



# MEN'S LINE OPTIONS

## CLEANSER

### Description

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All-Over Wash For Face, Hair & Body provides a luxuriously, foaming lather to remove sweat and dirt, without stripping away natural oils that keep skin and hair healthy. Gentle enough for all skin types, proteins provide water-binding properties that help maintain essential moisture.

### Key Ingredients

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- Cocamidopropyl Betaine - Mild surfactant, viscosity building, foam boosting
- Sodium Lauryl sulfoacetate - High foaming cleanser and emulsifier
- Vitamin E - an antioxidant that will help reduce the appearance of scars and marks.

### Directions

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Generously lather on body, hair and face; rinse. Use daily in the shower as an all-over facial cleanser, body wash and conditioning hair shampoo.

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## MEN'S LINE OPTIONS

# SHAVING CREAM

### Description

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Provides a luxurious lather that lifts whiskers up, away from the skin, for a smooth, ultra-close shave. Allows the razor to glide close to the skin while offering a cushion of protection against razor burn, irritation, nicks and cuts. This cream offers the superior shave and skin treatment benefits in a thick, creamy formula. Leaves skin velvety soft, hydrated and refreshed. The result is a remarkably easy shave, soft skin, and no razor burn.

### Key Ingredients

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- Shea Butter - heals and moisturizes the skin. It treats small skin wounds, sunburns, blemishes, eczema and other skin conditions.
- Sweet Almond Oil - helps rejuvenate the dead cells, prevent chapped lips and leave them moisturized.
- Soap Base - A natural soap base that cleanses while moisturizes the skin.

### Directions

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Start with a slightly moist face. Apply an even layer of cream over face and neck with fingertips or a shaving brush. Activate by working it to a rich, creamy lather using circular motions. Shave with a sharp, clean blade, rinsing razor frequently. Rinse face with warm water.

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# AFTERSHAVE

### Description

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Post Shave Cooling Gel immediately soothes irritated skin, alleviates redness and provides lasting relief from razor burn. The cooling, non-oily formula prevents flaking and provides lightweight moisturization to skin without burning or stinging. Botanicals, known to encourage healing and fight bacteria, work to heal minor nicks and cuts.

### Key Ingredients

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- Panthenol - the provitamin of B5 used as a lubricant, emollient and moisturizer for its ability to penetrate the skin.
- Aloe Vera Leaf Juice - provides healing and anti-inflammatory properties that reduce skin inflammation, acne and eczema
- Allantoin - improves the skin's moisture retention providing a soothing effect

### Directions

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Rub a quarter size amount on face and neck immediately after shaving.

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## BEARD OIL

### Description

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Achieve a conditioned, healthy-looking beard and put an end to a flaky, itchy skin beneath with this exclusive blend of certified organic natural oils, potent antioxidants, and vitamins. Powerful antioxidants help protect skin against the damaging effects of environmental pollutants. Offering fast-absorbing hydration while softening brittle and dry facial hair for added control and shine.

### Key Ingredients

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- Sweet Almond Oil - contains omega-3 fatty acids that strengthens & nourishes damaged hair.
- Hemp Seed Oil - promotes hair growth for faster, thicker and healthier looking hair.
- Olive Oil - leaves the hair looking healthy and shiny. It protects the keratin in the hair and locks in moisture.

### Directions

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To use, pump two to three drops of [brand name] Beard Oil into your palm. Rub hands together and massage upward into facial hair, making contact with the skin underneath. To finish, groom beard downward with fingers or brush and style as usual. Reapply as needed.

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## BEARD BALM

### Description

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This premium beard balm helps hydrate, condition and add shine to your beard while moisturizing the skin beneath it. Helps to prevent itchiness and flaking that can come with a dehydrated face and beard.

### Key Ingredients

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- Hemp Seed Oil - It promotes hair growth for faster, thicker and healthier looking hair.
- Beeswax - A natural wax that helps improve the texture of balms and other semi-solid products. It provides moisture and protection to the skin.
- Shea butter - It is a rich source of moisture, vitamins and fats that nourish and protects the skin and hair, leaving them moisturized and smooth.

