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### **Wahl Hot Lather Machine Takes Shaving Game To The Next Level**

STERLING, IL (April 22, 2015) – Wahl is always buzzing with something new and now they are ready to provide a soothing experience to every salon and barbershop.

After two years of development, Wahl is pleased to announce the release of its Hot Lather Machine to help take the professional shave game to the next level.

“This is a great extension for barbers or for stylists who want to offer hot lather service with a machine that is attractive, updated and efficient,” said Laura VanderMoere, Director of Education for Wahl Clipper Corporation.

The new machine is part of the Wahl 19’ line, which focuses on men’s grooming and finishing needs for all hair and skin types. It completely heats lather in 50 minutes, comes with an extra pump and is easy to maintain.

“Other machines on the market are extremely sensitive and prone to shorting out if their lather reservoir is 'over-filled' and it's very difficult to get maintenance for,” VanderMoere said. “Wahl's electrical components are protected so the liquid lather never comes into contact with it. This machine is also very easy to maintain and manage. It is practical technology. Simply remove the lather reservoir and rinse with hot water. To clean the pump, repeat the same steps; just give a few pumps of hot water to release any potential build up.”

The machine also comes with a 12oz bottle of Wahl '19 Liquid Lather. Most lathers on the market are concentrate, which means you have to mix with distilled water. Wahl’s lather is premixed and ready to pour with no measuring, mixing or worrying about separation.

“The fact that the lather is pre-mixed is extremely attractive,” VanderMoere said. “When pre-mixing other lathers, if the ratio is not exact the foam can either be runny or too thick. Also you need to mix in bulk, which requires you to store the excess. Wahl's pre-mixed liquid lather guarantees a perfect solution every time and eliminates the need to store a gallon jug which is appealing to those who rent their stations as well as salon owners. Time and space are of essence in salons.”

Another benefit to Wahl’s '19 liquid lather is that it will not dry out your skin.

“The lather itself is self lubricating, which allows the razor to glide evenly over the skin without pulling or skipping resulting in a nice moisturizing feel to the skin afterwards.”

And VanderMoere points out that hot lather can be a useful tool for more areas than the face.

“It's not exclusive to facial shaves,” she said. “I use the lather for neck trims and line ups as well as for ladies grooming too.”



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### **About Wahl Clipper Corporation**

Since 1919, with the invention of the first practical electric hair clipper, Wahl Clipper Corporation has been the leader in the professional and home grooming category. Today, with over 2500 employees worldwide, Wahl is proud to carry forward the tradition of innovation and superior customer service that was created by Leo J. Wahl. Headquartered in Sterling, Illinois, Wahl distributes to 176 countries and has eight global manufacturing facilities as well as eleven sales offices. At Wahl, we are proud of our heritage of excellence as well as our remarkable list of groundbreaking innovations for the present and future for the global market. Visit [www.wahlpro.com](http://www.wahlpro.com) for more details.