THE ULTIMATE BLEND OF LUXURY PERFORMANCE BASED ARGAN HAIR, SKIN AND BODY PRODUCTS

The focus of this bespoke men’s grooming range was to develop versatile products that delivered exceptional results for all men of various ages.

We believe we have developed a product range that offers the perfect mix of Luxury, Performance, Simplicity and Quality.

The range consists of 5 core products that offer a full end-to-end solution to Men’s grooming and can either be purchased as a complete grooming kit or as individual, stand-alone products that all serve to enhance and elevate the way Men incorporate personal hair and skincare into their daily lifestyle.

Focusing on delivering hydration & gently combating excess oil production, all products have been formulated with high-performing proven active ingredients that provide a clean, polished finish.

The innovative active ingredients that help achieve this are:

**COLD PRESSED CERTIFIED ORGANIC ARGAN OIL** - obtained from the fruit kernel of the Argan Tree rich in Vitamin E, antioxidants, omega-6 and omega-9 essential fatty acids all of which assist in keeping hair & skin nourished and hydrated.

**PENTAVITIN®** is a trademark of DSM - (active ingredient) to provide deep hydration to hair and skin for up to 72 hours. Derived from dextrose monohydrate from maize kernels, PENTAVITIN® has a unique composition similar to that of the carbohydrate complex (NMF) found in human skin.

**REGU™-SEB** is a trademark of DSM - (active ingredient) is an oil elixir consisting of Argan Oil, Sesame Seed Oil and Saw Palmetto Extract to gently combat excess oil production.

**ALPAFLOR™, ALP™-SEBUM** is a trademark of DSM - (active ingredient). A multi-target active ingredient that decreases sebum production by 56% and assists in reducing pore size.

Every product within the range is formulated with our well-known Cold Pressed Certified Organic Argan Oil as well as many other amazing ingredients that are highly beneficial.
Silk for Men Absorb Serum delivers instant shine and moisture whilst creating a conditioned smooth appearance to hair, beard & skin. This vegan friendly, non-greasy and ultra light serum is formulated with a high concentration of Cold Pressed Certified Organic Argan Oil which is rich in vitamins, antioxidants, omega-6 and omega-9 essential fatty acids and boosted with an amazing natural hydrating active ingredient that can help lock in moisture for up to 72 hours. This convenient versatile serum treatment provides intense hydration and leaves the hair, skin & beard looking healthy and feeling refreshed whilst also providing an amazing long lasting and captivating masculine scent.

**BENEFITS**
- Versatile Product- can be used on Hair, Beard & Skin
- Contains a high percentage of Cold Pressed Certified Organic Argan Oil - rich in natural vitamin E, omega-6 and omega-9 essential fatty acids
- Provides Hair, Beard & Skin with instant moisture and deep long-lasting hydration
- Leaves Hair, Beard & Skin feeling smooth and soft
- Helps tame and smooth the beard
- Helps protect Hair against damage caused by heated appliances
- Provides Hair & Beard with an instant shine and a smooth glossy finish
- Long term use stimulates key genes for skin barrier improvement and assists in strengthening skin barrier function
- Can be used on damp or dry hair
- Non-greasy ultralight serum
- Vegan Friendly
- Manufactured In Australia

**KEY INGREDIENTS:**
- A Blend of Functional Cosmetic Grade Silicones
- Cold Pressed Certified Organic Argan Oil
- PENTAVITIN® is a trademark of DSM - an active ingredient that offers, deep hydration to hair and skin for up to 72 hours
PENTAVITIN®
Derived from dextrose monohydrate from maize kernels, has a unique composition similar to that of the carbohydrate complex (NMF) found in human skin. Boosts NMF & Hyaluronan & Ceramide.

Mid-term benefits include visible improvements in skin appearance.

Long-term benefits include a reduction in flakiness and tightness in skin and an increase in skin barrier function.

In vivo efficacy testing on PENTAVITIN® resulted in the following:
- Reduced signs of dry skin by 20% after 4 weeks*
- Strengthening of skin barrier function*
- Improved skin softness and smoothness by more than 50%*
- Reduced skin flakiness by more than 50%*
- Reduced itchiness by more than 30%*
- Reduced tightening by more than 30%*
- Improved skin robustness by more than 20%*

*Refer to In vivo efficacy testing on PENTAVITIN® data
TRUE HYDRATION WITH 1% PENTAVITIN® SHORT - AND LONG TERM
BASED ON DSM TESTED FORMULA

Visible facial hydration after 3 hours and 28 days with 1% PENTAVITIN®
Used for 28 days, 1% PENTAVITIN® brings tired, dry skin back to life

