

IMMEDIATE RELEASE FOR

Shave Smarter, Live Greener: Flip Razor Delivers Double the Shaves, Half the Waste at Beauty World Middle East

Introducing the first high-performance razor with dual-sided cartridges and sustainable packaging, offering unparalleled value and environmental responsibility.



DUBAI, UAE – October 27th, 2025 – Flip Razor, Inc. is set to make a significant impact at Beauty World Middle East with the launch of its innovative Flip Razor product line, designed to meet the growing consumer demand for both exceptional value and environmental consciousness. The patented Flip Razor features a unique dual-cartridge system, effectively doubling the number of quality shaves per pack while reducing cartridge consumption and waste.

"The modern consumer is incredibly discerning," states Ray Liberatore Founder & CEO of Flip Razor, Inc. "They demand premium performance, smart savings, and increasingly, sustainable choices. The Flip Razor delivers on all fronts. Our razors provide a smooth, close shave comparable to the leading brands, but our dual-sided technology means a '2-pack' is really a '4-pack' in terms of utility, leading to significant savings and a reduced environmental footprint."

Beyond its revolutionary extended-life cartridges, the Flip Razor line demonstrates its commitment to sustainability through its premium packaging, which includes a sugarcane biodegradable tray. This thoughtful approach ensures that a superior shave doesn't come at the expense of the planet.

Flip Razor invites all potential partners—distributors, retailers, and eco-conscious buyers—to explore this exciting opportunity at **Hall 2-H-17** during Beauty World Middle East. Discover how offering the Flip Razor can attract a new generation of smart, environmentally aware consumers to your brand.

Flip Razor, Inc. is a dynamic and innovative force in the beauty and personal care industry, built on a foundation of over 35 years of unparalleled entrepreneurial experience. Our founder has a proven track record of inventing, marketing, and successfully launching groundbreaking consumer products that have achieved global retail success, including placements in major international chains like Walmart. We are committed to creating high-quality, game-changing solutions that redefine everyday personal care routines.

CONTACT: Ray Liberatore, Founder & CEO, ray@fliprazor.com, +1-479-619-5758, www.fliprazor.com