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(54) Title: PACKAGE WITH EXTERNAL SENSORY ELEMENTS

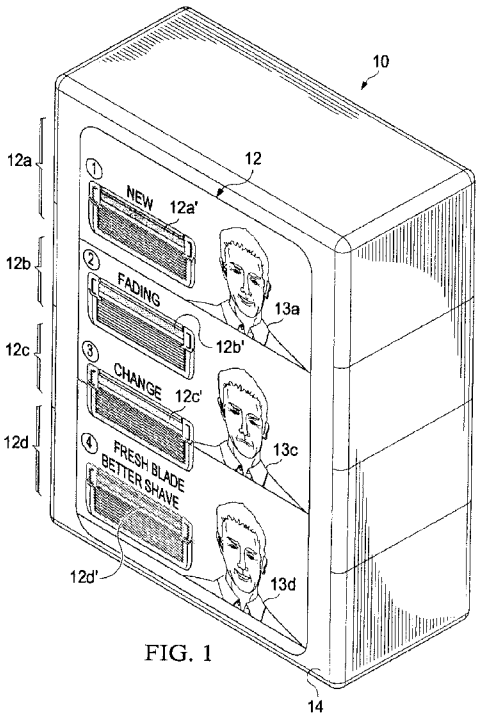


FIG. 1

(57) Abstract: A novel razor cartridge package for storing razor cartridges is disclosed where the package comprises at least one sensory element (12) incorporated onto an exterior surface of the cartridge package. The sensory elements include stimuli to one or more senses: visual, touch, olfactory, auditory, taste, and combinations thereof. The exterior package sensory elements or stimuli may correspond to characteristics and/or indicia of use of the razor cartridges and thus assist in communicating these characteristics and/or uses of the razor cartridge to a user to enhance or improve the shaving experience.

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