



Share this project

Done

Share

Tweet

Share

Pin

Embed

Share this project

Done

Tweet

Share

 Pin

Email

The Beluga Razor: A Barber Quality Shave...Minus the Barber

[Share this project](#)

It's time to #EXPECTMORE from your shave. A single edge delivers the best shave, but they are hard to use...so we made it EASY TO USE!



Created by

[Beluga Shave Co.](#)

1,759 backers pledged \$195,617 to help bring this project to life.

 You're a backer

[View pledge](#)

Rewards

Campaign

FAQ ¹⁴

Updates ¹⁷

Comments ^{1,462}

Community

Share this project



📍 Cincinnati, OH 🛠️ Design

\$195,617

pledged of \$100,000 goal

1,759

backers

Missed the Kickstarter? Want to still get a Beluga Razor & Save?

Just head over to www.belugashave.com and Pre-Order Today!

PRESS WALL:

TechCrunch

[Rewards](#)

[Campaign](#)

[FAQ](#) ¹⁴

[Updates](#) ¹⁷

[Comments](#) ^{1,462}

[Community](#)

[Share this project](#)

翻訳をありがとうGIGAZINE。



Product Hunt



Independent Razor Review



Independent Razor Review

Share this project





Basically, if you want a better quality shaving experience, want to save money, and help save the planet (the blades can be recycled! No waste!). Then this razor sounds like it's for you.

[*NEW VIDEO*](#) Beluga Razor in action + comparison (Please excuse the low-quality)

[*NEW IMAGE*](#) Comparison of Beluga Razor and DE razor

By using an innovative and open design, the Beluga Razor stands alone when compared with others:

RAZOR COMPARISON

| | BELUGA RAZOR | DOUBLE EDGE RAZOR | SUBSCRIPTION RAZORS | GILLETTE RAZOR |
|-----------------------|---|---|--|-------------------------------------|
| BUILD QUALITY | 316L Stainless Steel & Linen Micarta | Typically Zinc Die Casted & Plated | Plastic & Zinc Die Casted/ Plated or Aluminium | Plastic & Zinc Die Casted/Plated |
| # OF BLADE CHOICES | 70+ | 70+ | 1 | 1 |
| TYPE OF BLADE |  |  | PROPRIETARY | PROPRIETARY |
| MAGNET | ✓ | ✗ | ✗ | ✗ |
| PIVOTING NECK | ✓ | ✗ | ✓ | ✓ |
| COST PER BLADE | 10¢ | 10¢ | \$1.50–2.00 | \$4.00 |
| WARRANTY | 25 YEARS | ✗ | ✗ | ✗ |

[Share this project](#)

A Professional's preferred choice that is now available in a user friendly design for the first time ever with the patent pending Beluga Razor. Professional Barbers take years to gain the muscle memory to maintain the ideal cutting angle of a single edged razor, but with the Beluga you gain these years of experience instantly.

Most people don't realize the amazing experience of shaving with a single edge, mainly because of the large learning curve typically associated with them (unless they just aren't aware). However, that all changes today, because the Beluga Razor virtually eliminates this learning curve, thanks to its pivoting neck, so you can shave with ease for the first time ever. If you can use a Gillette Razor; you can use the Beluga Razor the same way.

Such a unique and open design saves you thousands of dollars in the long-term because of the use of substantially lower priced replacements blades of your choice that can cost as low as 10¢ per blade!

PREMIUM MATERIALS

[Share this project](#)

HEAD/NECK:

We use 316L Stainless Steel for your Beluga Razor so it is incredibly durable and heavily weighted for easy shaving, while also looking and feeling incredible when compared with other razors that now just look like cheap substitutes. This steel requires zero maintenance, virtually forever, thanks to its high degree of corrosion resistance, so just enjoy.

