

CONTENTS

03

Patricks Product Series

04

Market Leading Products

05

Our Story

07

Ingredients that Perform

09

Key Ingredients

10

Bespoke Cologne



STYLING PRODUCTS

11

Packaging Design

13

Products Matrix

14

Product Line

PATRICKS PRODUCT SERIES





MARKET LEADING PRODUCTS

- Scientifically engineered formulations tested on thousands of men to ensure trend-setting product innovation.
- The highest quality raw ingredients in the world.
- Multi-functional formulas that help stimulate hair growth and minimise hair loss.
- Custom packaging that looks unlike anything else on the market and combines luxury and efficiency.
- Manufactured in the USA by world renowned formulations company.
- Bespoke colognes developed with a leading fragrance house in New York.



OUR STORY

“ **T**HE PATRICKS PRODUCT RANGE IS THE RESULT OF 7 YEARS OF INTENSE RESEARCH AND DEVELOPMENT AND IT'S REALLY HARD TO SUMMARISE EVERYTHING I HAVE GONE THROUGH TO RELEASE THEM. IT'S A STORY OF PERSEVERANCE, TAKING RISKS AND NOT SETTLING FOR ANYTHING LESS THAN PERFECT. ”

WHERE IT STARTED: I was an electrician for 8 years but I was not satisfied and knew there was more I wanted to do and achieve. I could see there was a gap in the Australian market for a luxury men's hairdressing salon so I re-mortgaged my house and opened Patricks.

I knew nothing about hairdressing or business but being out of my comfort zone forced me into learning about both really quickly. After a costly shop fit-out we opened without enough money to pay the staff at the

end of the week - it was real make or break - but luckily it was a success from the first day. Through a lot of hard work, we built it into a really successful business, even winning Australian Hair Salon of the Year.

With no luxury men's haircare lines in existence, we decided to develop our own to fill the growing demand from our clientele.

MARKET-LEADING PERFORMANCE: From the beginning our products were designed with the number one priority of performance and this was above everything else. I take the performance of each product very seriously. It has to do what it says it's going to do.

I did not want to be confined by what had been created before or by what I was told was possible, I wanted to push boundaries. So we re-engineered the formulations for maximum performance, redesigned the packaging to combine luxury and efficiency, and set a new standard in haircare fragrance.

We tested the products on 1000's of clients who provided instant, honest feedback, helping us develop market-leading, consumer driven formulations.

PERSEVERANCE: We initially spent 2 years trying to develop the formulations in Australia but no one achieved the high level we expected. We knew if we wanted to create something innovative, we had to use the best formulations company in the world. After a lot of research we wanted to work with a famous US formulations company as they had an amazing reputation for scientific innovation and had created some of the world's leading hair care products.

OUR STORY

(CONTINUED)

“FROM THE BEGINNING OUR PRODUCTS WERE DESIGNED WITH THE NUMBER ONE PRIORITY OF PERFORMANCE AND THIS WAS ABOVE EVERYTHING ELSE. I TAKE THE PERFORMANCE OF EACH PRODUCT VERY SERIOUSLY. IT HAS TO DO WHAT IT SAYS IT’S GOING TO DO.”

We didn’t actually have the budget to use such a large formulations company and most of these companies do not work with start-ups, so we undertook a capital raise and sold shares in our company. Rather than paying corporate advisers thousands of dollars and a percentage of the capital we raised I undertook an Advanced Diploma in Corporate Finance, became a Corporate Advisor and raised the money myself.

This funding enabled us to fly to the US and meet with the formulations company who subsequently acquired 10% of our company in our first meeting, which was really exciting.

TECHNOLOGY AHEAD OF ITS TIME: Our cost price of each unit is on average 40 times more expensive than our competitors because we gave the formulations company a limitless budget to produce the best performing product possible.

In addition to the high performance formulations, the internationally-respected chemists scientifically engineered the Patricks Recovery Compound (PRC). PRC

is an innovative complex designed to stimulate hair growth and prevent and stop the hair loss process. We used this technology in each product in the range.

FUNCTIONALITY SIMPLIFIED: It took an incredible 4 year, cross collaborative effort between myself, designers, custom tooling specialist, business managers, engineers and factory to bring my packaging ideas into reality. I think I drove everyone crazy with how perfect I needed to get everything, even the sound of the lid clicking closed.

The primary focus was practicality but it was also designed to display a subtle sophistication. We had to develop manufacturing processes that were complex and ambitious. Many industrial designers said certain aspects couldn’t be done but I pushed and persevered and sourced companies at the cutting edge of technology who could help us achieve what we wanted.

I hope you enjoy the products as much as I do.

PATRICK KIDD

PATRICKS RECOVERY COMPOUND (PRC)

Patricks Recovery Compound (PRC) has been formulated to prevent and stop the hair loss process and stimulate hair growth. This scientifically engineered technology has been used in each product in the Patricks range.

PRC TARGETS 4 AREAS →



THE END RESULT IS **THICKER, FULLER, HEALTHIER** HAIR.

