

men-ü

PROFESSIONAL GROOMING PRODUCTS



High performance products that are different to make a difference, with Founder's beauty industry experience over 50 years! Available from quality barbers, salons & controlled online distribution.



Objective

Introduce men to quality grooming

Strategy

Products that are different to make a difference

A revolutionary line of high performance multi-award winning, grooming products including ultra concentrates with a high percentage of modern, active ingredients for better performance. Up to 4 x longer lasting & with refills up to 92% less packaging.

Styling

Designed & trialled by professionals for professionals, & their clients...The quality of the styling products means that a little goes a long way, they wash out easily, suit all hair types and are great for frequent use.

- **Clay** - medium hold & matt finish
- **Sea Salt Spray** - volumising, flexible hold & textured matt finish
- **Liquifflex Styling Cream** - light to medium hold & medium shine
- **Designing Cream** - natural shine & texture
- **Create & Shape** - medium hold & natural shine
- **Define & Shine** - light to medium hold & high shine
- **Muscle Fibre** - strong hold & matt finish
- **Matt Styling Powder** - rough texture & thickness with flexi-hold
- **Spray Fix** - strong hold & medium shine
- **Smooth Leave In Conditioner** - medium shine

"The gentlemen that come to Pelo by Edgardo really like the way men-ü Clay & Liquifflex Styling Cream work at keeping their authentic hairstyles looking just right! By using both, I can achieve that authentic look by giving just the right amount of moisture & hold to finish my haircuts!"

Pelo By Edgardo, Connecticut, USA



Clay

With medium hold & matt finish, this styling product is ideal for matt, choppy & dishevelled styles. Clay provides long lasting flexi-control, texture & definition. Great for beach, surfer look & difficult hair, versatile styling options with great separation and signature fresh & fruity melon fragrance.



Best-selling

Clay is one of the bestselling styling products internationally in its category, and continues to grow in popularity with top stylists from Perth, Australia to New York, USA.

Compact Design

Travel friendly size and fits neatly into a man’s lifestyle. With a recyclable PP plastic single walled jar & lid, Clay offers minimal packaging, reducing plastic waste whilst optimising fill size at 100ml / 3.3fl oz. The empty jar & lid only weighs 28g of PP plastic, making the product exceptionally lightweight & compact.



Clay

“For today’s matte finish non shiny hair styles, a very small amount of men-ü Clay goes along way. The scent is refreshing & playful, it does an outstanding job of keeping hair light & natural looking, with just the right amount of moveable hold in case a restyle is needed.”

**The Barber Haus
New York, USA**



NEW STYLING



Matt Styling Powder

Delivers rough texture, added thickness, & a flexible hold for a natural, matt finish that lasts. Ideal for creating definition & lift, without weighing hair down.

The lightweight formula liquefies on contact, leaving no visible powder or residue – just effortless style & refreshing.

Key Benefits: Builds texture & volume with matt finish, reworkable hold, no powdery residue – liquefies easily, great for fine or thinning hair & fresh signature scent.

Sea Salt Spray

Achieve that beachy, surfer look; designed to create volume & texture with a flexible hold & a natural, matt finish. Perfect for casual, laid-back styles with added lift & movement.

Infused with men-ü's refreshing signature scent. It delivers performance & freshness in every spray – a little goes a long way.

Key Benefits: Volumising effect with a matt, textured finish for reworkable styles, great for achieving a beach/surfer look.

Designing Cream

Go-to for effortlessly versatile styling, with a natural finish. It delivers long-lasting, flexible hold while enhancing hair with shine & texture – perfect for everyday styles with a relaxed, groomed look. Easy to apply & rework throughout the day, it's ideal for a variety of hair types & lengths, leaving your hair looking & smelling great.

Key Benefits: Natural shine & defined texture, versatile styling for all hair types, easy to apply & rework.



Clay

Great for matt, choppy & dishevelled styles. Long lasting flexi-control, texture & definition. Great for beach, surfer look & difficult hair.

Provides versatile styling options with great separation. Fresh, fruity fragrance.

