



THE  
MEN'S  
SKINCARE  
BIBLE

BY DISCO

## **Skin is important to us.**

As our largest organ, the epidermis weathers a triumphant amount throughout our lives. From environmental factors, to skin problems, to sun burns and everything in between, it's essential to care for the skin to ensure you're preventing the effects of aging and to stay looking young as long as possible. It's simple: skincare is self-care.

At Disco, we're on a mission to destigmatize skincare for men, and make the process less complicated than it needs to be.

There are so many skincare products and brands out there that claim to reverse aging, nourish the skin, and use top-shelf ingredients. But these brands are formulated with women in mind, and as men, we know we have different needs that should be met. Facial hair, environmental factors, men's wellness/routines, and the male-specific pH mantle of the skin are all big factors we took into consideration when crafting Disco, because you deserve skincare backed by science.

Skincare is rooted in the effort to do better for our bodies and ourselves, but it doesn't have to be complicated. We put together the basic tips, tricks, and facts with the help of our Ivy League Dermatologist, Dr. Eva, to inform and educate you on what you're putting in, and on, your body. Let's disco.

# 10

## COMMANDMENTS OF SKINCARE

- 1 Thou shall know their skin type
- 2 Thou shall use all-natural ingredients
- 3 Thou shall practice wellness
- 4 Thou shall wear SPF
- 5 Thou shall cleanse
- 6 Thou shall moisturize
- 7 Thou shall exfoliate
- 8 Thou shall mask
- 9 Thou shall shave with care
- 10 Thou shall Disco, because life is too short not to.

# 1

## THOU SHALL KNOW THEIR SKIN TYPE.

Do you know what kind of skin you have? As men, we come in all shapes and sizes. Just like dating; we all have a type, and the primary order of business is knowing what that type is and what to look for.

There are generally 5 skin types:

Normal

Oily

Dry

Combination

Sensitive

Your skin type can be contingent on a variety of factors and even change slightly throughout your life. Your skin type can depend on genetics, how much water is in your skin and your body's ability to retain it, how oily your skin is, how sensitive, and the climate you live in. It's important to identify the type of skin you have so that you know what kind of products and ingredients to treat it with.

# Normal.

You lucky dog.

With normal skin types, you've most likely never had to deal with skin problems like dryness, oil, textured skin, or acne. But don't let the skin gods who blessed you also fool you: having a solid skincare routine is essential to ensure you keep your skin in good shape.

Most guys don't think about their skin or how to take care of it until there's a problem (like acne) or once they notice the visible signs of aging. The sooner you begin to care for your skin, the longer it will look healthier and stay youthful.

No matter where you are in your life or at what age, starting a skincare routine in your 20s is a great idea. Here's what can start to change in your skin in your 20s:

- ✓ Tiny, fine lines and wrinkles can begin to form around the corners of your eyes (crow's feet) and the edges of your mouth.
- ✓ Dark circles and bags can form under your eyes.
- ✓ Skin can begin to look dull and uneven.
- ✓ Sebaceous glands start to produce less oil, creating dry areas on your skin and leaving your skin dehydrated.

The bad news is, these issues only get worse with age. The good news is, you can do something about it.

The sooner you start caring for your skin, the sooner you can attack the signs of aging before they even start. It only takes a few products that contain natural, plant-based ingredients to start being proactive in your skin care: caffeine, macadamia nut oil, and phytic acid.

You can find all of these powerful ingredients in [Disco's basic skin care regimen](#). Within less than five minutes a day, you can take care of your skin and protect it from premature aging.

# Oily.

Oily skin types tend to have enlarged pores, a naturally shiny, thick complexion, and perhaps struggle with blackheads, pimples, and blemishes. Oily skin can be exasperated by humid environments, which increases the oil, shine, and sebum production in the skin. To battle the excess oil, it's important to integrate regular cleansing, exfoliating, and masking into your skincare routine.

Oily skin can be genetic or brought on by external stressors like the wrong skincare products. Sometimes, oily skin can be a sign your skin is actually dehydrated.

When your skin is overly dry, your sebaceous glands go into overdrive to produce more lubricating skin oil called sebum. This usually makes you want to wash your face more, which can dry out your skin, making your glands produce more oil.

## What To Use For Oily Skin

What you've been using isn't working (we're looking at you, bar soap). Unless you're into the oily look, you need products that work to keep skin healthy and balanced.