INGREDIENTS THAT PERFORM

CAUSES OF HAIR LOSS: Although there are several causes of hair loss in men, male pattern baldness accounts for about 95%. Most cases are due to DHT, a hormone created by the combination of testosterone with 5-alpha reductase, an enzyme located in the scalp.

DHT causes hair loss by shortening the growth phase of the hair cycle - decreasing the anagen (growth) phase and increasing the telogen (resting) phase, causing shrinking of the follicles and producing progressively shorter, finer hairs. Eventually these hairs totally disappear.

DHT also thickens the protective membrane of the scalp, restricting blood flow to the capillaries. This makes further hair growth impossible. As a result, hair falls out, but does not get replaced naturally.

THE SOLUTION: To reverse the hair loss process PRC combines both plant-based and laboratory-made ingredients of the highest quality and proven efficacy. The main ingredients in PRC are Acetyl tetrapeptide-3 and Biochain A extracted from Red Clover. The combined and synergistic action of these two ingredients directly address hormonal and aggravating factors of hair loss.

PRC has been scientifically engineered to block the conversion of testosterone to DHT preventing the hair cycle to shorten and hair follicle miniaturisation and improving the ECM proteins in dermal papilla surrounding the hair bulb for better anchoring in the scalp. PRC also prevents inflammation which is a contributing factor in hair loss also helping to revive dormant hair follicles.

In addition to the main ingredients, PRC is steeped in mineral-rich nutrients which replenish, moisturise and help improve hair and scalp health. UV protection is also provided to shield hair from damaging UV rays and minimise colour fade.

CLINICAL STUDIES: Clinical studies on active ingredients prove a reduction in hair loss; an increase number of growing hairs, improvement in hair follicle anchoring, and a reduction of scalp inflammation

The central active ingredients have been clinically tested by the renowned Cosmoceutical Research Center. The research center is licensed by the Food and Drug Administration (FDA) for cosmetics manufacturing and drugs, and by the Oregon Tilth for organic products.

KEY INGREDIENTS

Incorporating both plant based and scientifically engineered ingredients of the highest quality and proven efficacy.

MINIMISE HAIR LOSS

ACETYL TETRAPEPTIDE -3	A stimulator of extracellular matrix proteins favoring a better hair anchoring. The peptide has a direct effect on hair follicle. The remodeling signal increases the size of hair follicle for better hair number and vitality
BIOCHANIN A	Known to be an effective inhibitor of 5a-reductase type I & II activity ¹⁸ . Modulates chronic inflammation and limits free radical damage to the skin and scalp
SAW PALMETTO	Very effective at blocking the formation of DHT and appears to block the androgen receptors which are found on the hair follicles. It blocks Type 1 and Type 2 forms of 5 alpha-reductase
RED CLOVER	Traditionally used to treat asthma, cancer, and various inflammatory skin disorders like eczema and psoriasis
GREEN TEA	Shown to be a potent inhibitor of type 1 alpha-reductase

MAXIMISE HAIR GROWTH

CAPSICUM	Stimulates hair growth by 50% and increases blood flow to the scalp as well as histamine release to stimulate cell division
CHILLI	Boosts circulation and jump-starts hair follicle performance
ROSEMARY	Potent anti-oxidant and anti-inflammatory that stimulates follicles, promoting stronger hair. It is also thought to slow down premature hair loss

PROMOTE THICKER, STRONGER HAIR

ARGININE	Helps improve the growth potential of the hair follicle adding body to the hair
COFFEE BERRIES	Extends the hair shaft's growth phase for longer. Coffee and hair share the same approximate pH level (4.5 to 5), and this balance is critical to maintaining hair health and keeping a smooth and protected cuticle
HOPS	Possesses a nourishing oil that is both an effective hair conditioner and thickener
CERAMIDES	Help strengthen fragile and brittle areas of the hair

OPTIMISE SCALP HEALTH

SAGE	Powerful anti-oxidant and anti-inflammatory. Stimulates microcirculation and reduces sebum deposits to maintain a clear, fresh and stimulated scalp
KIGELIA	Scalp stimulator and anti-inflammatory
GINGKO BILOBA	Anti-bacterial, anti-inflammatory and also contributes to improved circulation for nutrient dispersion throughout the scalp and along the hair shaft
CINNAMON	Anti-bacterial and soothing to the scalp to maintain balance of the dermis

PROVIDE UV PROTECTION

CINNAMIDOPROPYLTRIMONIUM CHLORIDE	A naturally derived UV filter to shield the hair from damaging UV rays and protect the hair from color fade
--	---

BESPOKE COLOGNE

“**E**ACH INDIVIDUAL PRODUCT HAS ITS OWN EXCLUSIVE COLOGNE DEVELOPED WITH ONE OF THE WORLD’S LEADING FRAGRANCE HOUSES IN NEW YORK. THESE 8 UNIQUE FRAGRANCES WERE INSPIRED BY COLOGNES FORM THE 50’S AND 60’S AND ALL FEATURE NOTES OF VETIVER TO CREATE A SUBTLE SIGNATURE SCENT THROUGH THE RANGE.”

STYLING PRODUCTS | INTELLIGENT DESIGN

Our custom packaging combines luxury and efficiency. We pushed the limits of our engineers to develop precision machinery and create something practical and beautiful.



