



Frankly, we're for you.

excuse my
frank

14 INGREDIENTS
excuse my frank
HYDRATING GEL
TONER
+ FRANK'S SKIN CARE ROUTINE 2
500ml / 16.90 fl. oz.

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17 INGREDIENTS
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HYDRATING GEL
TONER
Water/Aqua
Glycerin
Methylparaben
Butane

14 INGREDIENTS
Water/Aqua
Glycerin
Betaine
1,2-Hexanediol
Carbomer
Chlorphenesin
Butylene Glycol

FRANK'S SKIN CARE ROUTINE 2
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Frankly, we're for you.

Honesty

Sustainability

Accessibility

Clean Beauty

A clean brand that gives consumers our honest prices, ingredients, and effects.

Excuse My Frank allows you to live a clean lifestyle while getting the most value out of our products.

- ✔ Like a good friend, Excuse My Frank establishes honesty as their core value.
- ✔ EMF displays ingredients upfront to show the transparency in their formulas.
- ✔ They use only the necessary ingredients to deliver optimal results and maximize efficacy.
- ✔ Helps first-time skincare users choose products that are best for their skin type.
- ✔ They value accessibility which is why they make it easier for those who want uncomplicated skincare.
- ✔ Minimize unnecessary processes and packaging material to help be more sustainable and affordable.



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FOR DRY / ALL SKIN TYPES

STEP 1

Hydrating Cleansing Gel

Super moisturizing & non-irritating
cleanser



500ml (16.90 fl.oz)

STEP 2

Hydrating Gel Toner

Soothes dehydrated skin



500ml (16.90 fl.oz)

STEP 3

Calming Emulsion

Helps dry & sensitive skin



300ml (10.14 fl.oz)

Rebalancing Emulsion

Helps balance oil production



300ml (10.14 fl.oz)

STEP 4

Intense Moisturizing Cream

Creates moisture barrier to lock in moisture



150ml (5.07 fl.oz)



Hydra Cleansing Gel

Facial Cleanser (Gel Type)

Vegan Morning Cleanser Moisture Booster Unscented

- ✓ A lightweight yet effective cleansing gel that removes dirt and impurities from the skin without stripping of natural oils.
- ✓ After using this product, your skin will not only feel clean but also ultra moisturized.

Oligo Hyaluronic Acid	PHA
Goes one step beyond regular hyaluronic acid by penetrating deeper into the skin layers while creating a moisture barrier.	Gently removes dead skin without causing irritation and helps even skin tone.

Spec:
500ml / 16.91 fl. Oz





Hydrating Gel Toner

Lightweight Gel Toner

Vegan Extra Calming Effect Moisture Booster Unscented

- ☑ Replenishes lost moisture from the skin and repairs the skin barrier caused by compromised skin.
- ☑ Helps remove the excess residue that the cleanser may have not removed.

Oligo Hyaluronic Acid	Chamomile Flower Extract
Goes one step beyond regular hyaluronic acid by penetrating deeper into the skin layers while creating a moisture barrier.	Helps soothe and relieve sensitive skin caused by dryness or irritation

Spec:
500ml / 16.91 fl. Oz





MSRP: \$ 18.99

Calming Emulsion

Facial Emulsion (Milky Texture)

- Vegan
- Sensitive & Dry Skin
- Extra Calming Effect
- Moisture Booster
- Unscented

Our Calming Emulsion is best for dry, sensitive, or irritated skin. It contains ingredients that are essential for soothing and moisturizing the skin.

Oligo hyaluronic Acid	Asiatic Pennywort
Goes one step beyond regular hyaluronic acid by penetrating deeper into the skin layers while creating a moisture barrier.	The anti-inflammatory property speeds healing, helping to prevent scarring and preventing future blemishes

Spec:
300ml / 10.14 fl. Oz

Calming

Hydrating

Softning

Firming



MSRP: \$ 18.99

Rebalancing Emulsion

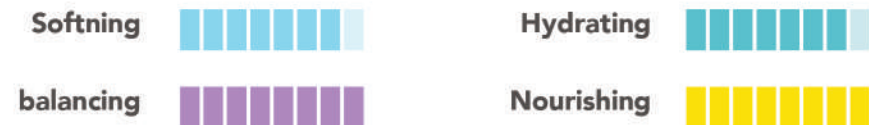
Facial Emulsion (Gel Type)

- Vegan
- Oil Balancing
- Extra Calming Effect
- Moisture Booster
- Unscented

- ✓ A transparent & lightweight gel emulsion that enhances skin elasticity.
- ✓ Helps regulate the oil and moisture balance of the skin.
- ✓ Adds an extra layer of moisture that is suitable for even oily skin.

Oligo Hyaluronic Acid	Rose Water	Evening Primrose Oil
Goes one step beyond regular hyaluronic acid by penetrating deeper into the skin layers while creating a moisture barrier.	Controls the skin's production of excess natural oils and helps reduce puffiness in the skin.	Not only it moisturize and soothe, it can also enhance the texture and elasticity of skin.

Spec:
300ml / 10.14 fl. Oz





MSRP: \$ 19.99

Intense Moisturizing Cream Facial Cream

Vegan Dry Skin Type Natural Tint Moisture Locking Unscented

- ✓ A soft and moist cream with a natural blue/green tint.
- ✓ Delivers moisture into the deepest layers of the skin keeping it moist, bouncy, and healthy.

Oligo Hyaluronic Acid	Panthenol	Green Energy Complex
Goes one step beyond regular hyaluronic acid by penetrating deeper into the skin layers while creating a moisture barrier.	Binds to and holds water in the skin, moisturizing and leaving it soft, smooth, and more supple.	Pomegranate Tree, Mangosteen Peel, Butterfly Pea Flower

Spec:
150g / 5.29 oz



UNIQUE PACKAGING



Honest list of only 14 ingredients



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Purposeful effects on the skin