



# Silk

**FOR MEN**



# Silk

## FOR MEN

### THE ULTIMATE BLEND OF LUXURY PERFORMANCE BASED ARGAN HAIR, SKIN AND BODY PRODUCTS

The focus of this bespoke men's grooming range was to develop versatile products that delivered exceptional results for all men of various ages.

We believe we have developed a product range that offers the perfect mix of Luxury, Performance, Simplicity and Quality.

The range consists of 5 core products that offer a full end-to-end solution to Men's grooming and can either be purchased as a complete grooming kit or as individual, stand-alone products that all serve to enhance and elevate the way Men incorporate personal hair and skincare into their daily lifestyle.

Focusing on delivering hydration & gently combating excess oil production, all products have been formulated with high-performing proven active ingredients that provide a clean, polished finish.

The innovative active ingredients that help achieve this are:

**COLD PRESSED CERTIFIED ORGANIC ARGAN OIL** - 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.

**PENTAVITIN®** is a trademark of DSM - (active ingredient) to provide 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.

**REGU™-SEB** is a trademark of DSM - (active ingredient) is an oil elixir consisting of Argan Oil, Sesame Seed Oil and Saw Palmetto Extract to gently combat excess oil production.

**ALPAFLOR™, ALP™-SEBUM** is a trademark of DSM - (active ingredient). A multi-target active ingredient that decreases sebum production by 56% and assists in reducing pore size.

Every product within the range is formulated with our well-known Cold Pressed Certified Organic Argan Oil as well as many other amazing ingredients that are highly beneficial.



ALPAFLOR™ ALP™-SEBUM, PENTAVITIN® AND REGU™ - SEB ARE TRADEMARKS OF DSM



# ABSORB

180ML HAIR, BEARD & SKIN SERUM

SRP- \$59.90

SM4050

Silk for Men Absorb Serum delivers instant shine and moisture whilst creating a conditioned smooth appearance to hair, beard & skin. This vegan friendly, non-greasy and ultra light serum is formulated with a high concentration of Cold Pressed Certified Organic Argan Oil which is rich in vitamins, antioxidants, omega-6 and omega-9 essential fatty acids and boosted with an amazing natural hydrating active ingredient that can help lock in moisture for up to 72 hours. This convenient versatile serum treatment provides intense hydration and leaves the hair, skin & beard looking healthy and feeling refreshed whilst also providing an amazing long lasting and captivating masculine scent.

## BENEFITS

- ✓ Versatile Product- can be used on Hair, Beard & Skin
- ✓ Contains a high percentage of Cold Pressed Certified Organic Argan Oil - rich in natural vitamin E, omega-6 and omega-9 essential fatty acids
- ✓ Provides Hair, Beard & Skin with instant moisture and deep long-lasting hydration
- ✓ Leaves Hair, Beard & Skin feeling smooth and soft
- ✓ Helps tame and smooth the beard
- ✓ Helps protect Hair against damage caused by heated appliances
- ✓ Provides Hair & Beard with an instant shine and a smooth glossy finish
- ✓ Long term use stimulates key genes for skin barrier improvement and assists in strengthening skin barrier function
- ✓ Can be used on damp or dry hair
- ✓ Non-greasy ultralight serum
- ✓ Vegan Friendly
- ✓ Manufactured In Australia

## KEY INGREDIENTS:

- A Blend of Functional Cosmetic Grade Silicones
- Cold Pressed Certified Organic Argan Oil
- PENTAVITIN® is a trademark of DSM - an active ingredient that offers, deep hydration to hair and skin for up to 72 hours

# PENTAVITIN®

is a trademark of DSM, used in all SILK FOR MEN products

## PENTAVITIN®

Derived from dextrose monohydrate from maize kernels, has a unique composition similar to that of the carbohydrate complex (NMF) found in human skin. Boosts NMF & Hyaluronan & Ceramide

Helps strengthen skin barrier

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

Instant Deep hydration to hair and skin for up to 72 hours

Binding Hydration

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\*
- ✓ Improved skin softness and smoothness by more than 50%\*
- ✓ Reduced skin flakiness by more than 50%\*
- ✓ Reduced itchiness by more than 30%\*
- ✓ Reduced tightening by more than 30%\*
- ✓ Improved skin robustness by more than 20%\*

