

# Silk

## FOR MEN

### PLENISH

#### AFTERSHAVE / MOISTURISING BALM

#### PRODUCT SHEET

Silk for Men Argan Plenish Aftershave & Moisturising Balm is the ideal product to apply after shaving or to also use as a moisturiser. It assists in soothing and calming skin irritation and provides a conditioned, smooth appearance.

The vegan friendly, non-greasy and lightweight balm is formulated with a combination of active ingredients that can help lock in moisture for up to 72 hours and to gently combat excess oil production. Enhanced with soothing Aloe Vera, Cold Pressed Certified Organic Argan and Macadamia Oils, this amazing balm provides intense hydration whilst also providing an amazing long lasting and captivating masculine scent.

**SUITABLE FOR:** ALL MEN

#### KEY INGREDIENTS

- Cold Pressed Certified Organic Argan Oil
- Certified Organic Aloe Vera
- Cold Pressed Certified Organic Macadamia Oil
- Natural Vitamin E
- PENTAVITIN® an active ingredient that offers deep hydration for up to 72 hours
- REGU®-SEB an active ingredient to gently combat excess oil production

#### INGREDIENTS

Aqua, Isopropyl Myristate, Glycerin, Cetearyl Alcohol, Argania Spinosa Kernel Oil\*, Polysorbate 20, Saccharide Isomerate, Macadamia Ternifolia Oil\*, Cyclopentasiloxane, Aloe Barbadensis Leaf Juice\*, Serenoa Serrulata Fruit Extract, Sesamum Indicum Seed Oil, Beta-Sitosterol, Tocopherol, Phenoxyethanol, Sodium Polyacrylate, Panthenol, Parfum, Citric Acid, Sodium Citrate, Hydroxycitronellal, Coumarin, Linalool, Citronellol, Hexyl Cinnamal, Limonene, Alpha-Isomethyl Ionone, Acetyl Hexamethyl Tetralin \*Certified Organic

#### DIRECTIONS OF USE

Apply a small amount of balm to skin focusing on shaved areas, massaging in until completely absorbed

#### EXPIRY DATE/SHELF LIFE

12 months after opening, 24 months unopened

#### SCENT

A captivating Masculine Scent

#### BENEFITS

- Delivers instant shine
- Provides Skin with instant moisture and deep long lasting hydration
- Leaves Skin feeling smooth and soft
- Long term use stimulates key genes for skin barrier improvement and assists in strengthening skin barrier function
- Formulated with Cold Pressed Certified Organic Argan Oil - rich in natural vitamin E, omega-6 and omega-9 essential fatty acids
- Contains an amazing oil elixir to gently combat excess oil production
- Visibly rebalances skin oiliness within 4 weeks with consistent daily use
- Decreases the oily spots surface by 42% within 4 weeks of consistent daily use\*
- Decreases the severity of oily skin condition by 33% within 4 weeks of consistent daily use\*
- Non-greasy balm
- Vegan Friendly
- Manufactured in Australia

#### FREE FROM

- Harsh or Drying Alcohol
- Parabens
- Animal Testing

#### COMPLEMENTARY PRODUCTS

All SILK FOR MEN Products

#### PACKAGING MATERIAL

Recyclable –  
Bottle- PETE  
Pump- PP



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PAGE: 1/5  
REVISION: 2  
ISSUE DATE:  
12/11/19





## PLENISH

### AFTERSHAVE / MOISTURISING BALM

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## FAQS

**WHAT SIZES ARE AVAILABLE ?** 180mL

**WHAT SKIN TYPE IS PLENISH AFTERSHAVE / MOISTURISING BALM SUITABLE FOR ?** All skin types

**WHAT CAN I USE PLENISH AFTERSHAVE / MOISTURISING BALM FOR ?** It can be used as an aftershave balm after shaving and as a facial moisturiser. It assists in soothing and calming skin irritation and provides a conditioned, smooth appearance

**WHAT IS THE ACTIVE INGREDIENT USED TO HELP LOCK IN MOISTURE ?**

**PENTAVITIN®** - (Saccharide Isomerate, Citric Acid & Sodium Citrate) an active ingredient that offers deep hydration to hair and skin for up to 72 hours. Derived from dextrose monohydrate from maize kernels, PENTAVITIN® has a unique composition similar to that of the carbohydrate complex (NMF) found in human skin.

Short term benefits include instant deep & binding hydration for up to 72 hours. Mid term benefits include visible improvements in skin appearance. Long term benefits include a reduction in flakiness and tightness in skin and an increase in skin barrier function

**In vivo efficacy testing on PENTAVITIN® resulted in the following:**

- Reduced signs of dry skin by 20% after 4 weeks\*
- Strengthening of skin barrier function\*
- Improves skin softness and smoothness by more than 50%\*
- Reduces skin flakiness by more than 50%\*
- Reduces itchiness by more than 30%\*
- Reduces tightening by more than 30%\*
- Improves skin robustness by more than 20%\*

\*Refer to In vivo efficacy testing on PENTAVITIN® data

**WHAT IS THE ACTIVE INGREDIENT USED TO GENTLY COMBAT EXCESS OIL PRODUCTION ?**

**REGU®-SEB** - (Argania spinosa Kernel Oil, Sesamum indicum Seed Oil, Serenoa serrulata Fruit Extract) an active ingredient to gently combat excess oil production.

