

# CREATIVE CONCEPTS

## DIRECTORS OF THE YEAR - JOE ADVANI & VIN ADVANI - CREATIVE CONCEPTS - GLOBAL INNOVATIONS IN CONSUMER PRODUCTS: THE NEXT GENERATION OF COOKWARE- 2023

Shaving products are a necessity for most consumers, but in today's market there is little choice for a razor that is versatile and designed with safety in mind. The innovators at Creative Concepts wanted the future of grooming to embody flexibility and because shavers are so intimate, we want the consumer to be at ease knowing that our product is developed with their safety in mind.

Creative Concepts is extremely successful and has built an empire but, what is their story? The answers to this question will give you a better understanding of the core values of the company and why the team values craftsmanship and safety.

**1. Creative Concepts, your company has definitely achieved a lot of success over the years, from winning awards to your elite work ethic and digital marketing skills you are definitely industry leaders. Can you tell our readers how the company was established?**

Over 40 years ago our family's Original Equipment Manufacturing (OEM)/ Original Design Manufacturer (ODM) business was founded by the patriarch of the family, Gary Advani.

Today, the company is managed by Gary's two sons Joe Advani and Vin Advani. Over the years we have successfully conceptualized, manufactured, marketed and distributed over 1,500 unique projects across various categories including the men's grooming and ladies personal care lines.

**2. Creative Concepts has been around for over 35 years and your products have helped influence manufacturing around the world. Tell us, what is your secret to encourage growth and success over the years?**

Being successful in business means changing our business model to sustain growth. We developed into a one-stop-shop, from inspiring innovative ideas, to development, manufacturing, to later adding services like marketing and distribution.

**3. Your portfolio of products is impressive and extensive but we want to zero in on Grooming. Tell us more about the innovation you refer to as the Freedom Razor and the reason why it has a sharp competitive edge against the competition.**

Grooming is an essential part of the everyday routine of most people and innovation

was inevitable. We desired the future of shaving to be less time consuming, easier and safer while delivering more comfort than ever before at a fraction of the cost!

Our ground-breaking shavers the Freedom Razor and Bliss Razor, offers the consumer the freedom to choose a blade that aligns with their shaving needs without locking them into buying new handles or sticking to one brand of blade. The patented Freedom Razor has broken the barrier, allowing the consumer true freedom of choice with it's revolutionary 360o revolving head mechanism that works with over 85 common blades on the market. The Bliss razor is similar to the Freedom Razor as it can fit over 45 common blades! They are truly unique.

The razor sharp competitive edge doesn't stop there, each blade for the Freedom Razor uses our patented 6-blade cartridge system and is coated with Zero-BTM antimicrobial technology for a safer and cleaner shave with less irritation. These blades also feature a unique No-Clog system that cleans easily and stays sharper for longer.

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4. The Freedom Razor and Bliss Razors are a vision, where did your innovators come up with the concepts behind this product and how did the vision become a reality?

The idea of the Bliss and Freedom Razor came to life when our innovators realized that consumers were getting locked into purchasing handles for razors that can only fit one blade that they may or may not want to replace.

Both the Freedom Razor and the Bliss Razor gives freedom of choice. When contemplating the blade design, we thought about the rising safety concerns brought about by the pandemic and created the Zero-B blades to offer a more hygienic option.

5. How does the Freedom Razor differ from other shaving products available on the market? Were there any production challenges or complications when designing this versatile shaving product?

Can you imagine creating a razor for men that works

with over 85 different blade types and one for women that works with over 45 blade types? We've spent hours perfecting the engineering and precision of the Freedom Razor and Bliss Razor but when we stop and look at the blade itself, building a cartridge that included the antimicrobial coating without impacting the core performance was not an easy task.

6. As the developing world changes, the art of grooming has remained a constant. Shaving is timeless, it is an art that has been around for decades and will be here for decades to come. Creative Concepts must have a plan to manage consumer expectations and ensure your product is the best on the market?

We focused on delivering a premium experience to the consumer which is evident when you look at the unique unibody aluminium construction and our deluxe 6 blade cartridges. Offering the consumer the freedom to choose by removing the most taxing concern of being stuck with a handle that can only fit a singular

select blade is immense. But to make it affordable is priceless!

7. Your innovations and creativity never ceases to surprise us, can you let us in on any secrets you have up your sleeve for the upcoming year?

Although there is a lot happening in our Research and Development labs, the product that we are most excited to introduce next is a brand new line of disposable razors.

These razors provide the same hygienic components and antimicrobial technology as its premium razor counterparts, at a price point that is competitive with other disposable razors on the market.

On the commercial front, our teams are hard at work launching global and regional partnerships that will create special buzz and excitement around our brands and products, so stay tuned!







# 100 LEADING GLOBAL INDIVIDUALS, FIRMS & ORGANIZATIONS

## THE NEXT GENERATION OF SHAVING!



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POPULAR  
BLADES



**FITS 50+**  
POPULAR  
BLADES

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Let your skin feel BLISS

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