Certain ingredients work for oily skin types more than others. This is our all-star lineup for absorbing that excess oil and managing acne-prone, or greasy skin:

**Charcoal** is a natural ingredient that helps battle breakouts and balance your skin's moisture levels. Its naturally absorbent properties draw out dirt from your pores and prevent breakouts.

**Papaya** is a natural exfoliant that helps clear away dead skin cells that like to hang out on the surface of your skin and create pimples. It's gentle enough for regular use and won't irritate your skin.

**Bentonite** is a natural clay with absorbent properties. It removes excess oil without drying out the skin and leaves it tight without feeling uncomfortable.

**Tea tree oil** is the OG of oil-busting ingredients. Its astringent properties help clear your pores and dry out stubborn pimples.

Bottom line, the key to balancing that excess oil is cleansing, moisturizing, exfoliating, and masking regularly with products suited for your skin type.

# Dry.

Dry skin types often have almost invisible pores, but a duller or rough complexion. They are more susceptible to red patches and irritated skin, and often have less natural elasticity and more visible fine lines. Many people who struggle with dry skin live in highly dry environments, like deserts or mountainous regions. *You're not alone: dry skin can be treated easily with increased moisture and an exfoliation regimen.*

If your skin feels rough in some areas, smooth in others, tight, or even bumpy in certain places, you've got a dry skin type, characterized by uneven skin tone and texture.

Dry skin types typically produce less sebum than normal skin. The skin therefore has less ability to retain moisture.

The good news is that you can even out your skin tone and repair your moisture barrier by using the right products and ingredients to bring everything back into balance.

The two most essential steps are exfoliation and hydration. Exfoliating will remove dead skin cells that are causing that flaky skin, and encourage new cell growth. Hydration will repair your moisture barrier and soothe tight, dry skin.

## What To Use For Dry Skin

**Papaya and Phytic Acid** is a great tag team duo helps remove dead skin cells that are causing your skin to feel rough. Papaya gently breaks the chemical bonds between dead skin cells and living skin cells, making them easy to slough away. Phytic acid helps accelerate the cell regeneration process, so you see newer skin faster.

**Vitamin C** is the ultimate natural skin corrector, and helps brighten your complexion and even out areas of discoloration and hyperpigmentation to reveal more balance.

**Macadamia Oil** is a deeply hydrating, plant-based oil that also helps combat the signs of aging. This oil helps keep your skin moisturized and avoid dry, flaky patches of textured skin.

**Coconut Oil** is a natural exfoliant and one of the most hydrating agents for the skin.

**Aloe** repairs sun damage, and as a plant extract with antioxidant moisturizing properties, it deeply hydrates and protects the moisture barrier.

# Combination.

You're probably a combination skin type if none of the above hit the nail on the head for you. The most common characteristics of combination skin are having oily skin in the T-zone and dry skin on the cheeks. Other noticeable factors can be blackheads and oversized pores. Bottom line, your skin just doesn't feel consistent. Using natural, plant-based ingredients can help restore balance and even out your skin tone.

It can be hard to find the right products to help you manage your combo skin. If you use products that target oily skin, you'll end up making your dry patches unbearably dehydrated and flaky. On the other hand, using products for dry skin could end up making an oily skin issue even worse.

The solution is to use products that work for both dry and oily areas on your skin. Natural skin care ingredients work with your skin to help hydrate dry areas and keep your skin from producing excess oil in other areas.

Here's what you can use to help bring zen to your skin.

## What To Use For Combination Skin

Avoid products that are specifically designed for either oily or dry skin. These types of products won't work for your skin. Additionally, the majority of the products you find on drugstores shelves aren't designed to work with your skin.

Disco's skincare is formulated to work specifically with the pH balance of men's skin. We also use natural ingredients that help restore your skin to perfect balance.

These are some ingredients to look out for:

**Coconut Oil** will work for your combo skin because it helps soothe skin irritation while helping to restore your skin's natural moisture balance in areas that are overproducing oil.

**Vitamin C** helps brighten your skin and even out your skin tone, which can be especially helpful for combination skin that often ends up in uneven patches of dull dryness.

**Niacinamide** is a miracle ingredient for combo skin because it treats both sides of the coin. As a form of Vitamin B-3, it helps the skin retain moisture, minimizes redness and hyperpigmentation, regulates oil, treats acne, and minimizes fine lines and wrinkles.



