

men-ü

QUALITY GROOMING PRODUCTS



## Objective

introduce men to quality grooming

## Strategy

products that are different to make a difference

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**Revolutionary line of high performance grooming products  
including ultra concentrates & refills**

better performing, up to 4 x longer lasting with a high proportion of  
modern, active ingredients & UP TO 92% LESS packaging

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## Styling

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

Men want performance based products that are great value as well as make a difference. Single wall fully recyclable PP plastic pucks & Spray Fix refills all contribute to much less packaging. Compact design which is travel friendly and fits neatly into a man's lifestyle.

men-ü styling products:

- **Clay** - medium hold & matt finish / bestselling
- **Liquifflex** - medium hold & medium shine / cream to liquid in your hands
- **Create & Shape** - medium hold & natural shine
- **Define & Shine** - medium hold & high shine / **new generation pomade**
- **Muscle Fibre** - strong hold & matt finish
- **Spray Fix** - strong hold & medium shine / ultra concentrate

*"The gentlemen that come to Pelo by Edgardo really like the way men-ü Clay & Liquifflex 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**



**men-ü 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.

**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.

**Bestselling**

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

Check out Clay in action via this QR scan.



**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**



## Liquifflex

*“Our go to styling product for all styles, including quiff refreshing & tidying hair. Guys are wearing their hair longer and with many blow drying, also creates structure & 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 & 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, offering this service is a great way of exploring a new & different hair styling technique that makes a difference!



### men-ü Liquifflex

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





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



Liquifflex

Liquifies 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.

Medium Hold & Medium Shine



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 & Natural 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. Washes out easily.

Medium Hold & High 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 microfibrres bind & hair is pliable adding thickness & volume. Great for styling difficult hair & growing it longer, overcoming those awkward, flicky ends.

Strong Hold & Matt Finish



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. Great for all styles & hair types including fine, thin hair.

High Hold & Medium 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 & 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' and 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](http://men-u.com/grooming-guide)





## Back Wash

As with all men-ü ultra concentrates, a high proportion 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
- Daily Moisturising Conditioner
- Healthy Hair & Scalp Shampoo





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 and 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**



SLIC (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 SLIC.

**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.)**



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.)**



## Shower Tanks

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 proportion 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' and 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 and 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 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 Cream
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 & 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](https://men-u.com/grooming-guide)



## ONE PUMP IS ENOUGH!



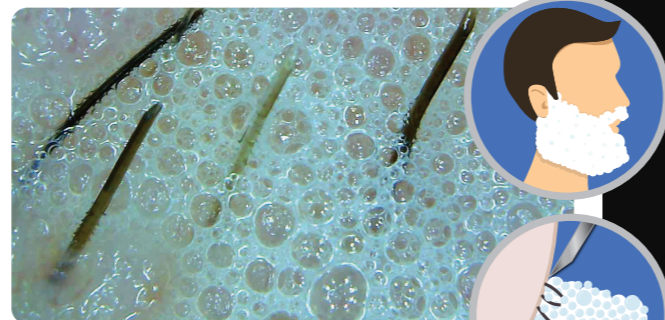
This is about having as much modern, active ingredients where they are needed in order to achieve a smoother shave with less irritation. Soaps, aerosol gels & foams tend to be too aerated. Aeration is not helpful as the razor blade(s) can be cutting through bubbles of air rather than riding over ingredients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

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

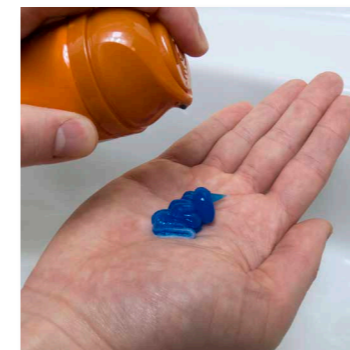


men-ü Shave Cream - 1000 x magnification (approx.)  
Ultra concentrate – applied as per directions by hand

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 this 200ml aerosol shave gel, using 3.5g per shave. Empty & easy to recycle men-ü componentry weighing 18g versus 240g of difficult to separate & recycle aerosol componentry = over 92% less packaging.

