

# introducing age-fighting skin care for men



A guy wants to look great. That's why the **MKMen™ skin care system** has been formulated to meet his special needs.



## MKMen™ Skin Care

Power statement:

This collection of targeted products combats and helps prevent the signs of aging, leaving a guy's face looking and feeling great. Simple. Effective. No nonsense. It's just what a man needs.



Help Him Combat the Signs of Aging!  
**Introducing mkmen™ — age-fighting skin care.**



Facial Bar \$14



Shaving Foam \$10



After Shave Gel \$14



Moisturizer SPF 25 \$22



Gift Set \$60

### WHAT'S THE BUZZ IN THE MARKETPLACE?

Men worldwide are increasingly interested in taking care of their skin and looking their best. They want a line of products developed especially for men that work together to address their basic skin care needs and help fight the signs of aging.

### WHO ARE YOUR CUSTOMERS?

Men of all ages with dry to oily skin who want a daily skin care program with anti-aging benefits. Also, women who like to buy skin care products and gifts for the men in their lives.

### IS A MAN'S SKIN DIFFERENT FROM A WOMAN'S SKIN?

Not only is male skin biologically different from that of a woman's, it's also exposed to a unique set of challenges, like being shaved every day. That's why we've introduced MKMen™, the skin care system formulated to meet a man's special skin care needs.

### WHAT PRODUCTS ARE INCLUDED IN THE MKMEN™ SKIN CARE LINE, AND IN WHAT ORDER SHOULD THEY BE APPLIED?

Your customers should apply the products in the following order:

**MKMen™ Face Bar** — Cleans and buffs skin as it begins the process to help reduce the visible signs of aging. Skin is left smooth and healthy-looking. Suitable for dry to oily skin. The face bar can be used either before shaving to prepare the beard or afterward to remove any residue left from shaving. **MKMen™ Shave Foam** — This rich, lightweight foam creates a comfort zone between the razor and the skin, allowing for a clean, close shave. It leaves skin feeling soft and smooth as the enriched formula surrounds and clings to each whisker to help reduce razor irritation. Suitable for dry to oily skin. **MKMen™ Cooling After-Shave Gel** — This non-greasy gel shields the skin against razor irritation as it soothes, cools and leaves skin feeling soft and moisturized. Suitable for dry to oily skin. **MKMen™ Moisturizer Sunscreen SPF 25†** — This easily absorbed lotion provides UVA/UVB protection to help shield skin from the harmful rays that may cause premature aging of the skin. It hydrates, leaving skin feeling moisturized, yet not greasy, with 25 times the skin's natural protection from sunburn. And it retains its sun protection for 80 minutes in water. Recommended by the Skin Cancer Foundation as a safe and effective UV sunscreen. It should be applied last, after cleansing and shaving at least 15 to 30 minutes prior to sun exposure. Suitable for dry to oily skin.

### HOW ARE THESE PRODUCTS DIFFERENT FROM OTHER MEN'S SKIN CARE PRODUCTS?

The MKMen™ skin care products deliver results supported with consumer testing. When used together, the MKMen™ Face Bar and Moisturizer Sunscreen SPF 25†:

- Reduce the appearance of fine lines and wrinkles.
- Restore the look of younger skin.
- Leave skin feeling smooth and soft.
- Leave skin looking healthy.