

A close-up, profile view of a man with short brown hair and a light beard, looking towards the right. He is applying a product to his face with his hands. He is wearing a light-colored, open-collared shirt. The background is a bright, out-of-focus window.

BRICKELL®
MEN'S PRODUCTS

Your Step-By-Step Guide

NATURAL
&
ORGANIC

FOR ALL
SKIN TYPES

MADE IN
THE USA
WITH GLOBALLY
SOURCED INGREDIENTS

NOT TESTED
ON ANIMALS

W E L C O M E

We believe skincare is a core part of a man's healthy lifestyle. Our advanced formulations are blended from the highest quality natural ingredients to give you incredible results that you, your friends, and your family will notice.

There's a one-of-a-kind confidence that comes from understanding your skin and seeing improvement. Let's get started.

Josh & Matt

CO-FOUNDERS

GQ

Esquire

MEN'S JOURNAL

Men's Health

MEN'S FITNESS

DAILY SKINCARE ROUTINE

Use this routine guide to help you
combine our products for the best results

Steps		What It Does	How To Use
1	PURIFYING CHARCOAL FACE WASH	Cleanses and refreshes your skin without dryness or irritation. Deep cleans the pores while being gentle on the skin.	Wet face with warm water, pour a grape-sized amount into the palm of hand. Massage all over face. Rinse with warm water. AM + PM.
OR			
1	CLARIFYING GEL FACE WASH	Washes away dirt, oil, and bacteria. Gentle formula controls oil and shine without over-drying. Works best for oily skin.	Wet face with warm water, pour a grape-sized amount into the palm of hand. Work into a rich lather all over face. Rinse with warm water. AM + PM.
2	RENEWING FACE SCRUB	Gently exfoliates, removing dead skin and oily buildup from the pores. Breaks down tough facial hair for a closer, smoother shave.	Apply a grape-sized amount onto wet face while gently rubbing in a circular motion. Use 2-3x/week AM or PM.
3	REVIVING HYALURONIC ACID FACIAL SERUM	Boosts skin elasticity and reduces sagging. Restores skin's firmness. Stimulates collagen production for tighter, healthier skin.	In the AM, apply a thin layer of serum onto entire face and neck.
OR			
3	REPAIRING VITAMIN C FACIAL SERUM	Repairs aging skin. Reduces skin cell inflammation for firmer, smoother texture and uniform complexion.	In the PM, apply a thin layer of serum onto entire face and neck directly after cleansing.
4	DAILY ESSENTIAL FACE MOISTURIZER	A lightweight formula that hydrates, nourishes, renews, and protects your face, without clogging pores.	Massage onto clean, dry skin making sure to cover the entire face. AM + PM.
OR			
4	RESURFACING ANTI-AGING CREAM	Diminishes fine lines and wrinkles, while firming and evening skin tone.	In the AM, massage a blueberry-sized amount onto face, targeting your forehead and areas around eyes.
5	REVITALIZING ANTI-AGING CREAM	Formulated for men's thicker skin to remove even the deepest wrinkles and lines while you sleep.	In the PM, massage a blueberry-sized amount onto face, targeting forehead and areas around eyes.
6	RESTORING EYE SERUM TREATMENT	Smooths wrinkles and diminishes dark bags. Boosts collagen production and prevents sagging under the eyes for brighter, firmer skin.	Squeeze a small amount to under-eye area, gently massaging into skin and avoiding eyes and eye lids.
7	RESTORING EYE CREAM	Reduces wrinkles, puffiness, eye bags, and dark circles by strengthening the surrounding skin and improving circulation.	Use the tip of index finger to apply a pea-sized amount below eyes and upper cheekbones. AM + PM.

Skipping products is fine - Tailor this routine to your skincare goals

More product info on back >>>

BODY + HAIR CARE

DAILY STRENGTHENING SHAMPOO

What It Does

Soothes and stimulates the scalp, encouraging hair growth. Increases hair strand thickness for a visibly volumizing effect.

How To Use

Apply a quarter-sized amount to wet hair and work into a rich lather. Rinse thoroughly.

REVITALIZING HAIR CONDITIONER

Strengthens and moisturizes every strand, resulting in a head of strong, silky smooth hair.

After shampooing, massage a grape-sized amount into hair, working from root to tip. Rinse well.

STYLING CLAY POMADE

Use to style, polish, and control hair frizz. Strong, pliable hold with a matte finish.

Warm a blueberry-sized amount by rubbing between hands to soften. Apply from front to back until desired style is achieved.

INVIGORATING MINT BODY WASH

Deep cleans your skin of oil, sweat, and dirt without stripping away essential moisture. Leaves your skin healthy and hydrated.

Apply to wet skin. Rinse completely. Use a sponge or washcloth for maximum lather.

RETINOL

What It Does

Retinol helps reduce the appearance of fine lines, wrinkles, and enlarged pores by increasing collagen production. It also helps treat hyperpigmentation, acne, and uneven skin texture. Our retinol products are formulated with clean supporting inactive ingredients.

How do I incorporate retinol into my skincare routine?

RETINOL FACIAL SERUM

Use this serum as part of your evening routine, replacing the Repairing Vitamin C Facial Serum. Massage a small amount of serum onto dry, cleansed skin, followed by a moisturizer. Store serum away from light.

- Start slow - 1-2x a week.
- Retinol can be irritating to the skin. Do not apply to damp skin which could cause additional irritation.
- We recommend that retinol be used at night. If you choose to use it in the morning, use a SPF.
- People who have eczema and rosacea should consult a dermatologist before adding retinol into their routine.

RETINOL FACE MOISTURIZER CREAM

Use this moisturizer as part of your evening routine, replacing the Repairing Vitamin C Facial Serum. Rub a pea-sized amount onto dry, clean skin, followed by a moisturizer.

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+ PRODUCT INFO
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