**REGU®-SEB is an oil elixir. It consists of 5 ingredients specifically taking up the challenge to gently & visibly treat oily skin including:**

**Phytosterols-** to help recover skin barrier and inhibit the activity of the testosterone converting enzyme 5 α-reductase.

**Lignans-** to have an impact on DHT flow

**Squalene-** to provide a non-oily pleasant skin feeling and to soften and protect the skin

**Unsaturated fatty acids-** to help prevent and reduce skin inflammation

**Tocopherols-** to provide strong antioxidant properties

**In vivo efficacy testing on REGU®-SEB resulted in the following:**

- Visibly rebalances skin oiliness within 4 weeks
- Unique multi-targeted activity
- Visible efficacy reported by 95% of the volunteers
- Best-in-class oil elixir to gently combat excess oil production
- Leads to a smooth, mattifying, and natural look
- Decreases the oily spots surface by 42%\*
- Decreases the severity of oily skin condition by 33%\*

\*Refer to In vivo efficacy testing data on REGU®-SEB

**PENTAVITIN® and REGU®-SEB are trademarks of DSM**



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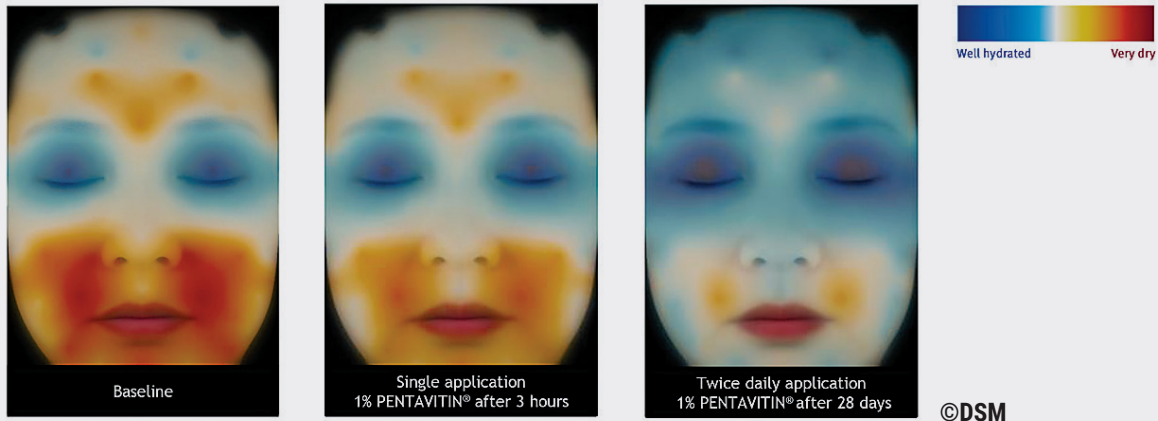
PAGE: 2/5  
REVISION: 2  
ISSUE DATE:  
12/11/19





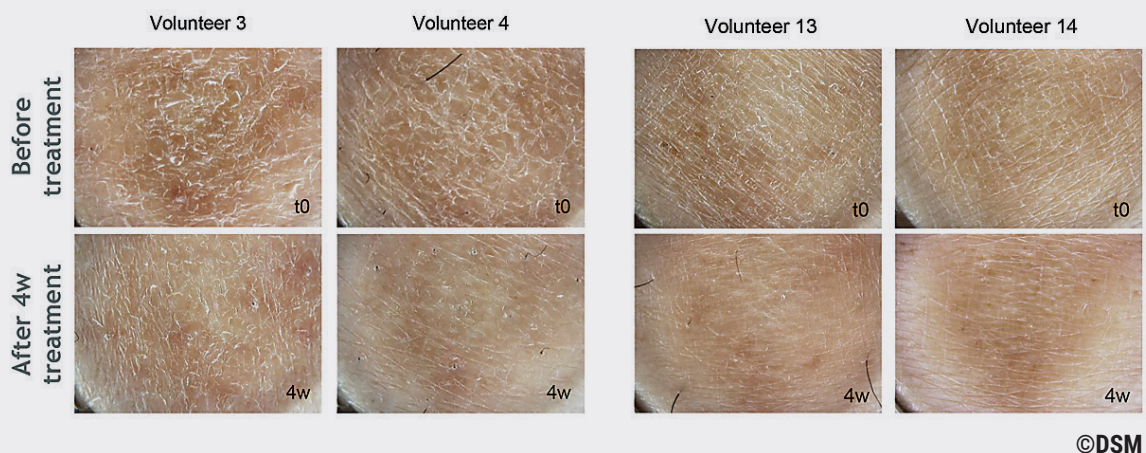
## USED IN ALL SILK FOR MEN PRODUCTS

TRUE HYDRATION WITH 1% PENTAVITIN® SHORT - AND LONG TERM  
BASED ON DSM TESTED FORMULA



- ✓ Visible facial hydration after 3 hours and 28 days with 1% PENTAVITIN®
- ✓ Used for 28 days, 1% PENTAVITIN® brings tired, dry skin back to life

