

Amanda McIntosh IS THE FOUNDER AND CEO OF

take my face off®



A LOS ANGELES-BASED
COMPANY THAT CREATES TOTALLY GENIUS, REUSABLE SKIN-CLEANSING PRODUCTS.

A Texas native, McIntosh loved skincare and makeup from an early age, but she had no idea she could make a career out of it. So instead she pursued her other love, classical music, and worked her way into prestigious music schools in New York and Chicago before winning a position with an orchestra in Spain. After several years abroad, she and her trumpet player husband, Christopher Still, returned to the States. McIntosh took what she thought would be a short-term job at her mother's consulting practice. To her surprise, she found the job fascinating, and wound up spending the next ten years consulting with multinational corporations in the US, South and Central Americas, and Asia, all the while using her vacation days to perform with various orchestras.

In 2007, McIntosh's husband won a full-time position with the Los Angeles Philharmonic, one of the world's most prestigious orchestras. She left consulting to focus on her music career and to start a family.

On the way home from playing a concert a few years ago, McIntosh was frustrated when she remembered that all of her washcloths were in the dirty laundry. A friend had turned her on to a great cleansing routine involving oils, but she was constantly running out of fresh linen to use with them. She hated her stash of traditional terrycloth, bamboo, and microfiber rags, but couldn't find anything softer. Since she refused to spend more money on things she didn't like, she often ran out before laundry day.

As she pulled into her driveway, McIntosh decided that washcloths were overdue for an upgrade. Why did they have to be coarse? And clumsy? And ugly?

Things progressed quickly, and over the next year, McIntosh tested hundreds of fabrics, learned industrial pattern-making and sewing, worked out her branding, and eventually filed trademarks and patent applications for what would soon be known as Take My Face Off's Mitty® line of cleansing tools.

As she was developing the brand, McIntosh learned more about the sustainability issues in the beauty industry, and was troubled by consumers' use of disposables like wipes and cotton balls. So, McIntosh's mission evolved—she not only wanted to provide softer, more effective cleansing aids, but products so beautiful and useful that disposables would be left behind.

Take My Face Off debuted at Cosmoprof North America in 2016. The product was immediately noticed by a representative of the Sephora Collection, and a cobranded "Take My Face Off for Sephora Collection" version of the eye makeup remover was released in all domestic Sephora stores in July 2017.

McIntosh is enjoying the rapid growth of her company, and is busy planning new product launches as well as eyeing expansions into other areas, such as men's grooming and children's products.

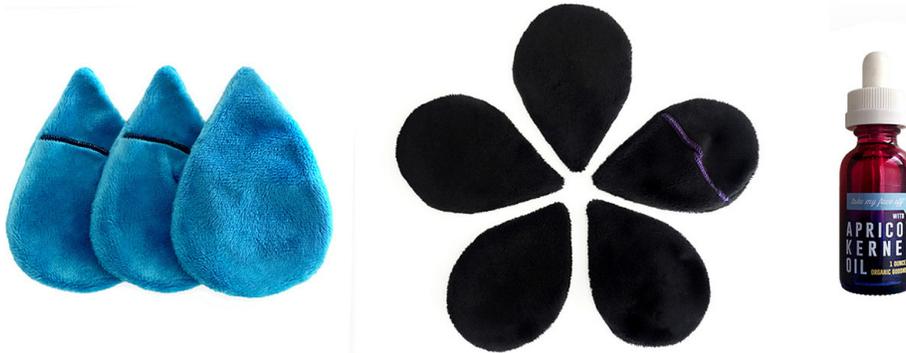
take my face off®

Take My Face Off® is a Los Angeles-based company that creates reusable skin-cleansing products that are totally genius. The journey started as an attempt to bring coarse, ugly washcloths into the 21st century, but as founder and CEO Amanda McIntosh learned about the harm caused by single-use wipes and cotton balls, her project evolved into a mission.

In high school, McIntosh loved makeup because it helped cover her cystic acne. She spent decades looking for solutions, and eventually learned that her problems were caused by a combination of aggressive cleansing methods and food sensitivities. Her interviews with dermatologists and estheticians confirmed her hunch that most skincare consumers either over-cleanse or under-cleanse—there's a lot of confusion about how to do it "just right." The revolutionary Mitty® collection makes it easy to hit the sweet spot with its gentle, ultra-effective cleansing fabric that doesn't harshly rub or tug at the skin.

Take My Face Off's highest priority is creating products that work beautifully while injecting style into personal care routines. The company figures that the better the products work, the easier it is for Take My Face Off to pursue their "ulterior motive" of converting consumers to reusable cleansing aids! Even though McIntosh's first goal was finding the perfect fabric, she was soon troubled by the number of consumers who rely on disposables as a cleansing staple. Cotton balls are harsh on skin, and their production wastes huge amounts of water (and releases toxic chemicals into the water supply, unless they're organic). Disposable wipes are the fastest-growing cause of shoreline pollution, and they wreak havoc on municipal sewer systems. Most are woven through with plastic and contain preservatives that can cause breakouts. Even the best wipes are wasteful and expensive, and many dermatologists and estheticians agree that they don't really clean your skin.

Much as beautiful, stainless steel water bottles are now chosen over single-use plastic bottles, Take My Face Off is giving consumers delightful, reusable cleansing tools to replace their pollution-causing disposables. Their designs are so gentle, effective, and sophisticated, that consumers are happy to leave disposables like facial wipes and cotton balls behind. Low carbon-footprint textiles and manufacturing methods are combined with serious style and effectiveness to create products that delight environmentalists and makeup artists alike.



Price and Availability: \$38.50 for 3-pack of the Makeup Mitty® (packaged in a mesh laundry bag), \$42.50 for 5-pack of The Blackout™ Pro (packaged in a mesh laundry bag), and \$44.50 for a 1oz supply of Organic Apricot Kernel Oil; Available at takemyfaceoff.com.

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