PENTAVITIN® - IN VIVO EFFICACY
SIGNIFICANT IMPROVEMENT IN APPEARANCE

Macrophotographs demonstrating significant improvement in skin appearance after 4 weeks application of 1% PENTAVITIN®

PENTAVITIN® is a trademark of DSM
Silk for Men Sulfate Free Argan Hair & Body Shampoo gently cleans and conditions from head to toe. Vegan friendly and formulated with gentle plant derived cleansers, Cold Pressed Certified Organic Argan Oil, Aloe Vera and Macadamia Oil boosted with an amazing natural hydrating active ingredient that can help lock in moisture for up to 72 hours, this convenient all in one wash creates a rich lather and leaves the skin & hair feeling soft, refreshed, smooth & hydrated whilst also providing uplifting and invigorating scents.

**KEY INGREDIENTS:**
- Gentle Plant Cleansers
- Cold Pressed Certified Organic Argan Oil
- Cold Pressed Certified Organic Macadamia Oil
- Certified Organic Aloe Vera
- Pro Vitamin B5
- PENTAVITIN® is a trademark of DSM - an active ingredient that offers deep hydration to hair and skin for up to 72 hours

**BENEFITS**
- Versatile Product- can be used on Hair & Skin
- Contains a blend of mild sulfate free cleansers
- Gently cleanses the hair & skin
- Formulated with Cold Pressed Certified Organic Argan Oil - rich in natural vitamin E, omega-6 and omega-9 essential fatty acids
- Provides Hair & Skin with instant moisture and deep long-lasting hydration
- Leaves Hair & Skin feeling smooth and soft
- Long term use stimulates key genes for skin barrier improvement and assists in strengthening skin barrier function
- Available in 3 uplifting & invigorating scents: RUSH Peppermint, TIDY Masculine, IMPACT Athletic
- Vegan Friendly
- Manufactured in Australia

**RUSH // TIDY // IMPACT**

380ML HAIR & BODY SHAMPOO

SRP- $34.90

SM4011 – TIDY – MASCULINE SCENT
SM4012 – IMPACT – ATHLETIC SCENT
SM4013 – RUSH – PEPPERMINT SCENT
Silk for Men Form Styling Paste provides a long lasting hold and assists in shaping and styling hair. Formulated with Cold Pressed Certified Organic Argan Oil, Macadamia Oil, Bees Wax and boosted with an amazing active ingredient that can help lock in moisture for up to 72 hours, this versatile product provides a captivating masculine scent and is suitable for all hair types.

**KEY INGREDIENTS:**
- Cold Pressed Certified Organic Argan Oil
- Cold Pressed Certified Organic Macadamia Oil
- Cold Pressed Certified Organic Sunflower Seed Oil
- Cera Alba (Natural Bees Wax)
- PVP
- Vitamin E
- PENTAVITIN® is a trademark of DSM - an active ingredient that offers deep hydration to hair and skin for up to 72 hours

**BENEFITS:**
- Assists in shaping, defining and styling hair
- Smooth & hydrating styling paste
- Great for texturizing fine and/or thinning hair
- Formulated with Cold Pressed Certified Organic Argan Oil - rich in natural vitamin E, omega-6 and omega-9 essential fatty acids which assists in enhancing hair shine
- Provides Hair with instant moisture and deep long-lasting hydration
- Can be used on damp or dry hair
- Non-greasy
- Manufactured in Australia
**REGU™-SEB**

is a trademark of DSM

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An oil elixir consisting of Argan Oil, Sesame Seed Oil and Saw Palmetto Extract to gently combat excess oil production

Best-in-class oil elixir to gently combat excess oil production

Consists of 5 ingredients specifically taking up the challenge to gently & visibly treat oily skin including:

**Phytosterols** - to help recover skin barrier and inhibit the activity of the testosterone converting enzyme 5α-reductase

**Lignans** - to have an impact on DHT flow

**Squalene** - to provide a non-oily pleasant skin feeling and to soften and protect the skin

**Unsaturated fatty acids** - to help prevent and reduce skin inflammation

**Tocopherols** - to provide strong antioxidant properties

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Unique multi-targeted activity – good oils gently combating the bad oils

Leads to a smooth, mattifying, and natural look

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**REGU™-SEB**

In vivo efficacy testing on REGU™-SEB resulted in the following:

- Visibly rebalances skin oiliness within 4 weeks*
- Visible efficacy reported by 95% of the volunteers*
- Leads to a smooth, mattifying, and natural look
- Decreases the oily spots surface by 42%*
- Decreases the severity of oily skin condition by 33%*

*Refer to In vivo efficacy testing on REGU™-SEB data
Silk for Men Plenish Aftershave & Moisturising Balm is the ideal product to apply after shaving or to simply use as a moisturiser. It assists in soothing and calming skin irritation and provides a conditioned, smooth appearance. The vegan friendly, non-greasy and lightweight balm is formulated with a combination of active ingredients that can help lock in moisture for up to 72 hours and to gently combat excess oil production. Enhanced with soothing Aloe Vera, Cold Pressed Certified Organic Argan and Macadamia Oils, this amazing balm provides intense hydration whilst also providing an amazing long lasting and captivating masculine scent.