Medium Hold & Matt Finish



Create & Shape

Create & recreate your style with a natural look & shine. Great flexi-hold. Adds texture & definition, smoothes & defrizzes. Check out the fibrous nature of the product by putting a small amount between fingers and touching fingers together a number of times observing the fibre strands.

Medium Hold & Medium Shine



Define & Shine

Unique & contemporary formula with hi-shine & a flexi-hold that creates pliable hair. Suitable for all styles & hair types. Smooth & lightweight so good for fine thin hair. Helps tone down grey hair.

Light to Medium Hold & High Shine



Designing Cream

Great for natural shine & texture. Long lasting flexi-control, texture & definition.

Provides versatile styling options with great separation. Signature fragrance.

Medium Hold & Medium Shine



Muscle Fibre

Strong, long lasting flexi-hold in seconds. Instant style in your hands with a superb hold & separation. Matt finish for well groomed to messy styles. Lightweight microfibres bind & hair is pliable adding thickness & volume. Great for styling difficult hair & growing it longer, overcoming those awkward, flicky ends.

Strong Hold & Matt Finish



Liquifflex Styling Cream

Liquefies easily & disperses evenly through the hair. Hands are left dry to the touch.

Great flexi-hold & suitable for all hair types & styles. Practically weightless & thickens the hair, so great for extra body & volume.

Light to Medium Hold & Medium Shine



Spray Fix

A fine, precision spray with strong flexi-hold. Practically weightless & provides root lift with hold, in order to create volume. Ultra concentrate (up to 800 sprays) with non-aerosol pump. Equivalent to up to 4x200ml aerosol hairsprays. Great for all styles & hair types including fine, thin hair.

High Hold & Medium Shine



Sea Salt Spray

Disperses evenly through the hair. Volumising, flexible hold & textured matt finish. Great for a beachy/ surfer tousled look.

Great flexi-hold & suitable for all hair types & styles. Refreshing & long lasting with signature fragrance.

Medium Hold & Matt Finish



Matt Styling Powder

Adds texture & definition, with flexi-hold. Liquefies easily leaving no powder residue.

Provides a matt finish with versatile styling options. Can be re-styled later to suit. Signature fragrance.

Medium Hold & Matt Finish

Healthy Hair & Body

Using a men-ü shampoo is the first step to clean, well conditioned hair. The ultra concentrate shampoos are anionic, leaving hair negatively charged, whilst the rinse out Daily Moisturising Conditioner is cationic, leaving hair positively charged. Opposites attract and the optimum amount of conditioner is absorbed & importantly retained without overloading, as any excess is washed away. men-ü shampoos & conditioners are a very powerful combination to recharge the hair.

If showering is your main hygiene & personal care regime for the body (often twice a day), why would you not want this to be an efficacious & enjoyable experience?

men-ü ultra concentrate shower gels have a high percentage of active ingredients so a little goes a long way. Unlike some cheaper shower gels, men-ü does not disappear through your fingers, creates a rich lather for the height of 'clean' & has added moisturisers to help prevent the skin from drying. Includes Pro Vitamin B5 & Vitamin E. Available in 500ml 'shower tanks' including refills, which are approximately equivalent to 2 litres of regular shower gel!

For more grooming tips on hair & body visit: men-u.com/grooming-guide





Back Wash

As with all men-ü ultra concentrates, a high percentage of modern, active ingredients means better performance, long lasting with a large number of applications, & with refills, UP TO 92% LESS packaging.

men-ü 500ml shampoos & conditioners are a perfect fit for any back wash. With up to 500 applications per bottle dispensed by a locking pump that gives accurate dosage.



equivalent to 2 litres regular shampoo & conditioner approx.

men-ü hair care 500mls with pump & refill:

- Daily Refresh Shampoo
- Healthy Hair & Scalp Shampoo
- Daily Moisturising Conditioner





Healthy Hair & Scalp Shampoo

Ultimate cleanser & refresher for hair & scalp. Great for overcoming dandruff / flaky, itchy scalp & keeping them at bay, with the addition of Octopirox / Piroctone Olamine. Removes sweat, salt, chlorine & styling products & great for everyday use.