## WEIGHT OF EMPTY COMPONENTS



Find out more



18g

≈

very difficult 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 Facial 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



Matt 'Skin Refresh' 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



Facial Moisturiser Lift

**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 **ensure 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 mask** 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!

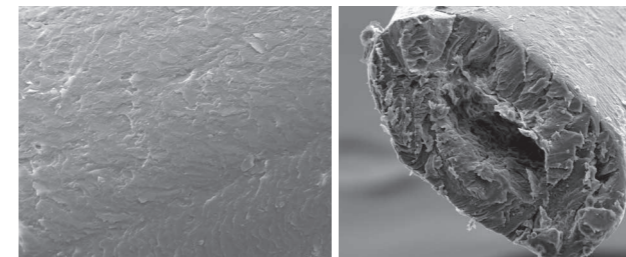
up to 100 applications



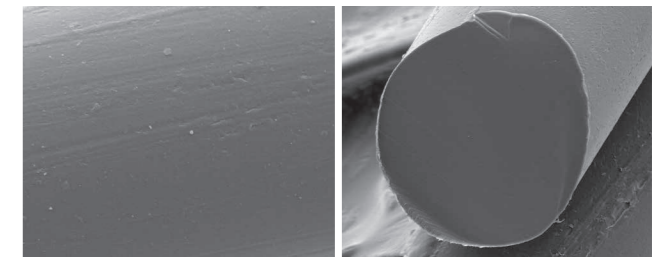
## Pro Black Shaving Brush

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 (see microscope camera imagery below). In order to create a lather, Shave Cream & 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 Trial & Travel tube 15ml
- Pro Black Shaving Brush is a registered design 2460816-1.EU



