

men-ü



Objective

introduce men to quality grooming

Strategy

products that are different and make a difference

Revolutionary line of high performance grooming products

including ultra concentrates with a high percentage of modern, active ingredients that lead to much improved performance and up to 90% less packaging. A little goes a long way!



Reduce • Reuse • Recycle

Reduce with ultra concentration
Reuse pumps and overcaps
Recycle much less!

Ultra concentrate formulations are key in almost everything we do and have been for over 20 years. Improved consistently over the years, 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 90% less plastic / packaging. The refills are also cheaper, so a reduced cost of grooming!

Ultra concentrate formulations are available in shave / facial, hair and 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 ideal for travel and sports bags. The locking pump is crucial in delivering small, accurate dosage. It's important they are reused.

For more information on 3R Grooming and refills visit: **men-u.com**



Find out more



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 and softness to generate a fine, rich creamy lather with minimal aeration. Only the shave crème in contact with skin and beard matters, all else is wasted. The shaving brush lifts the beard away from the face and 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 Crème
2. **Deep Cleanse** with Healthy Facial Wash
3. **Tone & Refresh** with Matt Skin Refresh Gel
4. **Moisturise** with Facial Moisturiser Lift

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

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



One pump is enough!



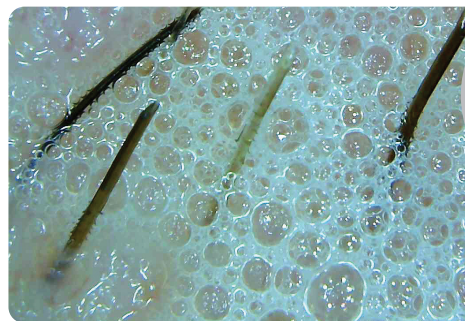
This is about having as much modern, active ingredients where they are needed in order to achieve a smoother shave with less irritation. Soaps, aerosol gels and foams tend to be too aerated. Aeration is not helpful as the razor blade(s) can be **cutting through bubbles of air rather than riding over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

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



men-ü Shave Crème - 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 Crème 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 this 200ml aerosol shave gel, using 3.5g per shave. Empty and easy to recycle men-ü componentry weighing 21g versus 240g of difficult to separate and recycle aerosol componentry = 91 % less packaging.

WEIGHT OF EMPTY COMPONENTS



Find out more



21g



200ml

200ml

200ml

3 x 80g = 240g

VERY DIFFICULT TO SEPARATE COMPONENTRY



Shave Crème

A great close shave from great slip & a smooth ride for your razor blade which means less resistance, less nicks and a longer lasting blade. Includes tea tree oil which helps overcome spots and shaving rash.

Packed with modern lubricants and moisturisers to help provide optimum slip without drying the skin. Many soaps, aerosol gels and foams generate too aerated a lather.

What is in contact with skin and blade matters, all else is wasted!

up to 165 shaves



Healthy Facial Wash

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

up to 265 washes



Matt 'Skin Refresh' Gel

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

up to 120 applications



Facial Moisturiser Lift

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

up to 165 applications



Matt Moisturiser

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

up to 120 applications



3 Minute D-TOX

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

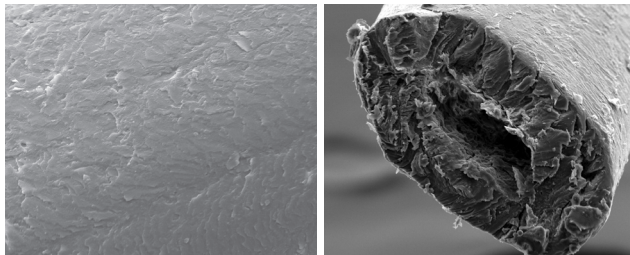
up to 40 applications



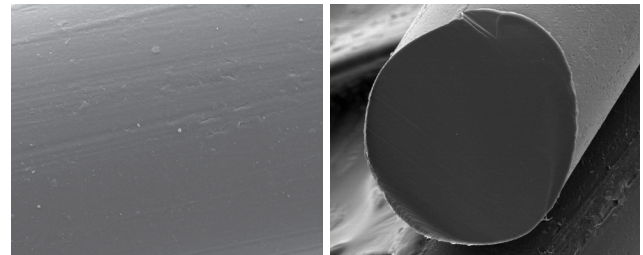
Pro Black Shaving Brush

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 and non-absorbent. Animal bristles such as badger are like human hair – scaly, often with a hollow core and split ends (see microscope camera imagery below). In order to create a lather, shave crème and water have to penetrate badger bristles before enough product is on their surface. Also, animal bristles expand and contract through absorption of shaving product and water which can lead to bristle loss.