up to 120 shampoos & available in 500ml



Daily Refresh Shampoo

Gently cleanses & refreshes, adding moisture to the hair. Moisture is as important to hair as it is to skin – keeping hair soft & resilient. This shampoo is the first step to clean, well conditioned hair. Leaves the hair negatively charged.

up to 120 shampoos & available in 500ml



Daily Moisturising Conditioner

Conditions the hair to provide a smooth texture & natural shine. This conditioner is cationic (positively charged) – opposites attract after shampooing & applying this conditioner, so the optimum amount of conditioner is absorbed & importantly retained without overloading, as any excess is washed away.

up to 100 applications & available in 500ml



Smooth Leave In Conditioner

A unique, desert island product based on versatility & performance. Instant conditioning leaves hair de-frizzed & smooth, with a silky texture & shine – great for coarse & dry hair. Light weight product so it can be used on fine & longer hair. For more of a styled look, use extra.

up to 100 applications



Citrus & Mint Shower Gel

Includes Pro Vitamin B5 & Vitamin E. After the initial fresh citrus fragrance, mint & menthol are activated by the hot water & permeate through to invigorate & give you a lift.

equivalent to 400ml of regular shower gel (approx.) & available in 500ml



Black Pepper & Bergamot Shower Gel

Includes Pro Vitamin B5 & Vitamin E. This spicy & fruity blend of black pepper & bergamot citrus combine to invigorate & keep you fresher for longer.

equivalent to 400ml of regular shower gel (approx.) & available in 500ml



Shower 'Tanks' 500ml

If showering is your main hygiene & personal care regime for the body (often twice a day), why would you not want this to be an efficacious & enjoyable experience?

men-ü ultra concentrate shower gels have a high percentage of modern, active ingredients so a little goes a long way. Unlike some cheaper shower gels, men-ü does not disappear through your fingers & creates a rich lather for the height of 'clean' & has added moisturisers to help prevent the skin from drying. Includes Pro Vitamin B5 & Vitamin E.

Lasts up to 6 months!



equivalent to 2 litres regular shower gel approx.



nourishing blend of Pro Vitamin B5 & Vitamin E



Shave / Facial

What's the point of a bad shave?

Shaving is often seen as a chore but if conducted well and with the right products, it is the first step to healthy skin with exfoliation a woman can only dream of, as well as a smooth surface. After all, what is the point of a bad shave?

A good shaving brush assists with the shave and the bristles have to be the right balance between resistance to lift the beard & softness to generate a fine, rich creamy lather with minimal aeration. Only the Shave Cream in contact with skin & beard matters, all else is wasted. The shaving brush lifts the beard away from the face & helps remove dead skin cells, making a close shave easier.

Achieve a professional shave facial by following four simple steps:

1. Shave & Exfoliate with Shave Cream
2. Deep Cleanse with Healthy Face Wash
3. Tone & Refresh with Facial Toner Gel
4. Moisturise with Moisturising Balm

Shaving can remove up to two layers of skin meaning the face is left vulnerable. It's important to use the correct & best post-shave products in order to achieve healthy skin.

For more grooming tips on a great visual frontline visit: men-u.com/grooming-guide



ONE PUMP IS ENOUGH!



This is about having as much modern, active ingredients where they are needed in order to achieve a smoother shave with less irritation. Soaps, aerosol gels & foams tend to be too aerated. Aeration is not helpful as the razor blade(s) can be cutting through bubbles of air rather than riding over ingredients providing more slip & less friction for blades helping them to last longer.