# Sensitive.

Sensitive skin types are, you guessed it, sensitive. And we don't mean emotionally. But it's okay if you are. Sensitive skin is highly susceptible to new products, ingredients, and environmental factors. It's characterized by redness, itching, dryness, and occasional burning. If you feel like nothing works for you, chances are you have very sensitive skin. We have the answer: all-natural ingredients are the key to keeping your skin calm and happy.

Your skin's a little sensitive, but you don't have to be tough on it to whip it into shape. You just need some decent skincare.

Sensitive skin is characterized by skin that is continually rashy, red, itchy, and uncomfortable. You may even experience pain with the irritation or flaky patches of dry skin.

It can be hard to know what to do with your sensitive skin; just like your ex, no matter what you try to do to fix things, nothing ever seems right.

We've got you covered.

## What To Use For Sensitive Skin

The most important element to treating sensitive skin is to focus on gentle, all-natural ingredients.

Lucky for you, Disco cares about your skin. We've poured our empath hearts and souls into finding the right ingredients that work for sensitive skin:

**Apricot Oil** is a natural, plant-based oil that is great for reducing inflammation and soothing skin that is acting irrationally. It's also a great hydrator, helping skin lock in moisture.

**Chamomile** is known for calming skin just like chamomile is to your mind. It's also packed with antioxidants that can help fight off free radical damage - aka molecules that attack your skin and make you look older.

**Vitamin E** helps to brighten your complexion, even out your skin tone, minimize visible signs of aging, and protects your skin from free radicals.

# 2



## THOU SHALL USE ALL-NATURAL INGREDIENTS

Did you know that most skin problems are caused by using harmful ingredients, formulas that don't work for your skin type, or not all-natural products?

We may be tough, but we know that using natural, vegan, and cruelty-free ingredients is essential to keeping our skin in balance and our bodies in check.

Why use all-natural? Well, buying natural and sustainably sourced ingredients is kinder to the Earth and easy on the environment. Chemicals that are produced for certain products can have huge negative impacts on the environment. In addition, you have 100% certainty that the products you're putting on your skin will not irritate it or lead to strange side effects down the line.

Among the most common harmful products out there that are shockingly popular are antiperspirants with toxic aluminum, sunscreens with carcinogenic benzene chemicals, and skin allergens in fragrances.

*[Try Our Natural Deodorant](#)*

...formulated with all natural ingredients, and actually works to block sweat and body odor. Aloe, Tea Tree Oil, and Eucalyptus will make you smell like a spa all day. Most importantly, it's a deodorant, not an antiperspirant, which usually contain harmful aluminum that can clog your pores and trap bad bacteria.



# 3

## THOU SHALL PRACTICE WELLNESS

This is the truth: no one is perfect. Whether you're someone who sees a therapist weekly, works out every day, and leads a balanced life or daily meditation, or you struggle with keeping a healthy diet and making it to the gym – living with intention and the discipline to make those small, simple steps towards wellness is important to living your life to its fullest.

That's why we're in the business of skincare, after all. We want to help you live your best, healthiest life, starting with a simple skincare routine. I mean, that's why you're reading this, right?

It may seem small, but skincare is a step in the right direction for you to start living your healthiest, fullest life.

# 4 THOU SHALL WEAR SPF

Biologically, men have thicker skin with less fat than women, making them more susceptible to sun damage. Every year, 7,500+ men will pass from melanoma and sun cancer, and over 100,000 will be diagnosed.

It's imperative to protect our skin from the harmful effects of the sun.



Fortunately, we have sunblock to thank for helping reduce the risk and deaths due to skin cancer by tenfold in the past century.

UV rays can burn our skin, but a pesky, uncomfortable sunburn should be the least of your worries. Prolonged exposure and eventual sun damage can have some serious effects on your skin, including premature wrinkles, discoloration, sun spots, melanoma, and even deadly skin cancer. Wear a hat, and always apply SPF in the mornings before heading out into the sun.

Furthermore, blue light from our phone and computer screens is just as damaging as UV rays. Prolonged exposure while working late can also lead to premature aging, and the best thing you can do for yourself is applying SPF even if you're spending the day indoors working, scrolling, or watching TV.

# 4

## DISCO MOISTURIZING MINERAL SUN BLOCK

We designed our Moisturizing Mineral Sun Block with everyday use in mind. We cut the annoying white cast and formulated our sunblock with 20% zinc oxide to ensure your skin is fortified against damaging light. It also has a powerful blend of Tripeptides, Niacinamide, and Wakame Extract t to help repair aging skin, fight fine lines and wrinkles and leave your skin moisturized throughout the day.