[Share this project](#)

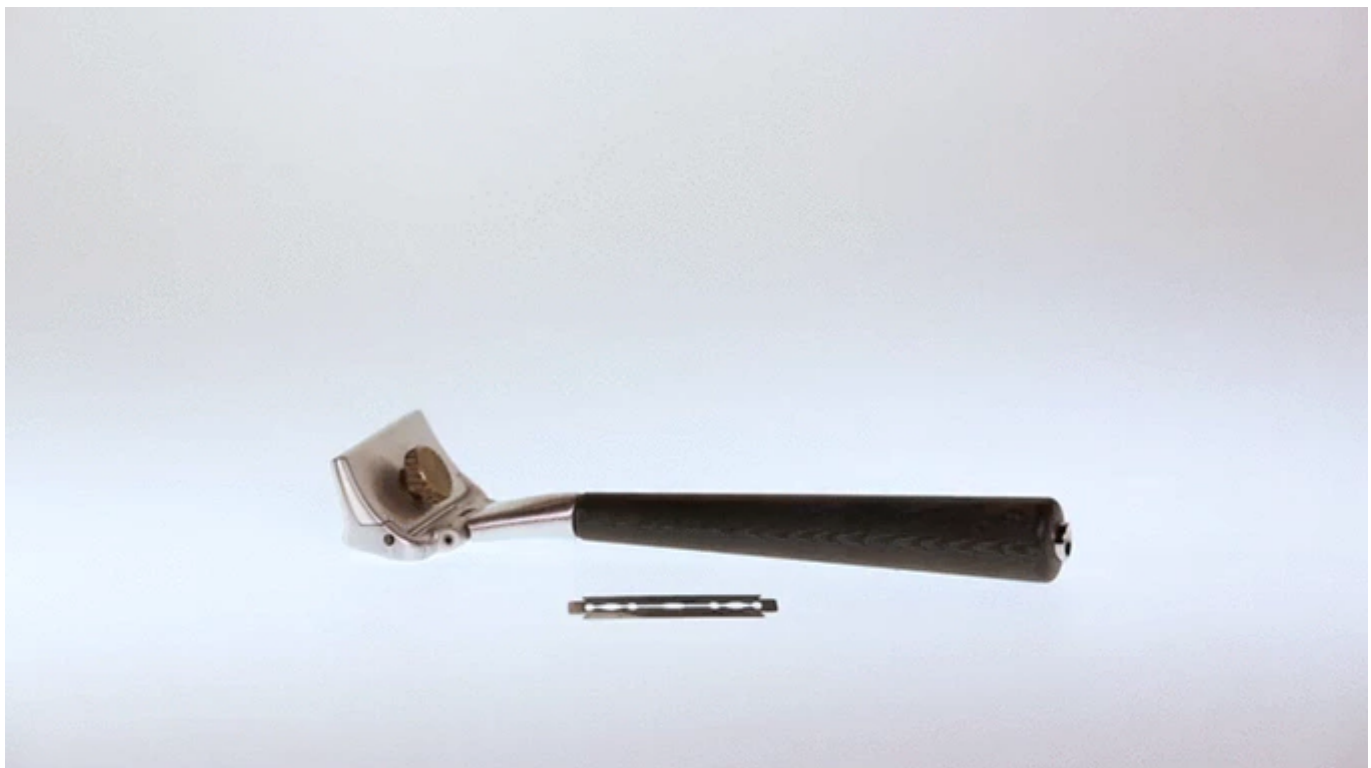
HANDLE:

With the Beluga Razor we designed our handle to be a little bit larger and longer than usual to provide a nice and relaxing shave, but still retain the versatility to use multiple hand positions with ease and greater comfort. The handle material that was carefully selected is Linen Micarta. Linen Micarta is a premium plastic used by many premium knife handle makers because it is extremely durable and actually creates a better grip when wet. Known as the "Cadillac of Plastics", the feel of this handle is truly unique, and just like the razor, it must be used to truly appreciate. The feel is warm and organic, and overtime it will even darken with age to represent the generations of use you will get out of it. Each colored batch of Micarta is unique and will vary overtime, making your razor truly unique. The handle colors available are Tuxedo Black, Hunter Green, and Bourbon Burgundy (aka maroon).