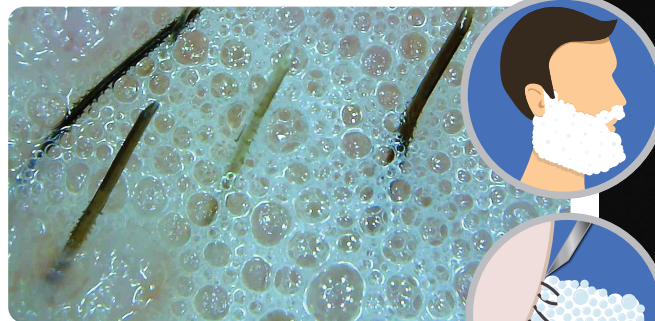
SCAN ME

ONLY WHAT IS IN CONTACT WITH SKIN & BLADE MATTERS,
ALL ELSE IS WASTED!



men-ü Shave Cream - 1000 x magnification (approx.)
Ultra concentrate – applied as per directions by hand

VS



Shaving Soap - 1000 x magnification (approx.)
Applied as per directions with a shaving brush



men-ü Shave Cream is a great example of ultra concentration with the 100ml bottle providing up to 165 shaves (one pump is enough = 0.5ml / 0.5g). Equivalent to approximately 3 cans of 200ml aerosol shave gel, using 3.5g per shave. Empty & easy to recycle men-ü componentry weighing 18g versus 240g of challenging to separate & recycle aerosol componentry = over 92% less packaging.

WEIGHT OF EMPTY COMPONENTS



Shaving Matters



18g

≈

challenging to separate componentry





Shave Cream

A great close shave, slip & a smooth ride for your razor blade which means less resistance, less nicks & a longer lasting blade. Contains tea tree oil, which helps overcome spots & shaving rash. Packed with modern lubricants & moisturisers to help to provide optimum slip without drying the skin. Many soaps, aerosol gels & foams generate too aerated a lather. What is in contact with skin & blade matters, all else is wasted!

up to 165 shaves



Healthy Face Wash

Deep cleansing, soap free, pH balanced with a high concentration of tea tree oil which helps protect from spots & shaving rash. Also contains witch hazel for its soothing & astringent properties. Great for a greasy T-zone and pre & post shaving when the skin is most vulnerable. Aloe Vera & Pro Vitamin B5 moisturise & help prevent the skin from becoming dry.

up to 265 washes



Facial Toner Gel

Anti-shine & fragrance free toner gel. Contains natural salicylic acid & witch hazel that leaves your visual frontline looking better for longer. For normal, combination & oily skin. Removes & controls excess oil that contributes to blocked pores & breakouts. Cleans pores from impurities, toning & tightening the skin.

up to 120 applications



Moisturising Balm

Aftershave balm & moisturiser combined. Now you can have a great facial after every shave. Not only a non-greasy moisturiser but has mint & menthol to cool, refresh & help relieve redness. Skin is left soft to the touch. Shaving removes up to 2 layers of skin so it's important to use a high quality moisturiser after shaving.

up to 120 applications



Matt Moisturiser

Oil & fragrance free moisturiser with sebum absorbers that help combat areas of greasy skin, especially around the T-zone. The absorbers kick in to help achieve a matt finish whilst the moisturiser is readily absorbed. Contains Vitamin E, which helps tackle the free radicals that age the skin by attacking the collagen & reducing elasticity.

up to 120 applications



3 Minute Facial DETOX

Fast drying, deep cleansing & absorbent with kaolin clay & witch hazel. Removes excess oil, dead skin cells, impurities & blockages leaving skin clean, dry, smooth, firm & fresh. Good for normal, combination & oily skin. Effective after only 3 minutes – not much more than the time it takes to brush one's teeth!

