

## TwinLuxe Booster Serum

Written by Mike Sandoval  
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Despite being relatively new to the shaving market, TwinLuxe has gained a tremendous amount of attention. Having been featured in various fashion and luxury goods publications, its products have quickly gained recognition for their high performance and exclusivity. Previously I tested and reviewed the Smooth Shave Cream and Soothing Face Balm and found both to be exceptional products that exceeded my expectations and proved to be well worth the investment. This review takes a closer look at the third and perhaps most versatile piece of the TwinLuxe shaving system: the Booster Serum.

When the TwinLuxe brand was launched in 2010, one of the primary goals that founders and twin brothers Hubert and Anthony Tsai had was to devote full attention to quality in both the performance and presentation of the product. They agreed that using only the best materials for the packaging of TwinLuxe would enhance the overall presentation of each product in the line as well as ensure that the product stay protected from exposure to air or spoilage before the customer receives it. In my previous reviews of the Smooth Shave Cream and Soothing Face Balm, I mentioned that I immediately noticed the quality of the packaging. The Booster Serum is no exception.

Unlike most shaving gels and oils on the market, the Booster Serum does not come in a standard plastic pump dispenser or squeeze bottle, but rather an airless pump dispenser jar. The walls of the jar feature a sturdy opaque plastic material that closely resembles frosted glass with a copper color cap that fits securely on top. The dispenser itself, however, is the most impressive part and it may be unfamiliar to many wet shavers. The serum is released through a center hole onto a slightly concave pump mechanism. This allows you to dispense a small amount of the product onto a working surface where you can then simply dip your fingers tips and apply to the face as needed. The significance of this airless jar design is that it protects the serum from any oxidation from exposure to air and keeps you from placing your fingers directly into the product. These airless jars are used by some of the most exclusive brands in the cosmetics and skincare industry for products that are formulated with sensitive ingredients to maintain their purity as well as provide a more hygienic way of using them without worrying about contamination or spoilage.



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