



## No Hiding Behind the Beard

10/15/14

### Remington® “Let It Grow” Beard Boss Tour Celebrates Facial Hair Movement and Acts of Kindness across the U.S.

**Middleton, WI, October 15th, 2014** – Rev your engines! Remington®, the trusted global personal care brand that embodies “How the World Gets Ready,” will launch a week-long, six-city “Let It Grow” Beard Boss Tour across the Midwest and West to capture and highlight the essence of the increasing facial hair trend in the U.S.

Starting on Friday, October 17, Remington® and its picturesque four-man Beard Boss team, sporting an array of unforgettable and unique beards and mustaches, will travel across the U.S. from Madison, Wisconsin to Portland, Oregon, finishing at the World Beard and Mustache Competition on October 25.

The team, including Chris, James, MJ, and Ryan, along with Remington® employees, will load into the Beard Boss van, fully decked out in Beard Boss signage, in Madison, Wisconsin, and head west, stopping in Minneapolis, Fort Collins, Las Vegas, Los Angeles, Sacramento, and, finally, Portland over a seven-day stretch. At each stop, Remington® will host local beard and mustache events to show support for the facial hair movement that has swept the nation, as well as engage with local charities and fulfill random acts of kindness. The tour will culminate at the World Beard and Mustache Competition, on October 25, where the team will meet Craig Bishop (Remington® Beard Boss Champion) to cheer him on as he competes for “Best Full Beard.”

“It really takes true commitment to grow and maintain a beard or mustache, and that dedication deserves respect,” said Devon Smiddy, Division Vice President of Remington® North America Product Marketing and Creative Services. “Simply put, beards are big. We want our customers to know that Remington® not only stands behind this trend, but we also understand and appreciate the time and effort that goes into maintaining these great styles. Each look is truly an expression of the individual, and our tour will celebrate exactly that. Why, just look at our Beard Boss team!”

For more information about the tour, follow Remington® @Rem4Men to track the team on its whirlwind six-city journey.

From the clean-cut look of the 1950s, to the sideburns of the 1970s, and to the designer stubble and beard look of today’s modern man, Remington® products through the decades have helped give men confidence to be ready for anything. And behind every great beard, there has been a great trimmer – Remington®.

#### **About Remington®**

*Remington® is “How the World Gets Ready.” A leading global provider of men’s and women’s grooming and styling products, Remington® is an innovator of affordable hair care appliances, hair accessories, electric shavers, and body groomers and trimmers. Remington® also is a leader in the global market for aesthetic dermatology products and hair removal. For more information, visit [www.remingtonproducts.com](http://www.remingtonproducts.com) and [Facebook.com/RemingtonForMen](https://www.facebook.com/RemingtonForMen). Follow Remington® on Twitter at @Rem4Men. Remington is a division of Spectrum Brands Holdings, Inc. (NYSE: SPB).*

#### **About Spectrum Brands Holdings, Inc.**

*Spectrum Brands Holdings, a member of the Russell 2000 Index, is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders’ hardware, faucets, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, and personal insect repellents. Helping to meet the needs of consumers worldwide, our Company offers a broad portfolio of market-leading, well-known and widely trusted brands including Rayovac®, Kwikset®, Weiser®, Baldwin®, National Hardware®, Pfister™, Remington®, VARTA®, George Foreman®, Black & Decker®, Toastmaster®, Farberware®, Tetra®, Marineland®, Nature’s Miracle®, Dingo®, 8-in-1®, FURminator®, Littermaid®, Spectracide®, Cutter®, Repel®, Hot Shot®, Black Flag® and Liquid Fence®. Spectrum Brands’ products are sold by the world’s top 25 retailers and are available in more than one million stores in approximately 140 countries. Based in Middleton, Wisconsin, Spectrum Brands Holdings generated net sales of approximately \$4.1 billion in fiscal 2013. For more information, visit [www.spectrumbrands.com](http://www.spectrumbrands.com).*

###