## PENTAVITIN® - IN VIVO EFFICACY SIGNIFICANT IMPROVEMENT IN APPEARANCE



Macrophotographs demonstrating significant improvement in skin appearance  
after 4 weeks application of 1% PENTAVITIN®



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PAGE: 3/5  
REVISION: 2  
ISSUE DATE:  
12/11/19





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#### KEY INGREDIENTS (1/2)

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**Isopropyl Myristate** – plant derived and is used to help strengthen the skin's natural moisture barrier which reduces moisture loss and assists with keeping skin hydrated. It also assists in enhancing the absorption of beneficial active ingredients.

**Glycerin** – plant derived, Glycerin acts as a skin replenishing and hydrating ingredient that assists in maintaining a healthy look and feel.

**Cold Pressed Certified Organic Argan Oil** - (Argania Spinosa Kernel Oil) is obtained from the fruit kernel of the Argan Tree rich in Vitamin E, antioxidants, omega-6 and omega-9 essential fatty acids all of which assist in keeping hair & skin nourished and hydrated.

**Cold Pressed Certified Organic Macadamia Oil** - (Macadamia Ternifolia Seed Oil) is obtained from the nuts of the bushnut and assist with skin conditioning.

**Certified Organic Aloe Vera** - (Aloe Barbadensis Leaf Juice) is typically obtained from the leaves of the aloe plants and assists with skin conditioning enhancing the appearance of dry, damaged skin.

**Cyclopentasiloxane** - derived from mineral components, silicones impart a soft silky feel to the skin. It is used to help deliver & spread other ingredients to skin. As it is a volatile silicone derivative, it evaporates upon application after delivering all the key ingredients that provide moisture and shine and is also water soluble.

**Vitamin E** - (Tocopherol) acts as an antioxidant and assists with skin conditioning.

**Pro Vitamin B5** – (Panthenol) assists in improving the appearance of skin and providing moisture. It has an ability to attract and hold moisture.

**Quality Fragrance** - A long lasting and captivating masculine scent

**PENTAVITIN®** - (Saccharide Isomerate, Citric Acid, Sodium Citrate) an active ingredient that offers deep hydration to hair and skin for up to 72 hours. Derived from dextrose monohydrate from maize kernels and has a unique composition similar to that of the carbohydrate complex (NMF) found in human skin.

**PENTAVITIN® unique product features include:**

- 100% natural and plant derived
- Unique skin identical carbohydrate complex
- Binds to the skin like a magnet
- NATRUE certified; ECOCERT and COSMOS approved
- Halal certified



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PAGE: 4/5  
REVISION: 2  
ISSUE DATE:  
12/11/19





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## KEY INGREDIENTS (2/2)

#### PENTAVITIN® Benefits include:

- True hydration power to all facial areas
- Excessively dry skin areas become quickly hydrated
- Brings dry skin back to life
- Deep hydration for up to 72 hours
- Strengthens skin barrier function
- Calms stressed skin for up to 24 hours

**REGU®-SEB** - (Argania spinosa Kernel Oil, Sesamum indicum Seed Oil, Serenoa serrulata Fruit Extract) an active ingredient to gently combat excess oil production

#### REGU®-SEB unique benefits include:

- Visibly rebalances skin oiliness within 4 weeks
- Unique multi-targeted activity
- Visible efficacy reported by 95% of the volunteers
- Best-in-class oil elixir to gently combat excess oil production
- Leads to a smooth, mattifying, and natural look
- Decreases the oily spots surface by 42%\*
- Decreases the severity of oily skin condition by 33%\*

\*Refer to In vivo efficacy testing data on REGU®-SEB



**PLENISH**  
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**WARNING:** Avoid getting into the eyes. If product gets into eyes wash out thoroughly with water.

**CAUTION:** Contains Nut Oils. It is recommended to always review the full ingredients lists and conduct a patch test prior to using the product for the first time- apply a small amount to a discreet patch of skin, like the inside of your arm. If any signs of redness or skin irritation occurs, do not use.

Vegan and cruelty-free products are made without any animal or animal-derived ingredients, and, they are not tested on animals at any point in the production process.

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PAGE: 5/5  
REVISION: 2  
ISSUE DATE:  
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