[Share this project](#)

PIVOTING NECK:

A pivoting neck is a simple and easy solution to make single edge shaving incredibly easy for the first time. With the Beluga Razor we wanted your razor to have a high degree of pivot, but we recognized from the beginning that the pivot point would be the weakest feature. Accordingly, we spent a lot of time to make it one of the strongest features possible so it can help you reach those hard to reach areas and eliminate excessive pressure.



[Share this project](#)

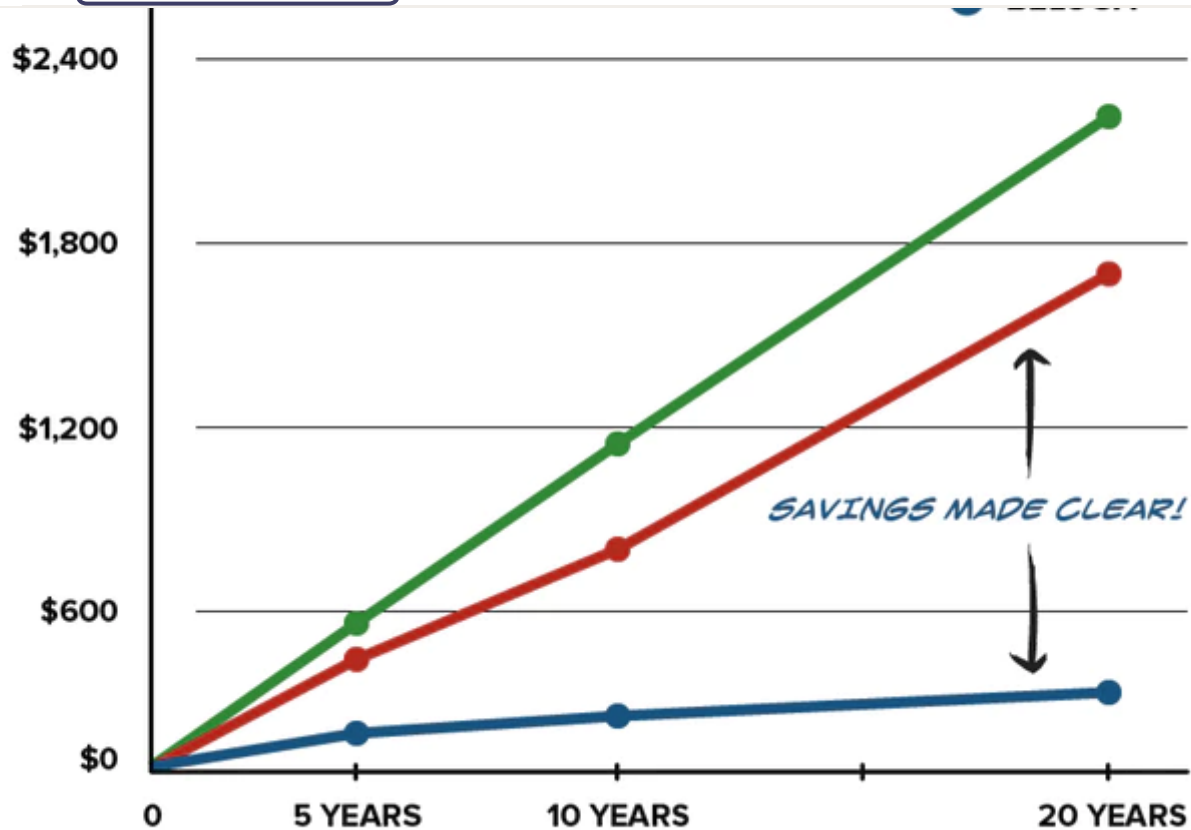
extremely hard, thus we added a magnet to easily pick up a razor blade from a flat surface to keep you safe and make things that much easier!

CUSTOMIZE YOUR SHAVE + SAVE



Which will you choose?