# 5 THOU SHALL CLEANSE

Using the correct cleanser with all-natural ingredients is essential to keeping your skin clear from bad bacteria and dead skin that can accumulate throughout the day. Oily or acne-prone skin works better with a gel-based cleanser to avoid adding unneeded moisture to the skin in this step. Dry skin should be treated with a milky cleanser or something more moisturizing.



Gents, this is why we created the Charcoal Face Cleanser Stick, to bridge the gap between oily and dry skin types.

We designed our Face Cleanser in stick form because we're dudes, and lugging around a heavy bottle cleanser in liquid form is just not practical for us. Furthermore, the Cleanser Stick allows all skin types to benefit from moisturizing but gentle Coconut Oil, exfoliating Phytic Acid, and detoxifying charcoal. The stick form is unique to Disco, and it will help you clean deep beneath the surface and nourish your skin with the flick of a wrist.



What about the body? Well, we made a Body Wash too, for everything but the face.

The Invigorating Body Wash soothes the skin with Horsetail, moisturizes and repairs skin damage with Aloe, and protects against free radicals with Chamomile. Hydrating and refreshing spa-scented, this luxurious body wash will have you leveled up from your middle school bar of soap.

# 6 THOU SHALL MOISTURIZE

Your skin needs vitamins for fortification, just like your body.





Throughout the day and night, our face sweats, excreting the natural moisture and water reserves in our bodies. Consistently repairing and replenishing that moisture barrier is essential to ensure you're keeping your skin hydrated and happy. That's where that natural glow comes from.

You may be thinking, I have extremely oily skin, and I get greasy a lot, does this mean I still need to moisturize? The answer is YES. During the nighttime, our body naturally loses our water stores, and our skin begins to overproduce sebum to counteract this. When we wake up and go about our day, that excess oil is a sign that our skin is in need of moisture. Applying a facial moisturizer will ensure that you lock in that moisture barrier and keep your skin calm and clear.

EXCESS OIL  
IS A SIGN  
THAT OUR  
SKIN IS IN  
NEED OF  
MOISTURE.



*Try Our Face Moisturizer*

The [Hydrating Face Moisturizer](#) is a great choice for all skin types because the gel-cream hybrid balances both oil and dryness. Formulated with Vitamin E, C, and Macadamia Nut Oil, the moisturizer penetrates deep into the dermal layer of the skin to deliver antioxidants and lock in moisture. Macadamia Oil is great for preventing wrinkles by boosting collagen production, and Vitamin E is a natural nourishing skin-conditioning agent that protects against free radical damage.

Now let's talk about the most tender and thinnest part of our face. The **undereye area** needs special attention when it comes to skincare.

When we are dehydrated or sleep-deprived, the area underneath our eyes pumps blood to counteract the lack of circulation there. This is what causes dark undereye circles, bags, and puffiness. As we age, the skin around our eyes is the first to develop fine lines and wrinkles. Fortunately, there are products out there to help treat this fragile area of the skin.

# 6



## Try Our Repairing Eye Stick

The Repairing Eye Stick is a skincare serum designed to reduce puffiness, dark undereye circles, and brighten the skin. Formulated with Caffeine, Pycnogenol, and Niacinamide, the serum soothes the skin, provides antioxidants, and evens skin tone and fine lines.



# 7 THOU SHALL EXFOLIATE

**We lose 50 million skin cells a day.**

Whether you work in a labor-intensive industry or behind a desk all day, the dead skin on your face builds up. If you struggle with a dull-looking complexion, rough skin texture, or dry, flaky skin, it's a big sign you need to exfoliate. Exfoliating will also help stimulate new skin cell production, leaving your complexion bright and fresh.

In addition, it's imperative to exfoliate properly before shaving. If you're a guy who suffers from shaving pimples, redness, irritation, or overall discomfort after shaving, you should incorporate exfoliating before trimming that five o'clock shadow.

Exfoliating will clear those dead skin cells that tend to clog your pores when you shave. It will help you avoid ingrown hairs, uncomfortable razor burn, and leave your skin ultra-soft. You're best off going 1 to 2 times a week with an exfoliant, or whenever you shave.