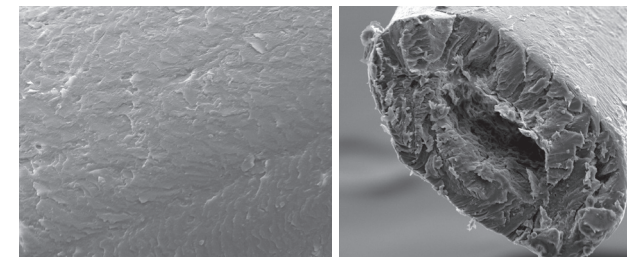
up to 100 applications



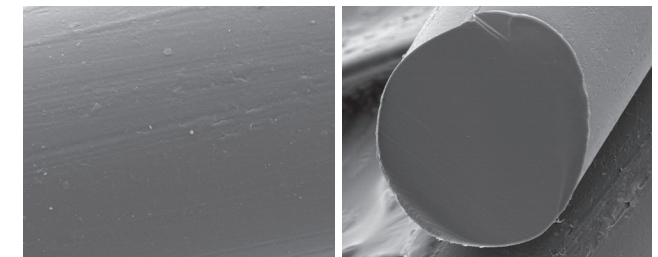
Pro Black Shaving Brush

A new generation of shaving brush for a new generation of user. The difference is in the exclusive men-ü manufactured bristles which are smooth, solid & non-absorbent. Animal bristles such as badger are like human hair – scaly, often with a hollow core & split ends, demonstrated in microscope camera imagery below. In order to create a lather, shaving product & water have to penetrate badger bristles before enough product is on their surface. Also, animal bristles expand & contract through absorption of shaving product & water which can lead to bristle loss.

- Uses up to 40% less Shave Cream than with badger bristles
- Easier to clean & keep clean, & therefore more hygienic
- No bristle loss
- Italy is a great source for the finest shaving brushes
- Comes with Shave Cream Travel & Trial tube 15ml, with up to 20 shaves
- Pro Black Shaving Brush is a registered design 2460816-1.EU



badger bristle



men-ü non-animal bristle

Refill Kits

Last up to a year with pump & refill. The perfect introduction to men-ü's **3R Grooming**. Reduce with ultra concentration, Reuse pumps & overcaps, Recycle much less!

Shave/Facial



Hair Care



“Excellent value especially with replacement pack. Very concentrated, ideal for travelling.”

“One squeeze does a full shave & the Refill Starter Kit lasts for absolutely ages. Far less bulky & more environmentally friendly than aerosols. I use it every day & have done for years. Highly recommended.”

“With this bundle, it’s nice to be able to buy in bulk & with a slight reduction in unnecessary packaging.”



Reduce • Reuse • Recycle

Reduce with ultra concentration

Reuse pumps & overcaps

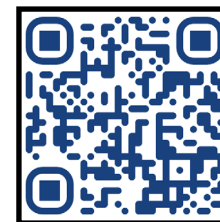
Recycle much less!

Ultra concentrate formulations are key in almost everything we do and have been for over 25 years. Improved consistently over that time, men-ü ultra concentrates have a high percentage of modern, active ingredients which means better performance, a large number of applications, as well as UP TO 92% LESS plastic / packaging. The refills are also more economical, so a reduced cost & impact of grooming!

Ultra concentrate formulations are available in styling, shave / facial, hair & body products. Having the right ingredient balance in the formulations is important, along with getting as many of those ingredients as possible, to where they are needed with minimal waste.

The large number of applications means great value for a quality product and the size of the products makes them great for travel & sports bags. The locking pump is crucial in delivering small, accurate dosage and can be reused if with the same product.

For more information on 3R Grooming & refills visit: men-u.com/3r-grooming





Plastics & Packaging Our Beliefs

The only thing experts seemingly agree on is using less plastic, & ultra concentration undoubtedly is good for this, albeit product performance was our initial (& still is) motivation. Governments have to get involved in defining & restricting the types of plastic companies can use & provide consumers with appropriate means of collection, sorting & recycling.

The initial users of plastic such as men-ü should pay a significant but not unworkable tax on the amount of plastic used. This tax should be used to incentivise manufacturers that can use recycled plastic without concerns over product integrity within, & wanting to make use of the relative strength, durability & light weight of plastic. Examples of this include – Construction (cladding, decking tiles, bricks, pipes, guttering, road surfacing, etc.) Automobiles & Aeroplanes. The reason these industries predominantly use virgin plastic is that it is so much easier & cheaper to source.



In this way one creates a “Big Workable Loop” rather than lots of small ones that are neither workable or efficient. We do not believe this is passing the buck, especially if the tax is set at the right level.

One could go on about the issues related to plastics for a very long time and it is proving very difficult to get the attention of governments (and we have tried), along with pressure groups, universities & consultants. It is as if no one sees a way forward & prepared to act on it.



men-ü Founder/Director Graham Fish (right) with MP Ranil Jayawardena (ex-Secretary of State for International Trade and for Environment, Food & Rural Affairs)

Plastics’ Fundamentals

Bio plastics & fossil fuel plastics cannot be mixed when recycling and they cannot be endlessly recycled. There are also issues with bio plastics in landfill in terms of methane emissions.