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



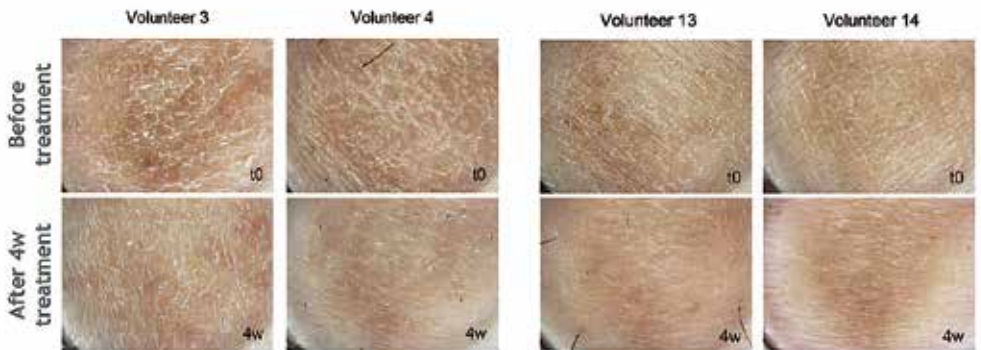
# USED IN ALL **SILK FOR MEN** PRODUCTS

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®

PENTAVITIN® is a trademark of DSM



Silk for Men Sulfate Free Argan Hair & Body Shampoo gently cleans and conditions from head to toe. Vegan friendly and formulated with gentle plant derived cleansers, Cold Pressed Certified Organic Argan Oil, Aloe Vera and Macadamia Oil boosted with an amazing natural hydrating active ingredient that can help lock in moisture for up to 72 hours, this convenient all in one wash creates a rich lather and leaves the skin & hair feeling soft, refreshed, smooth & hydrated whilst also providing uplifting and invigorating scents.

#### **BENEFITS**

- ✓ Versatile Product- can be used on Hair & Skin
- ✓ Contains a blend of mild sulfate free cleansers
- ✓ Gently cleanses the hair & skin
- ✓ Formulated with Cold Pressed Certified Organic Argan Oil - rich in natural vitamin E, omega-6 and omega-9 essential fatty acids
- ✓ Provides Hair & Skin with instant moisture and deep long-lasting hydration
- ✓ Leaves Hair & Skin feeling smooth and soft
- ✓ Long term use stimulates key genes for skin barrier improvement and assists in strengthening skin barrier function
- ✓ Available in 3 uplifting & invigorating scents:  
RUSH Peppermint, TIDY Masculine, IMPACT Athletic
- ✓ Vegan Friendly
- ✓ Manufactured in Australia

#### **KEY INGREDIENTS:**

- Gentle Plant Cleansers
- Cold Pressed Certified Organic Argan Oil
- Cold Pressed Certified Organic Macadamia Oil
- Certified Organic Aloe Vera
- Pro Vitamin B5
- PENTAVITIN® is a trademark of DSM - an active ingredient that offers deep hydration to hair and skin for up to 72 hours

# RUSH // TIDY // IMPACT

380ML HAIR & BODY SHAMPOO



**SRP- \$34.90**

- SM4011 – TIDY – MASCULINE SCENT
- SM4012 – IMPACT – ATHLETIC SCENT
- SM4013 – RUSH – PEPPERMINT SCENT



# FORM

100G STYLING PASTE

SRP- \$29.90

SM4053

Silk for Men Form Styling Paste provides a long lasting hold and assists in shaping and styling hair. Formulated with Cold Pressed Certified Organic Argan Oil, Macadamia Oil, Bees Wax and boosted with an amazing active ingredient that can help lock in moisture for up to 72 hours, this versatile product provides a captivating masculine scent and is suitable for all hair types.

## BENEFITS

- ✓ Assists in shaping, defining and styling hair
- ✓ Smooth & hydrating styling paste
- ✓ Great for texturizing fine and/or thinning hair
- ✓ Formulated with Cold Pressed Certified Organic Argan Oil - rich in natural vitamin E, omega-6 and omega-9 essential fatty acids which assists in enhancing hair shine
- ✓ Provides Hair with instant moisture and deep long-lasting hydration
- ✓ Can be used on damp or dry hair
- ✓ Non-greasy
- ✓ Manufactured in Australia

## KEY INGREDIENTS:

- Cold Pressed Certified Organic Argan Oil
- Cold Pressed Certified Organic Macadamia Oil
- Cold Pressed Certified Organic Sunflower Seed Oil
- Cera Alba (Natural Bees Wax)
- PVP
- Vitamin E
- PENTAVITIN® is a trademark of DSM - an active ingredient that offers deep hydration to hair and skin for up to 72 hours

# REGU™-SEB

is a trademark of DSM

An oil elixir consisting of Argan Oil, Sesame Seed Oil and Saw Palmetto Extract to gently combat excess oil production

Unique multi-targeted activity – good oils gently combating the bad oils

Best-in-class oil elixir to gently combat excess oil production

Leads to a smooth, mattifying, and natural look

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

## REGU™-SEB

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

- ✓ Visibly rebalances skin oiliness within 4 weeks\*
- ✓ Visible efficacy reported by 95% of the volunteers\*
- ✓ 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 on REGU™-SEB data





Silk for Men Plenish Aftershave & Moisturising Balm is the ideal product to apply after shaving or to simply 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.

