

## OUR PRODUCT MARKETING GROUP SAYS:

UV rays can lead to fine lines and wrinkles, hyperpigmentation (dark spots and freckles) as well as skin cancer. Using a sunscreen of at least SPF 15 or higher to protect your skin is a must, and should become as much a part of your daily routine as brushing your teeth.

Immediately hydrates  
while protecting skin  
from damaging  
UVA/UVB rays

Hydrates for over  
10 hours



Contains our patented\*  
MKMen® Complex that  
helps reduce the look of  
fine lines and wrinkles.

Absorbs quickly, leaving  
skin feeling refreshed

\*\*Over-the-counter drug product

\*US Patent No. 6,495,126 and other Pats. Pending

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

A moisturizer with sunscreen is an easy way to give your skin the hydration it needs while protecting it from sun damage in one step.

**MKMEN® SKIN CARE POWER STATEMENT:****Smoothed. Soothed. Protected. Clean Face Solutions for Every Man****BENEFITS AND CLAIMS**

In an independent consumer study<sup>†</sup> men overwhelmingly agreed that after three weeks MKMen® Advanced Facial Hydrator Sunscreen SPF 30\*\* improved their skin's moisture and texture as well as the visible signs of aging. After only one week, they said that it:

- Helps energize dull skin
- Helps combat the look of fatigue
- Helps promote a clear and bright complexion
- Leaves skin feeling firm
- Helps control oil

\*\*Over-the-counter drug product

†Results reported during a three week independent consumer study.

**TARGET CUSTOMER**

- Current MKMen® skin care customers
- Any man who wants to help combat the early signs of premature aging and protect his skin from sun damage
- Women who buy skin care products for the men in their life

**THE SCIENCE BEHIND THE PRODUCT**

- It hydrates for over 10 hours
- It contains our patented\* MKMen® Complex that helps reduce the look of fine lines and wrinkles.
- Formulated with an antioxidant to help fight free radicals, which come from the environment and can contribute to fine lines and wrinkles.

\*US Patent No. 6,495,126, and 7,175,837 and 8,182,799

**APPLICATION INSTRUCTIONS**

- Use it in the morning to help hydrate and comfort skin all day.

**CROSS-SELLING OPPORTUNITIES**

- MKMen® Advanced Eye Cream
- MKMen® Face Bar
- MKMen® Facial Toner
- MKMen® Shave Foam
- MKMen® After-Shave Cooling Gel
- MKMen® Body Spray

**CHARACTERISTICS**

- ✓ Dermatologist tested
- ✓ Clinically tested for skin irritancy and allergy
- ✓ Suitable for sensitive skin
- ✓ Oil-free
- ✓ Fragrance-free
- ✓ Noncomedogenic
- ✓ Hypoallergenic

**USE UP RATE**

- Approximately 3 months