# 7

## Try Our Exfoliating Face Scrub

Our Exfoliating Face Scrub was designed for men who need a powerful option for clearing dead skin cells and regenerating new skin cell growth. Formulated with naturally exfoliating Papaya, and repairing Aloe, the Disco Face Scrub will feel like a weekend spa retreat with its Eucalyptus scent and detoxification & skin-clearing benefits. Better yet, the Scrub is gentle enough for sensitive skin with Apricot Oil that reduces inflammation and calms irritation.





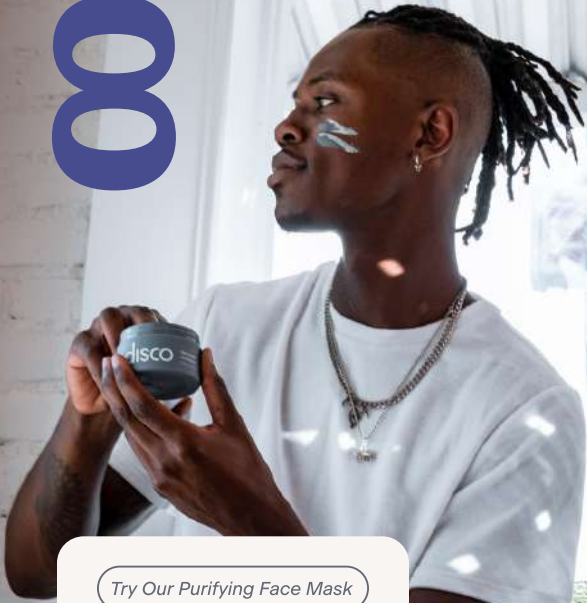
## THOU SHALL MASK



Struggling with acne? Need a midweek pick-me-up? Want to connect with your partner in the bathroom? You need to introduce masking into your skincare routine.

Face masks allow us to set aside some time for some extra TLC for our skin. Formulated with detoxifying minerals and ingredients or nourishing and repairing serums, face masks can leave your skin glowing and clear after a quick 20-minutes.

# 8



## Try Our Purifying Face Mask

Our [Purifying Face Mask](#) is made with Charcoal, one of our favorite ingredients for men's skincare. Charcoal is a natural detoxification agent as its porous quality bonds with impurities deep within the pores and extracts them. Also made with Bentonite Clay, the mask helps treat oily skin and acne breakouts. Its naturally occurring clay minerals pull out toxins from the skin, and Willow Bark Extract is an anti-inflammatory and natural astringent. The overall effect is spa-like skin rejuvenation, all from the comfort of your home.



# 9 THOU SHALL TREAT THE SKIN BEFORE + AFTER SHAVING

A proper shaving routine is imperative to taking care of your skin and staying looking young as long as possible. Shaving - especially if you shave frequently - can put a lot of stress on our skin, causing razor burn, bumps, acne, irritation, and redness. Now, we already discussed the importance of exfoliating before shaving. Let's dive into a proper shaving routine and the post-game too.

- 1 Get yourself a proper razor. We recommend using a single-blade razor because it significantly reduces the chances of clogging your pores and getting ingrown hairs.
- 2 Always wash the face with warm water and exfoliate before shaving.
- 3 Look for a natural, non-chemical, high-quality alternative to familiar drugstore brands of shaving creams. These tend to be chock full of chemicals that can irritate your skin and cause acne around the mouth and jawline area.
- 4 Shave in a downward, diagonal motion. Going against the grain can cause ingrown hairs, so try to shave in a direction that won't irritate your skin.
- 5 Slap on some aftershave balm. Aftershave is an antiseptic agent that helps prevent the infection of cuts, as well as an astringent to reduce irritation of the skin.
- 6 Finally, finish off with some cold water. Once your aftershave has dried, use cold water to close your pores back down.

# 10 THOU SHALL DISCO, BECAUSE LIFE IS TOO SHORT NOT TO

**Here at Disco, we believe in empowering men to feel good in their own skin.**

This goes beyond selling all-natural products designed for men, and it's larger than having clear and soft skin to show off for your significant others. At Disco, we believe in the power of confidence and leaving your house fresh-faced and positive. Our founder Benjamin wanted to give a name to his brand that encompassed that feeling of confidence and joy. As a lifelong lover of house music and dance culture, he felt that Disco was the appropriate choice.

Invest in your skin so that you can feel confident and secure within it. Disco on, life is too short not to.



made by the people at

disco