Feedback we have is that plastics can only be recycled safely 6-10 times, if not much less now, or product integrity within can be affected and the problem with this, as more bottles are recycled, is that how will one know how many times different plastic elements within have been recycled.

Do we have all the answers? Absolutely not! We welcome any feedback with regard to plastics & recycling, so we can continue to learn & improve/adapt.



'buddy' Travel & Trial Tubes 15ml

For the ultimate in compact & great for travel - 15ml tubes are available for the shave / facial products & Liquiflex Styling Cream.

Buddy tubes are much more than just a trial sample, as they are ultra concentrate with a high number of applications - up to 30 dependent on product & great for travel too.





Selection Box Grooming Essentials

The perfect combination of grooming products to introduce the men-ü range. Includes the full shave / facial range, a shower gel & styling product.



Shave Facial Trio

This combination shaves & exfoliates, deep cleanses, cools & moisturises. Have a great facial every time you shave. A poor shave means an uphill struggle thereafter.



Shower Gel Duo

Discover your favourite. Includes Black Pepper & Bergamot and Citrus & Mint – the perfect opportunity to try both.





Ultimate Shave Skin Kit

The ultimate kit for smooth, healthy skin. Achieve a professional shave facial in your own home with the 4-step process of Exfoliate, Deep Cleanse, Tone & Moisturise.



Ultimate Travel Kit

The perfect companion to keep well groomed, whilst on your travels. Includes the right products to cover most grooming needs.

Compact Toiletry Bag (18.5 H x 25 W x 9 D cm)

Lightweight & compact - great for the bathroom & sport/travel bags. Enough space to hold all of your essential grooming products. Features robust zip closure, with finger loop & tab for ease of carrying. Splash-proof canvas outer & water-resistant inner. Separate internal compartment for your razor & toothbrush. Distinctive stylish stripes design with black trim.



Ultimate Toiletry Bag (16 H x 28 W x 12 D cm)

Custom designed for practicality & performance and perfectly sized to securely fit men-ü product range, with inner pockets for easy access & organisation. Crafted from durable, high-quality material, this stylish gun-metal grey bag features a convenient outer zip pocket and a side carry handle for easy transport - ideal for gym/sports, travel or optimal bathroom storage.

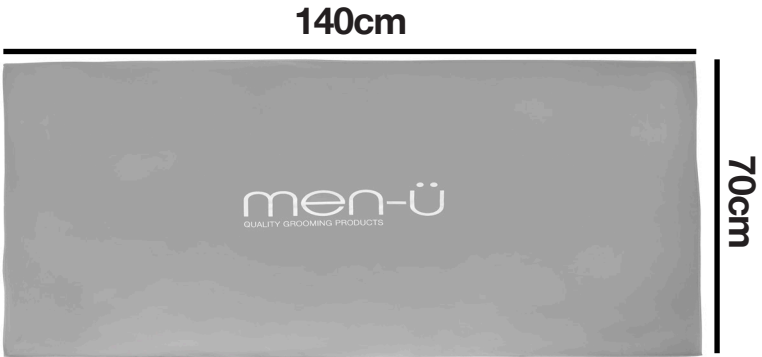


Canvas Tote Bag (40 H x 37 W cm)

Developed with sustainability in mind, the men-ü Canvas Tote Bag will serve you well. Perfect for out & about or a trip to beach. Consistent with the men-ü approach & 3R Grooming, this bag is long lasting to help reduce your carbon footprint.

Micro Fibre Beach Towel

A sleek, high-performance towel that delivers both style & practicality. It's lightweight, ultra-absorbent & quick-drying - ideal for the beach, gym or travel. Measuring a generous 70 x 140cm, it's the perfect size to wrap up in comfort or lay out in style. The soft-touch microfibre material is gentle on skin & folds down compactly, making it easy to transport.





men-ü.com