01. DOUBLE LOCK LATCH

Safe in your bag

The double lock system is designed primarily for travel, whether it be to the office, gym or around the world and ensures the package will not open in transit. The size complies with carry-on and hand language regulations for all commercial and private airlines.

02. RUBBER GRIP

No slip grip

A thin rubber inlay seamlessly integrates under the aluminium base to prevent slippage in wet areas, protect bathroom surfaces and ensure a gentle audio when putting the package down.

03. QUALITY MATERIALS

No expense spared

Real aluminium has been fused into the latch and base plate to provide strength, durability and beauty. The labels are laser etched directly onto the aluminium eliminating the need for paper, stickers and glue. The matte finish on the outside of the container is tactile, practical and beautiful.

04. PERFECT PROPORTIONS

Fits perfectly in your palm

The dimensions were inspired by the Aston Martin 177 and Fibonacci sequence, also known as the Golden Ratio. These dimensions give the package its familiar but unique look and feel. The dimensions 98mm x 68mm x 35mm were even given their own piece of real estate on the side of the package as a tribute to its beauty.

PICK WHAT'S RIGHT FOR YOU



	M1	M2	M3	S2
DESIGNED FOR	Short to medium length, fine hair	Short to medium length, thick hair	Short length, thick or coarse hair	All hair types
FINISH	Matte	Matte	Matte	Shine
HOLD	Light	Medium	Strong	Medium
PATRICKS RECOVERY COMPOUND	Yes	Yes	Yes	Yes
COLOGNE	Vetiver and Silver Fir	Bergamot and Sandalwood	Labdanum and Patchouli	Neroli and Dark Cedar

STYLING PRODUCTS





M1 M2 M3 S2

MATTE FINISH | LIGHT HOLD

DESIGNED FOR: Short to medium length, fine hair.

PERFORMANCE: Ultra matte finish with a light, remoldable hold.

DIRECTIONS: Rub a small amount between palms. Work evenly through dry or damp hair from root to tip and style. To increase matte finish, use in dry hair. Reapply for extra strength or texture.

TECHNOLOGY: Contains the exclusive Patrick's Recovery Compound (PRC) multi-functional formula that targets 4 areas:

- | | |
|------------------------|-------------------------|
| 1. HAIR LOSS | 2. HAIR GROWTH |
| 3. SCALP HEALTH | 4. UV PROTECTION |

COLOGNE: Vetiver and Silver Fir

STYLING PRODUCTS





M1 M2 M3 S2

MATTE FINISH | MEDIUM HOLD

DESIGNED FOR: Short to medium length, thick hair.

PERFORMANCE: Ultra matte finish with a light, remoldable hold.

DIRECTIONS: Rub a small amount between palms. Work evenly through dry or damp hair from root to tip and style. To increase matte finish, use in dry hair. Reapply for extra strength or texture.

TECHNOLOGY: Contains the exclusive Patricks Recovery Compound (PRC) multi-functional formula that targets 4 areas:

- | | |
|------------------------|-------------------------|
| 1. HAIR LOSS | 2. HAIR GROWTH |
| 3. SCALP HEALTH | 4. UV PROTECTION |

COLOGNE: Bergamot and Sandalwood

STYLING PRODUCTS





M1 M2 M3 S2

MATTE FINISH | STRONG HOLD

DESIGNED FOR: Short length, thick or coarse hair.

PERFORMANCE: Matte finish with a strong, remoldable hold. Scientifically engineered to resist water and sweat during exercise and water sports. Water resistant up to 1000ft | 300m.

DIRECTIONS: Warm a small amount between palms for easier application. Work evenly through dry or damp hair from root to tip and style. To increase matte finish, use in dry hair. Reapply for extra strength or texture.

TECHNOLOGY: Contains the exclusive Patricks Recovery Compound (PRC), a multi-functional formula that targets 4 areas:

- | | |
|-----------------|------------------|
| 1. HAIR LOSS | 2. HAIR GROWTH |
| 3. SCALP HEALTH | 4. UV PROTECTION |

COLOGNE: Vetiver and Silver Fir

STYLING PRODUCTS





M1 M2 M3 **S2**

SHINE FINISH | MEDIUM HOLD

DESIGNED FOR: All hair types.

PERFORMANCE: Shine finish with a medium, remoldable hold.

DIRECTIONS: Rub a small amount between palms. Work evenly through dry or damp hair from root to tip and style. Reapply for extra strength, texture or shine.

TECHNOLOGY: Contains the exclusive Patricks Recovery Compound (PRC) multi-functional formula that targets 4 areas:

- | | |
|------------------------|-------------------------|
| 1. HAIR LOSS | 2. HAIR GROWTH |
| 3. SCALP HEALTH | 4. UV PROTECTION |

COLOGNE: Neroli and Dark Cedar

CONTACT

PATRICK KIDD DIRECTOR

0424 506 880

PATRICK@PATRICKS.COM.AU

AIMEE REYNOLDS CEO

0405 702 431

AIMEE@PATRICKS.COM.AU

PO BOX 266
BONDI
SYDNEY, NSW
AUSTRALIA 2026

