

## OUR SCIENTISTS SAY:

The difference between men's and women's skin is, first and foremost, physiological. It begins at the onset of puberty when both girls and boys are experiencing increased hormonal activities. Add to that the distinct lifestyle patterns and the daily rigors of exclusively male grooming habits — like shaving — and you have skin that differs from a woman's.

Softens the beard  
and protects against  
razor burn



Creates a comfort zone  
between the razor and  
your skin, allowing for a  
clean, close shave

Has a light, fresh scent

## MKMEN® GROOMING 101: WHY SOAP AND WATER JUST ISN'T ENOUGH:

Always cleanse your face before shaving to help better prepare the beard. Shaving after a warm shower can be an ideal time as pores tend to be more open. Be sure to wet your face with warm water before applying shave foam.

**MKMEN® SKIN CARE POWER STATEMENT:****Smoothed. Soothed. Protected. Clean Face Solutions for Every Man****PRODUCT POSITIONING**

There's nothing like the feel of soft, cleanly shaven skin. But it's not always easy to achieve. Shaving can lead to dry, irritable skin. Fortunately, MKMen® Shave Foam has every man covered. This enriched formula surrounds and clings to each whisker, creating a comfort zone between the razor and your skin for a clean, close shave. The rich cream softens the beard and protects against razor burn. It has a light, fresh scent, plus, it's suitable for sensitive skin.

**TARGET CUSTOMER**

- Current MKMen® skin care customers
- Any man who wants easy, daily skin care and grooming essentials to keep his skin looking its best
- Women who buy skin care and grooming products for the men in their lives

**THE SCIENCE BEHIND THE PRODUCT**

MKMen® Shave Foam contains:

- Glycerin and lanolin — can help gently soften the skin and beard for a smooth shave without irritation
- Aloe leaf extract and cucumber fruit extract — help soothe the skin.

**APPLICATION INSTRUCTIONS**

- Shake well. Smooth over wet, cleansed skin. Shave and rinse.

**CROSS-SELLING OPPORTUNITIES**

- MKMen® Advanced Facial Hydrator Sunscreen SPF 30\*
- MKMen® Daily Facial Wash
- MKMen® Advanced Eye Cream
- MKMen® After-Shave Cooling Gel

\*Over-the-counter drug product

**CHARACTERISTICS**

- ✓ Clinically tested for skin irritancy and allergy
- ✓ Suitable for sensitive skin
- ✓ Noncomedogenic

**USE UP RATE**

- Approximately 2 to 3 months