badger bristle



men-ü non-animal bristle

Refill Kits

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

Shave & Facial



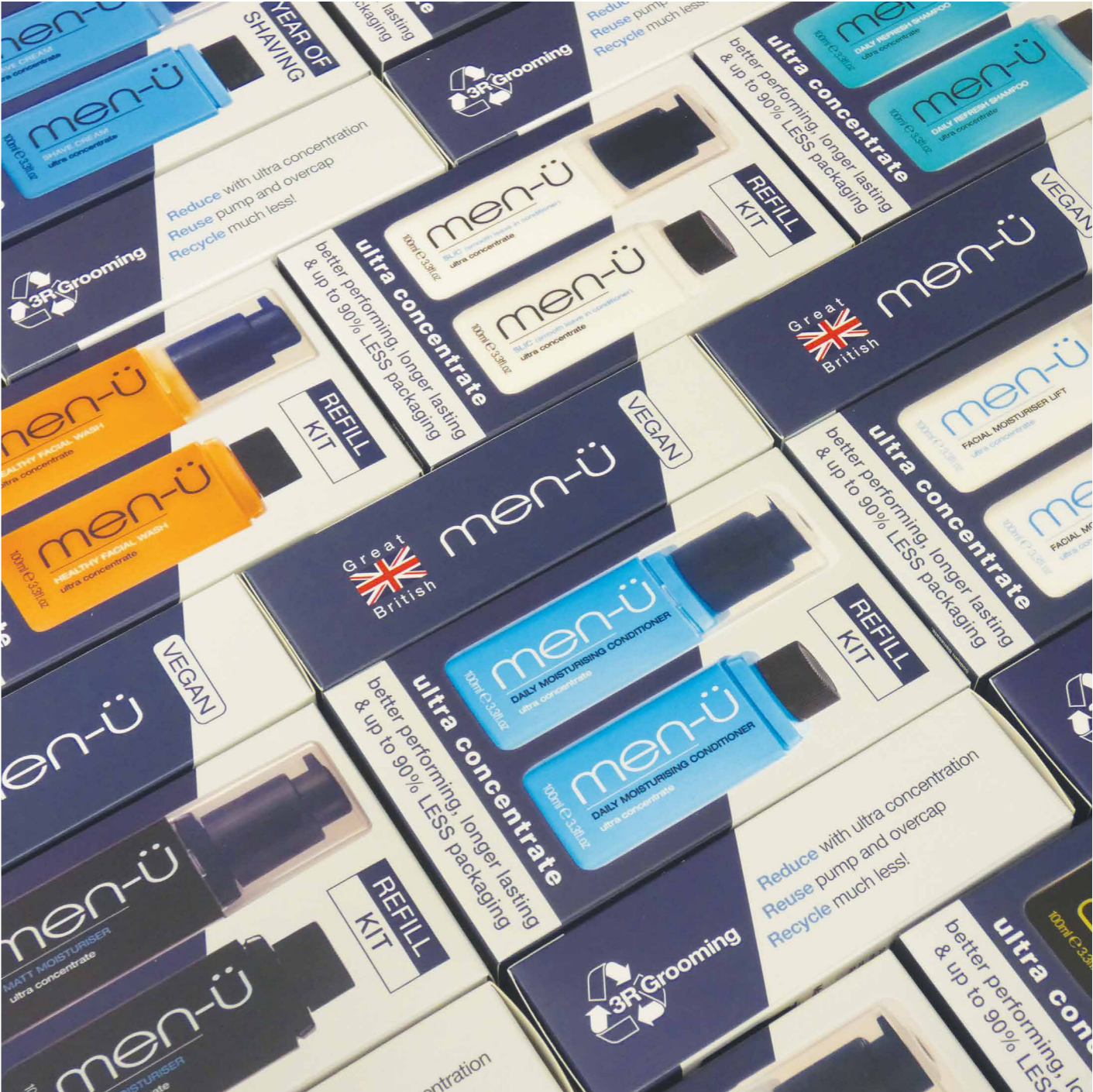
Hair Care



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

“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.” - Nigel

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





**Reduce • Reuse • Recycle**

**Reduce** with ultra concentration

**Reuse** pumps & overcaps

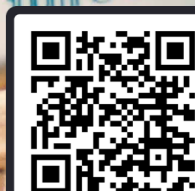
**Recycle** much less!

Ultra concentrate formulations are key in almost everything we do and have been for over 20 years. Improved consistently over the years, men-ü ultra concentrates have a high proportion 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 of grooming!

Ultra concentrate formulations are available in 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 for their reuse.

For more information on 3R Grooming & refills visit: [men-u.com/3rgrooming](https://men-u.com/3rgrooming)



Find out more

## Plastics & Packaging Our Beliefs

The only thing experts agree on currently 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 and 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), Automobiles, Aeroplanes. The reason these industries predominantly use virgin plastic is that it is so much easier & cheap.

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 and consultants. It is as if no one sees a way forward and 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 and 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 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 understand what is potentially an avenue, in terms of recycling, rather than a through road.



### Trial & Travel Tubes and Sets 15ml

For the ultimate in compact & great for travel - Trial & Travel tubes 15ml are available for the shave & facial products, & Liquifflex hair styling.



Trial & Travel tubes 15ml are much more than just a sample, as they are ultra concentrate with a high number of applications - up to 30 dependent on product. These are the mini fills to the ultra concentrate bottles 100ml with locking pumps, so great for travel too.





Selection Box Grooming Essentials

The perfect combination of grooming products to introduce any man to 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 fragrance. Includes Black Pepper & Bergamot and Citrus & Mint – the perfect opportunity to try both.



Shave Facial Essentials

Achieve a professional shave facial in your own home with the men-ü 4-step process of exfoliate, deep cleanse, tone & moisturise.





### 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.

### Stripes Toiletry Bag

Lightweight & compact - dimensions in mm when filled: 185H x 250W x 45D.  
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. Stylish stripes design with black trim.



### Ultimate Travel Kit

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



men-ü.com