Beluga is simply interested in providing you the best shaving tool, and not charging you an arm and leg for proprietary razor blades. For the first time you now have the ability to choose from 70+ different double edge blades available from manufacturers all over the world. They differ in metal composition, blade sharpness, and even the type of low friction coating applied, if any. This allows you to find the perfect blade that best suits your skin and budget. Just look at how much you can save in the long-run below! #expectmore

[Share this project](#)

Double edge razor blades are the lowest priced blades in the world, thanks to their ease of manufacturing and standardized form. Costing as little at 10¢ each, this allows you to pay back the Beluga Razor in less than two and half years. When have you ever had a razor that pays for itself!

This means you can save over a thousand dollars in the long run! These blades generally last for 3-7 shaves on your face (depending on how thick your hair is), but last far longer for shaving your body where the hair is thinner and your skin is tougher.

60 Day Return Policy!

IF YOU DON'T LIKE IT WHEN YOU GET IT...RETURN IT! Typically Kickstarter campaigns do not have return policies, but we at Beluga felt it was worth it to provide a low risk way to try a truly unique shaving experience. Accordingly, we created a 60 day, no-questions-asked return policy starting on the day you receive the razor. However, your razor must be returned in like-new condition and any dents, excessive wear, or other damage will cause your product not to be allowed to be returned.

[Share this project](#)

NO CLOGGED OR DIRTY RAZOR ANYMORE



The Beluga Razor is designed to easily remove any and all hair with a simple rinse. Additionally, because it is made from 316L Stainless Steel, you can easily clean the razor with ease. Who designs a razor that gets clogged everytime? That's just annoying.

GREENEST PIVOTING RAZOR ON THE PLANET!



All pivoting razors currently on the market rely on cheap, plastic cartridge blades that have to be thrown into the garbage and cannot be recycled since they are a mix of plastic and metal that are too small and labor intensive to disassemble. This leads to hundreds of millions being thrown out every month! With the Beluga Razor, you can recycle your double edge razor blades since they are pure metal. Additionally, since our razor was built to last, there should practically be zero waste. This makes the Beluga Razor the greenest pivoting razor on the planet! (See our FAQ about how to recycle razor blades) #expectmore

Share this project

25 YEAR LIMITED WARRANTY

We wanted to ensure that when you purchase the Beluga Razor that you are as confident about the quality of our razor as we are. So we provided a 25 year guarantee to ensure you never need worry. Either way, everything on the Beluga Razor is easily repaired or replaced. For more specific information please view the "Legal" page on our website at www.belugashave.com.

HOW IT WORKS



We are working on making the Beluga Razor as easy and safe to use as possible to ensure you are confident when using it. You just:

1. OPEN UP THE HEAD
2. INSERT ANY DOUBLE EDGE BLADE
3. LOCK IT DOWN

Share this project

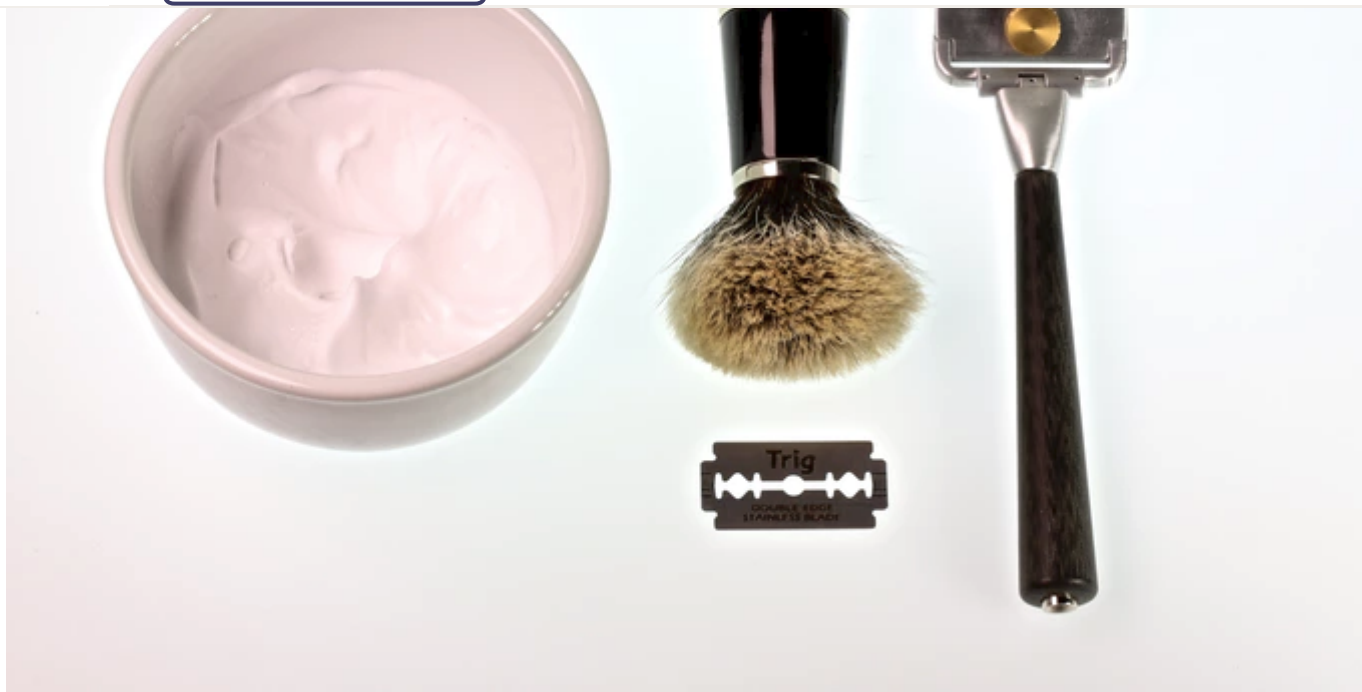
PATENT PENDING

When we first conceived the idea for the Beluga Razor, we knew we had hit upon something truly unique. Accordingly, we are seeking patent protection worldwide to ensure a standard and high quality product is delivered to your door

WEIGHTED HEAD

We found that placing more weight into the head of our pivoting razor is where the experience of the shave really improved since one does not feel the need to press any harder since they can simply let the head do the work. This takes a lot of stress both out of your hands and your face and allows for a more comfortable shaving experience. If you are a hardcore DE user, trust us, we were just as skeptical as you are (SHOUT OUT TO: badger&blade + wickededge)

DESIGNED TO BE SEEN

[Share this project](#)

The Beluga Razor was designed from the beginning to be something that you can be proud to leave out and display. Most people hide their razor simply because they are ugly, cheap, or full of grime since they are difficult to clean. We want to be, and would be honored to be, the distinct voice in your bathroom that says you are unique, think for the long-term, and value quality without having to say anything at all.

TRAVEL FRIENDLY

Even when on the go you want a high quality shave and with the Beluga Razor this is what you get. Many places all over the world generally don't have replacement blades for some of the higher cost competitors like we have in America, but they generally do have a wide assortment of double edge razor blades that will work with the Beluga Razor. Thus, no matter where you travel you can be assured you will have a plentiful supply of blades to choose from. Just be aware that double edge blades cannot be carried onto a plane and must be checked.

MADE IN USA

[Share this project](#)

From the beginning we wanted to make this product in the USA with American companies and American workers. Accordingly, we have reached out to many USA manufacturers who are eager to help us make a high quality product that can be quickly delivered to your door without the usual delays other crowdfunded products run into when sourcing from overseas.

STRETCH GOALS

More backers means more options and even free gifts! So please help spread the word in order to ensure you get all the options we have to offer!

\$150,000 Stretch Goal Reward!



If we can get the campaign up to \$150,000 in pre-orders than EVERY razor ordered will receive 5 free PREMIUM blades. Just our way of saying thanks, and to make sure you can immediately use the razor when you get it.

Share this project



We will reveal what the travel case looks like at \$200,000, but it's really nicely designed and can store a pack of blades for travel. Normally it would retail for \$25.

OTHER STRETCH GOALS ARE FURTHER DOWN THE LINE.

