

OUR MARY KAY SCIENTISTS SAYS:

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.

Contains ingredients that soothe, cool and refresh the skin.



Helps to calm razor burn

Leaves skin feeling soft and moisturized

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

Using warm to hot water to wash your face immediately before shaving opens up the hair follicle and causes the hair to swell, which makes shaving easier.

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

An aftershave should be considered the finishing step of shaving to combat the localized dryness and dull-looking skin that can come after shaving. The welcome relief of MKMen® Cooling After-Shave Gel helps calm razor burn, leaving skin feeling soft and moisturized. This blue gel contains ingredients that soothe, cool and refresh the skin.

TARGET CUSTOMER

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

THE SCIENCE BEHIND THE PRODUCT

MKMen® Cooling After-Shave Gel contains:

- Glycerin — a humectant that helps condition the skin by adding, attracting or retaining moisture
- Aloe leaf juice — to help soothe and calm the skin
- Allantoin — a conditioner to help skin feel softer and smoother

APPLICATION INSTRUCTIONS

- Apply to skin after shaving. Avoid use in the eye area. If eye contact occurs, flush thoroughly with water.

CROSS-SELLING OPPORTUNITIES

- MKMen® Face Bar
- MKMen® Facial Toner
- MKMen® Advanced Facial Hydrator Sunscreen SPF 30*
- MKMen® Advanced Eye Cream
- MKMen® Shave Foam
- MKMen® Body Spray

*Over-the-counter drug product

CHARACTERISTICS

- ✓ Clinically tested for skin irritancy and allergy
- ✓ Oil-free

USE UP RATE

Depends on the customer's individual usage.