

Introducing



Reduce • Reuse • Recycle

ultra
concentrate
refills now
available



men-ü
ultra concentrates



THE ultra concentrate SUMMARY

This page may be the
only one you ever need
to read, with regard to
men-ü & 3R Grooming!

The fuller story follows in this digital booklet, highlighting why we think ultra concentrate grooming products and their refills are the way forward:

- 1 Performance - high % modern, active ingredients.
- 2 Quality & Value - ultra concentrates last longer and refills are sold at a discount, so cheaper grooming.
- 3 The 3Rs - Reduce (ultra concentration), Reuse (pumps & overcaps) and Recycle (much less!). What we have termed 3R Grooming.

A great example of this is men-ü ultra concentrate Shave Crème & we show how 1 x 100ml bottle (using 0.5g per shave, provides up to 165 shaves) is equivalent to approximately 3 x 200ml aerosol shave gels* (using 3.5g of gel per shave). Because of the little aeration with men-ü Shave Crème and the ultra concentration, a small amount goes a long way and provides great slip for the blade(s). Our belief is that you should use the best shaving

software (Shave Crème), with the best hardware (razor blades), especially as generally used around the face. Take a look at the men-ü Shave Crème reviews online.

If 2,084 men use 6 x 200ml aerosol shave gels* in a year this yields over 1 TONNE (1,000 kg) of packaging (metal & plastics that are difficult to separate). If the same number of men use 2 x 100ml men-ü ultra concentrate Shave Crème (including one refill within this) in the year, this would yield less than 88 kg of easily separated plastics. Less than 8.8% of the shave gel packaging!

The opportunities exist, to try most of the men-ü ultra concentrate products, for a limited outlay, with the 15ml buddy tubes that are also great for travel & sports bags.

Thank you and welcome to the pioneering world of men-ü and 3R Grooming. After all, why just get better at recycling, if you can also reduce and reuse!

*as per the sample in the following pages

men-ü Shave Crème is a great example of ultra concentration with the 100ml bottle providing up to 165 shaves, equivalent to approximately 3 cans of this 200ml aerosol shave gel.



100ml



200ml

200ml

200ml

internal components



Definitely a winner! Ultra concetrates a little goes long! Some people will think the 100ml bottle will not last long but trust me, it will. I'm shaving day after day and it lasts for me about 10 months (using always 1 pump at a shaving brush). Merry Christmas and a happy new year!

25 December 2018 by Konstadinos #1 Reviewer of the Month

MANKIND®

One pump* is enough!

***0.5ml approx. 0.5g**

This is about having as much modern, active ingredients where they are needed. **Only what is in contact with skin & blade matters, all else is wasted!** Aerosols and soaps tend to be too aerated. In order to deliver the right ingredients where needed, aeration is not helpful. The less aeration, with the right modern, active ingredients, the better.

One 100ml bottle:

- Dispenses 95g Shave Crème (approx.)
- Provides up to 190 shaves
(we claim on the bottle up to 165 shaves, as we try to understate and overachieve!)



Massage in approx. ¼ of what is in the hand to prep half the face above the jaw line, working Shave Crème up to a low aerated, white crème. Then massage in ¼ to the other half, ¼ for half the neck below the jaw line to be shaved and remainder for the other half. Or the shot of product can be used with a shaving brush. May need to use more Shave Crème for a difficult beard or with a natural bristle shaving brush.



[watch the video](#)

Aerosol Shave Gel 200ml



- Dispenses approx. 196g shave gel
- Using approx. 3.5g per shave
- 3 x cans = approx. 168 shaves



So a 100ml bottle of men-ü ultra concentrate Shave Crème is approximately equivalent to 3 x 200ml of these aerosol shave gels.

Packaging and ease of recycling



Total potential recycle weight:
21g



Total weight of empty aerosol minus propellant:
80g of mixed materials for one aerosol. 3 empty aerosols = 240g

If 2,084 men use 6 aerosol cans per year (480g empty), this yields over 1 TONNE (1,000 kg) of packaging which is difficult to separate and recycle. If the same number of men use 2 x 100ml bottles of men-ü ultra concentrate Shave Crème in a year, this yields less than 88 kg of packaging that is much easier to separate and recycle. Less than 9% of the weight of the empty aerosol packaging!





men-ü has always been about performance and introducing men to quality grooming with products that are different and make a difference. In order to improve performance, it was necessary to look at products differently.

GRAHAM FISH, FOUNDER & DIRECTOR

Ultra concentrate formulations are key in almost all of this and have been for over 20 years. Improved consistently over the years, **men-ü ultra concentrates** have a high percentage of active ingredients which means better performance, a large number of applications, as well as much less plastic / packaging. The refills are also cheaper, so a reduced cost of grooming! The large number of applications also means great value

for a quality product and the size of the products makes them great for travel and sport bags.

Ultra concentrate formulations are available in shave / facial, hair and body products. This was not about simply formulating with less or no water (anhydrous) but having the right ingredient balance in the formulation and to get as many of those ingredients as possible, to where they are needed and minimising waste.

We approach our packaging responsibilities from a **reduction** point of view, on the grounds that things can always be improved and nothing / no one is perfect. Also, if we do what we always did, we will get what we always got!

The right plastics can have a significant purpose but we have to manufacture, use and recycle responsibly.



Reduce • Reuse • Recycle

Reduce with ultra concentration

Reuse pumps & overcaps

Recycle much less!

If ultra concentration can mean better performance and potentially value, with less packaging, why not 3R Grooming?

men-ü

ultra concentrates



locking pump

The locking pump is crucial in delivering small, accurate dosage. It's important they are reused.

Cost efficient refills are available for the full range of men-ü ultra concentrate 100ml and 500ml products with pumps.



Recognising the pumps are not going to last forever, replacements are available to purchase.

Using your refill bottle

1. Remove the cap and collar card from refill.
2. Carefully remove the pump on the empty bottle, by unscrewing the pump collar (not the spout) anti-clockwise.
3. Only reuse the pump on the same men-ü product.
4. Place the pump dip tube into refill and gently screw pump collar on clockwise.
5. Recycle your old bottle, refill cap and collar card (below).



different & makes a difference

Some disrupter brands will make a difference but they do need communication.

men-ü is no exception, so if you like the idea of 3R Grooming and what is in this booklet, please share. Thank you.



men-ü