### Directions

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Apply while your beard is still damp and easy to manage. Use a beard comb or brush to evenly disperse the balm and style your beard. Place onto your fingertips and rub hands together vigorously. Work the balm into your skin under your beard, then out to the ends of the hair. Finishing styling with a Beard Comb or Brush.

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## MEN'S LINE OPTIONS

# MOUSTACHE WAX

### Description

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Formulated for taming and shaping moustaches and/or beards into any shape while at the same time adding shine, deep conditioning, strength and a healthy growth stimulation. It also adds volume and has a medium hold to control to your moustache. It's a blend of oils which provide your moustache with nutrients to keep it healthy looking and thick.

### Key Ingredients

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- Beeswax - Natural skin protectant that soothes and hydrates hair and skin.
- Shea Butter - heals and moisturizes the skin. It treats small skin wounds, sunburns, blemishes, eczema and other skin conditions.
- Grape Seed oil - Fast absorbing oil that prevents breakouts and helps balance the right amount of moisture in the skin and hair.

### Directions

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If the tin of wax is cold or hard is warm it up by running tin under hot water, or heat with blow dryer until the wax is softer. Scrape wax out with the back of your thumb nail and rub between the index finger and thumb until you get equal amounts of wax on each. Apply the wax through your moustache and/or beard. Make sure to evenly distribute any wax clumps throughout your moustache and/or beard with a comb or you fingers.

# MEN'S POMADE

### Description

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[Your brand name] Classic Pomade shapes and defines hair with a flexible hold and satin finish.

### Key Ingredients

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- VP/VA Copolymer - polymeric film-forming agent. Helps give shape to the hair while being flexible.
- PVP - It is a versatile ingredient used in the cosmetics and beauty industry as a binder, film former, emulsion stabilizer, suspending agent and hair fixative.
- Vitamin E - an antioxidant that will help reduce the appearance of scars and marks.

### Directions

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Emulsify a small amount of classic pomade between palms, apply through wet or dry hair. Work evenly throughout hair then style to desired look. Works best on short hair styles.

# BABY CARE OPTIONS



## BABY HAIR AND BODY WASH

### Description

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The gentle Hair & Body Wash is suitable for all ages that helps moisturize, soothe and calm skin.

### Key Ingredients

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- Cocamidopropyl betaine - Mild surfactant, viscosity building, foam boosting
- Sodium Lauryl sulfoacetate - High foaming cleanser and emulsifier
- Polyquaternium 7 - Imparts a smooth velvety feel and improves slip and moisturization. It also provides a rich and creamy foam to the formula.

### Directions

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Wet baby's hair and body with warm water, apply wash with your hand or washcloth, or pour directly into bath water. Gently lather, rinse & snuggle.

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## BABY CARE OPTIONS

### BABY LOTION

#### Description

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Pamper your baby's skin with [your brand name] Baby Lotion. This fast-absorbing moisturizer keeps delicate skin soft, smooth and feeling healthy. This baby lotion is hypoallergenic and gentle enough for sensitive newborn skin and to use both in the morning and at night.

#### Key Ingredients

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- Fractionated Coconut Oil - an effective lightweight moisturizer for the skin.
- Jojoba Butter - It offers higher oxidative stability with an exceptional smooth and elegant feel on the skin.
- Cocoa Butter - protect, heal and moisturize the skin that is exposed to harsh environmental effects.

#### Directions

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After a warm bath with baby hair and body wash, gently massage baby lotion over entire body to moisturize and nourish baby's skin.

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### RASH CREAM

#### Description

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The rich thick formula immediately forms a barrier to promote healing and soothe rash discomfort. It provides powerful long-lasting relief for your baby's tender skin.

#### Key Ingredients

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- Zinc Oxide - It promotes healing while soothing and clearing sensitive skin.
- Allantoin - It is an effective moisturizing ingredient and it aids in wound healing for sensitive or irritated skin.
- Coconut Oil - It is a natural antibacterial, excellent moisturizer and naturally clears away dirt and dead skin cells which allows for a healthier complexion.

#### Directions

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Apply cream liberally, and as often as necessary to dry skin, with each diaper change, especially at bedtime or anytime when exposure to wet diapers may be prolonged.

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