- Uses up to 40% less shave crème than badger bristles
- Easier to clean and keep clean and therefore more hygienic
- No bristle loss
- Italy is a great source for the finest shaving brushes
- Comes with Shave Crème buddy tube 15ml
- Pro Black Shaving Brush is a registered design 2460816-1.EU



badger bristle



men-ü non-animal bristle



Buddy tubes and sets

For the ultimate in compact and great for travel - 15ml 'buddy' tubes are available for the Shave and Facial products, plus Liquifflex hair styling.

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). These are the smaller versions to the ultra concentrate 100ml bottles with locking pumps, so great for travel.





"Our go to styling product for all styles, including quiff refreshing and tidying hair. Guys are wearing their hair longer and with many blow drying, also creates structure and foundation. Great client demo, highlighting how well the product is dispersed through the hair, with the transformation from cream to liquid in the hands."

Davilia Men's Hairstylists
Perth, Australia



Blowdry Foundation

Men are starting to wear hair longer and almost 1 in 3 men with medium and longer length hair blow dry (32% - Research undertaken for men-ü by Atomik). The majority of men also have fine, thin hair. With 51% of men saying they would change their hair style if recommended by their hairdresser, providing/asking for this service is a great way of exploring a new a different hair styling technique that makes a difference!



men-ü Liquiflex

Cream from the airless pump liquefies in the hands quickly and as a liquid, is distributed evenly and thinly throughout the hair, including roots, creating a flexi-hold. Because Liquiflex is so well dispersed and consequently light in weight on the hair, as well as conditioning with heat, it is especially good for blow drying, providing foundation and creating structure and volume. Great for fine thin hair. Suits all styles and hair types, leaving a matt finish on dry and blow dried hair. As Liquiflex does not weigh the hair down it is also ideal for tidying up loose hairs, with no stiffness or stickiness.



Liquifflex

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

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

Medium hold & natural shine



Clay

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

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

Medium hold & matt finish



Muscle Fibre

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

Strong hold & matt finish



Create & Shape

Create and recreate your style with a natural look and shine. Great flexi-hold. Adds texture and 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



Spray Fix

A fine, precision spray with strong flexi-hold. Practically weightless and 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. Perfect for all styles and hair types including fine, thin hair.

High hold & medium shine



Define & Shine

Unique and contemporary formula with hi-shine and a flexi-hold that creates pliable hair. Suitable for all styles and hair types. Smooth and lightweight so good for fine thin hair. Helps tone down grey hair. Washes out easily and a little goes a long way.

Medium hold & high shine

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 (positively charged). Opposites attract and the optimum amount of conditioner is absorbed and importantly retained without overloading, as any excess is washed away. men-ü shampoos and conditioners are a very powerful combination to recharge the hair.

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

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



men-ü

BLACK PEPPER & BERGAMOT
ultra concentrate shower gel

500ml e 16.9fl.oz

men-ü

HEALTHY HAIR & SCALP SHAMPOO
ultra concentrate

100ml e 3.3fl.oz



Healthy Hair & Scalp Shampoo

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

up to 120 shampoos



Daily Refresh Shampoo

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

up to 120 shampoos



Daily Moisturising Conditioner

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

up to 100 applications



SLIC (Smooth Leave In Conditioner)

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

up to 100 applications



Citrus & Mint Shower Gel

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

100ml tube



Black Pepper & Bergamot Shower Gel

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

100ml tube





Ultra Concentrate Shower Tanks

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Lasts up to 6 months!



equivalent to 2 litres regular shower gel approx.



nourishing blend of Pro Vitamin B5 and Vitamin E



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 and Moisturise.

- Includes:**
- Shave Crème 100ml
 - Healthy Facial Wash 100ml
 - Matt ‘Skin Refresh’ Gel 100ml
 - Facial Moisturiser Lift 100ml
 - Stripes Toiletry Bag (choice of colour)



Travel Kit

The perfect companion to keep well groomed, whilst on your travels. Includes the right products to cover your hair, body, shave, skincare and styling needs.

- Includes:**
- Daily Refresh Shampoo 100ml
 - Citrus & Mint Shower Gel 100ml
 - Shave Crème buddy tube 15ml
 - Healthy Facial Wash buddy tube 15ml
 - Matt ‘Skin Refresh’ Gel buddy tube 15ml
 - Liquifflex buddy tube 15ml
 - Stripes Toiletry Bag (choice of colour)



Stripes Toiletry Bag

Lightweight and compact - dimensions when filled: 185mmH x 250W x 45D. Great for the bathroom, sport and travel bags. Enough space to hold all of your essential grooming products. Features robust zip closure, with finger loop and tab for ease of carrying. Splash-proof canvas outer and water-resistant inner. Separate internal compartment for your razor and toothbrush. Stylish stripes design (choice of 3 designs) with black trim.

Daily Mail

sky news

THE SUNDAY TIMES

Men's Health

FourFourTwo

GQ

ShortList

ELLE

The Telegraph

Sport

Esquire

FOREVER SPORTS

FASHION BEANS

CITY A.M.





men-ü.com