**KEY INGREDIENTS:**
- Cold Pressed Certified Organic Argan Oil
- Certified Organic Aloe Vera
- Cold Pressed Certified Organic Macadamia Oil
- Natural Vitamin E
- PENTAVITIN® is a trademark of DSM - an active ingredient that offers deep hydration for up to 72 hours
- REGU™-SEB is a trademark of DSM - an active ingredient to gently combat excess oil production

**BENEFITS**
- Delivers instant shine
- Provides Skin with instant moisture and deep long-lasting hydration
- Leaves Skin feeling smooth and soft
- Long term use stimulates key genes for skin barrier improvement and assists in strengthening skin barrier function
- Formulated with Cold Pressed Certified Organic Argan Oil - rich in natural vitamin E, omega-6 and omega-9 essential fatty acids
- Contains an amazing oil elixir to gently combat excess oil production
- Visibly rebalances skin oiliness within 4 weeks with consistent daily use*
- Decreases the oily spots surface by 42% within 4 weeks of consistent daily use*
- Decreases the severity of oily skin condition by 33% within 4 weeks of consistent daily use*
- Non-greasy balm
- Vegan Friendly
- Manufactured in Australia

**KEY INGREDIENTS:**
- Cold Pressed Certified Organic Argan Oil
- Certified Organic Aloe Vera
- Cold Pressed Certified Organic Macadamia Oil
- Natural Vitamin E
- PENTAVITIN® is a trademark of DSM - an active ingredient that offers deep hydration for up to 72 hours
- REGU™-SEB is a trademark of DSM - an active ingredient to gently combat excess oil production

PLENISH

**180ML AFTERSHAVE / MOISTURISING BALM**

SRP- $39.90

SM4052
ALPAFLOR™, ALP™-SEBUM

is a trademark of DSM

Derived from an extract from the organically cultivated Swiss Alpine Plant Willowherb organically cultivated at altitudes of over 1,000m in the Alps

Helps regulate and reduce sebum activity and offers visible care for oily skin

Strong improvement in skin appearance

Strong inhibition of pro-inflammatory markers

Multi-target activity including a sebum production decrease of 56%*

Visible Pore size reduction*
*Refer to In vivo efficacy testing on ALPAFLOR™, ALP™-SEBUM data

*Refer to In vivo efficacy testing on ALPAFLOR™, ALP™-SEBUM data
Silk for Men Ignite Sulfate Free Argan Facial Gel Wash gently cleans whilst promoting a natural fresh appearance. Vegan friendly and formulated with gentle plant derived cleansers, Cold Pressed Certified Organic Argan Oil, Aloe Vera and Vitamin E boosted with an amazing natural active ingredient to assist in reducing sebum production to control oily, shiny skin and to tighten pores. It creates a rich lather and leaves the skin feeling clean, soft and refreshed whilst also providing a fresh athletic scent.

**KEY INGREDIENTS:**
- Gentle Plant Cleansers
- Cold Pressed Certified Organic Argan Oil
- Certified Organic Aloe Vera
- Natural Vitamin E
- PENTAVITIN® is a trademark of DSM - an active ingredient that offers deep hydration to skin for up to 72 hours
- ALPAFLOR™, ALP™-SEBUM is a trademark of DSM- an active ingredient extracted from the organically cultivated Swiss Alpine Plant Willowherb that assists to control oily, shiny skin & to help tighten pores

**BENEFITS**
- Contains a blend of mild sulfate free cleansers
- Gently cleanses the face
- Formulated with Cold Pressed Certified Organic Argan Oil - rich in natural vitamin E, omega-6 and omega-9 essential fatty acids
- Boosted with an active ingredient- a rare plant species of Willowherb, organically cultivated at altitudes of over 1,000m in the Swiss Alps
- Offers multi-target activity including a sebum production decrease of 56%
- Long term use may assist in reducing pore size
- Provides Skin with instant moisture and deep long-lasting hydration
- Long term use stimulates key genes for skin barrier improvement and assists in strengthening skin barrier function
- Leaves Skin feeling smooth and soft
- Provides a fresh athletic scent
- Vegan Friendly
- Manufactured in Australia

SRP- $39.90

SM4051