



FOR IMMEDIATE RELEASE

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MensDirect.com launches GroomingSubscriptions.com.

Saint Petersburg, FL, March 16, 2011 – Mens Direct, Inc, today announced the launch of GroomingSubscriptions.com, an automated renewal system for luxury grooming products.

The Mens Direct Subscription System, available at GroomingSubscriptions.com is an industry first. This web site offers automated renewals for over 800 products. Customers select the items that they need, and their customized shipping intervals. The system takes away the hassle of re-ordering grooming products. It's fully automated!

“We are excited about the launch of our subscription service. Mens Direct now offers gentlemen worldwide the ability to receive their grooming products on a set schedule. When using our system, there are no more worries about running out of high end products used on a daily basis. Mens Direct guarantees you will have your products when you need them.” said Max Glazer, Mens Direct, Inc. VP of Operations.

Mens Direct offers over 800 luxury grooming products for Men. Their lineup includes well known, hard to find skincare brands such as Acca Kappa, aMENity, Anthony Logistics, The Art of Shaving, Baudelaire, Baxter of California, Billy Jealousy, Decléor, Dovo, DS Laboratories, Edwin Jagger, Elemis, êShave, The Gentlemen’s Refinery, HeadBlade, Hommage, Jack Black, John Allan’s, Lab Series, Lucky Tiger, Menscience, men-ü, Merkur, Nickel, Osmotics, The Pure Guild, REN Clean Bio Active Skincare, Sharps, Zirh & Zwilling Pour Homme. Mens Direct always offers free shipping on all orders with no minimum purchase.

About Mens Direct

Mens Direct, established by Neil and Max Glazer, is a specialized men’s grooming retailer, offering over 800 luxury grooming products from more than 30 high end manufacturers. All their products are geared towards discerning gentlemen looking for the best in skin and hair care, and especially getting that great shave. For more information about Mens Direct, visit the web site at www.MensDirect.com or phone (727) 827-2972.

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