeep. More torque means a smooth shave and precision framing – allowing men to easily and accurately express themselves with their facial hair. And size does matter, but in some cases, smaller is better. Men will appreciate the compact, sleek design, and almost eliminating the necessity to carry recharging cords when traveling or grooming on the move.

For the modern male, lithium ion is a natural choice. Like digital cameras, cell phones and other portables, lithium ion batteries can hold their charge and do not require frequent charging. As the day to day lives of men become more cluttered and active, the quick charge time and longer run time make facial hair upkeep a quick fix rather than a monotonous daily process.

Personal style is a statement, a decision. Now men can express themselves with a versatile trimming tool that eliminates snagging and pulling. The Lithium Ion trimmer, featuring finely ground trimmer and detail blades, provides cutting edge technology that helps quickly and easily make that possible. Equally as important, the Lithium Ion Grooming Kit is a high quality, cost effective solution that

alleviates the worries of having different tools for each hair grooming, shaving and trimming task, bringing your needs together as one.

The 17-piece kit, featuring a five-year warranty, allows for a wide array of trimming, detailing, shaving and clipping. The unit features WAHL's finely ground trimmer and detail blades for superior performance and one pass cutting, as well as a dual foil shaver for closer, full size shaver results.

Items in the kit include:

- Lithium Ion unit featuring a contoured silicone rubber grip
- Precision ground trimmer blade
- Ear/nose trimmer and precision detail blade
- Dual foil shaver
- T-blade
- Three beard combs
- Six position guide
- T-Blade hair clipper with three guide combs
- Styling guide
- Smart charge power supply
- Styling comb
- Blade conditioning oil

“During product development, WAHL was focused on designing a compact, technologically superior tool that provides consistent results,” said Steve Yde, WAHL Senior Product Manager. “Wahl has always excelled at blade technology, and we matched it up with Lithium ion’s proven advantage in the portable device industry to provide a grooming device that is truly revolutionary.”

The Lithium Ion Grooming Kit is currently available at [www.amazon.com](http://www.amazon.com) and [www.wahl.com](http://www.wahl.com) for a suggested retail price of \$39.99. Retail distribution is slated for March 2009.

### **About WAHL**

Now in its 90<sup>th</sup> year, Wahl Clipper Corporation is an international industry leader in the manufacturing of products for the professional beauty and barber salon trade, consumer personal care and animal grooming. Headquartered in Sterling, Ill., Wahl currently employs some 2,000 people worldwide in Argentina, Australia, Brazil, Canada, China, England, Germany, Holland, Hungary, Japan, South Africa, Spain and the United States. Wahl products are available in 165 countries around the world. For more information about Wahl, visit [www.wahl.com](http://www.wahl.com).

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