



Mindfulness in the Grooming Routine – The AUGER Series from KAI Offers Flexibility, Functionality, and Comfort for Daily Use



Mood image AUGER series

KAI introduces the new **AUGER** series, designed to enhance the daily grooming routine with high-quality products. The range includes highly flexible system razors, eyebrow grooming kits, nail clippers, and files, combining traditional craftsmanship with innovative functionality. Particularly the blade quality reflects over 115 years of expertise from KAI, a leading Japanese specialist in cutting tools. The concept of "flexibility and functionality" lies at the core of all AUGER products, especially the razors. By incorporating additional movement into established features and designs, the result is exceptional performance and outcomes. The AUGER system razor has also been awarded the prestigious **Red Dot Design Award 2024*** in the "Personal Care, Wellness, and Beauty" category for its innovative and distinctive design.

One of AUGER's goals is to not only care for your appearance but also create a mindful moment within the hectic pace of daily life. This is achieved through tools that make your grooming routine comfortable and effortless:

At the heart of the range is the flexible **AUGER System Razor with six Replacement Blades (GA-0088, RRP €24.90)**. Featuring the "KAI Seamless Fitting System®," which includes an independent suspension and 3D pivot mechanism, the razor allows for a very wide range of motion. The lever on the ergonomic handle adjusts the mechanism by up to 30 degrees, ensuring a precise and thorough shave on the chin and neck, whether shaving with or against the grain.

Replacement Blades are available in **packs of four (GA-0089, RRP €13.90)** or **eight (GA-0090, RRP €23.90)**. Each blade features five sharp edges and moisture strips with Aloe Vera and Vitamin E both above and below the blades. These ensure the razor glides smoothly over the skin, providing a nourishing shave without irritation. After use, the convex design prevents the razor head from touching the surface, keeping the blades cleaner and sharper for longer.

The AUGER range also includes tools for shaping facial hair, such as the **eyebrow razor (GA-0115, RRP €4.50)**, which has a non-slip handle for secure and effortless hair removal. The patented **Tweezers (HC-2304, RRP €14.90)** feature a stopper to prevent sideward slippage, while its textured design offers a comfortable grip for precise control, making it ideal for plucking even the finest hairs. The 4-piece **eyebrow Grooming Set (HC-2314, RRP €49.00)** is a complete package, including the eyebrow razor, tweezers, a pair of eyebrow scissors, and a comb for easy trimming and shaping, all stored in a compact case.



For perfectly trimmed and well-groomed nails, the range includes the **"M Standard" Nail Clipper (HC-2300, RRP €14.90)**, the **"M Revolver" Nail Clipper (HC-2301, RRP €32.90)**, both made of stainless steel and high-quality plastic, with a nail file and catch tray. There is also the extra-flat **"Leaf" Nail Clipper (HC-2311, RRP €55.90)** made of brushed stainless steel, featuring an integrated nail file. Additionally, the **Nail File (HC-2305, RRP €9.90)** offers dual grits (120/280) to easily trim and shape nails.

All AUGER grooming tools are available now.

About KAI:

For over 115 years, the KAI company has been producing cutlery in the tradition of the legendary samurai of ancient Japan. The desire to preserve ancient traditions and combine them with innovative techniques is not a contradiction but forms the basis for new products that honour the Japanese art of forging while meeting modern demands. With the highest quality standards, KAI has made it its mission to produce special knives for everyday use. Made from natural resources, shaped and designed according to the expertise of the ancient Samurai blacksmithing art, KAI products are a symbol of Japanese craftsmanship made with the highest precision.

www.kai-europe.com

* [Link to the Red Dot Award 2024: www.red-dot.org](http://www.red-dot.org)

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