PRODUCTION & DELIVERY PLAN

Here's a basic breakdown of our plan to get the Beluga Razor produced:

October - Finalizing form/dimensions, Sourcing Components, Finalizing Manufacturers, Developing Packaging

November - Finalizing form/dimensions, Sourcing Components, Finalizing Manufacturers, Developing Packaging

December - Finalizing form/dimensions, Develop Tooling Molds, Finalize Packaging

January - Refine Tooling Molds

February - Refine Tooling Molds

March - Test Runs on Tooling Molds

April - Final Test Runs and Final Approvals for Tooling Mold

Share this project

July - Another Buffer Month and Shipping

WHO ARE WE YOU ASK?

Zac Wertz - The founder and CEO of Beluga Shave Co. He is an Attorney with an MBA and background in Finance from Cincinnati, Ohio. Taking a detailed oriented approach from his legal career and applying it toward designing the Beluga Razor. He is creating a better shaving tool not only for you, but himself and he won't stop till he is absolutely sure when you open the box that your mind will be blown!

REST OF TEAM:

The rest of the team is made up of high level independent industrial designers and mechanical engineers that have been hand selected to be just as passionate as Zac is! We just can't currently disclose who for confidentiality reasons. We can share that the initial design and prototype was made with the help of the talented design team at Trident Designs (trident-design.com) in Columbus, Ohio!



ANYTHING I CAN DO TO HELP?

After you support us, we would love if you helped spread the word. Email, Facebook, Twitter - whatever you prefer!

We can be found on Facebook, Twitter, and at our homepage. Don't hesitate to reach out to us at info@belugashave.com. We want to be as responsive as possible, but depending on the volume of people this obviously can pose some issues. Still, we hate crowdfunding projects that are not responsive so we promise to be as responsive as possible to ensure you are satisfied. Responsive, haha.

Share this project

as we make progress.

We designed the Beluga Razor from the beginning to be as relatively simple as possible to manufacture in order to quickly deliver to your door the best shaving experience of your life. We have been working on the Razor for well over 2 years. Nothing on the Razor is overly complicated and was purposefully built to be robust, last for generations, and be straight forward to manufacture.

OUR CHALLENGES:

Product Changes: The Razor is in a final form for production, but small changes may be needed to both ensure we manufacture a consistent/reliable product and to further enhance the quality of the shave given.

Choice of Factory: In the USA we have a wide selection of quality manufacturers to choose from that we are currently in talks with. When making any hardware product there will be a number of challenges to getting it just right and it will be important to take the time to ensure our factory partners understand and can meet our high quality standards, while also being large enough to scale.

Quality Control (QC): High QC is a major focus of ours as we want the Beluga Razor to be a cherished product of yours for the rest of your life. Through the use of dedicated QC personnel and specialized QC equipment we know we can exceed your expectations and deliver a consistent and high quality product that you will appreciate every time you shave.

Delays: Delays tend to be a natural occurrence of manufacturing hardware and we promise to be transparent and upfront about any impact on the ship date. By manufacturing in the USA we can avoid lengthy shipping lead times and costs in order to deliver you your Beluga Razor as quickly as possible and efficiently as possible. We even have built in extra time to account for potential delays in order to meet our shipment date, but with life there is always a chance that things will take longer than planned and we will let you know if this is the case.

[Learn about accountability on Kickstarter](#)

Questions about this project? [Check out the FAQ](#)

Share this project

Funding period

Oct 6 2014 - Nov 5 2014 (30 days)

About us

- What is Kickstarter?
- Who we are
- Impact
- Jobs
- Press
- Stats
- Newsletters
- Spotlight
- Drip
- Kickstarter Live
- The Year In Kickstarter: 2016

Help

- FAQ
- Our Rules
- Creator Handbook
- Campus
- Experts
- Trust & Safety
- Support
- Terms of Use
- Privacy Policy
- Cookie Policy

Discover

- Art
- Comics
- Crafts
- Dance
- Design
- Fashion
- Film & Video
- Food
- Games
- Journalism
- Music
- Photography
- Publishing
- Technology
- Theater

Hello

- Happening
- Company Blog
- Engineering Blog
- The Creative Independent