#### **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

#### **KEY INGREDIENTS:**

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



# PLENISH

180ML AFTERSHAVE / MOISTURISING BALM

SRP- \$39.90

SM4052



# ALPAFLOR™, ALP™-SEBUM

is a trademark of DSM

Derived from an extract from the organically cultivated Swiss Alpine Plant Willowherb organically cultivated at altitudes of over 1,000m in the Alps

Helps regulate and reduce sebum activity and offers visible care for oily skin

Strong improvement in skin appearance

Strong inhibition of pro-inflammatory markers

Multi-target activity including a sebum production decrease of 56%\*

Visible Pore size reduction\*

*\*Refer to In vivo efficacy testing on ALPAFLOR™, ALP™-SEBUM data*





# IGNITE

280ML GEL FACE WASH

SRP- \$39.90

SM4051

Silk for Men Ignite Sulfate Free Argan Facial Gel Wash gently cleans whilst promoting a natural fresh appearance. Vegan friendly and formulated with gentle plant derived cleansers, Cold Pressed Certified Organic Argan Oil, Aloe Vera and Vitamin E boosted with an amazing natural active ingredient to assist in reducing sebum production to control oily, shiny skin and to tighten pores. It creates a rich lather and leaves the skin feeling clean, soft and refreshed whilst also providing a fresh athletic scent.

## BENEFITS

- ✓ Contains a blend of mild sulfate free cleansers
- ✓ Gently cleanses the face
- ✓ Formulated with Cold Pressed Certified Organic Argan Oil - rich in natural vitamin E, omega-6 and omega-9 essential fatty acids
- ✓ Boosted with an active ingredient- a rare plant species of Willowherb, organically cultivated at altitudes of over 1,000m in the Swiss Alps
- ✓ Offers multi-target activity including a sebum production decrease of 56%
- ✓ Long term use may assist in reducing pore size
- ✓ Provides Skin with instant moisture and deep long-lasting hydration
- ✓ Long term use stimulates key genes for skin barrier improvement and assists in strengthening skin barrier function
- ✓ Leaves Skin feeling smooth and soft
- ✓ Provides a fresh athletic scent
- ✓ Vegan Friendly
- ✓ Manufactured in Australia

## KEY INGREDIENTS:

- Gentle Plant Cleansers
- Cold Pressed Certified Organic Argan Oil
- Certified Organic Aloe Vera
- Natural Vitamin E
- PENTAVITIN is a trademark of DSM - an active ingredient that offers deep hydration to skin for up to 72 hours
- ALPAFLOR<sup>®</sup>, ALP<sup>®</sup>-SEBUM is a trademark of DSM- an active ingredient extracted from the organically cultivated Swiss Alpine Plant Willowherb that assists to control oily, shiny skin & to help tighten pores

**SRP - \$12.90**

**100 GRAMS**

**80MM X 58MM X 22MM**



# ARGAN SOAP BARS

The Silk for Men Argan Soap Bars are hand made with Love in Australia using 100% Natural ingredients. Formulated using a range of Luxurious oils including Cold pressed certified Organic Argan Oil the Soap is rich in vitamins, antioxidants, omega-6 and omega-9 essential fatty acids, delivering intense hydration and moisture. The Sulfate FREE formula is non drying while the luxurious creamy lather leaves your Skin feeling cleansed, refreshed, soft, & nourished. These premium handmade soaps are Vegan & Not tested on Animals.

## BENEFITS

- ✓ Activated charcoal effectively cleanses the skin, unclogs pores, removes deeper impurities, and dead skin cells. The result is smooth, supple, and even-toned skin.
- ✓ Sulfate FREE (SLS, SLES & ALS)
- ✓ 100% Natural
- ✓ Made in Australia
- ✓ Vegan
- ✓ Not tested on Animals
- ✓ Nourishing
- ✓ Moisturizing
- ✓ Cleansing (non stripping of natural oils)

## KEY INGREDIENTS

- Sustainable Palm
- Sunflower
- Rice Bran
- Coconut
- Castor
- Argan Oil
- Essential Oils Pine
- Tea Tree & Eucalyptus
- Pumice Stone
- Activated Charcoal
- Colour

## SCENTS

Argan Ginger & Lime  
Argan Botanical Scrub  
Argan Stone Scrub  
Argan Moroccan Mint  
Argan Eastern Spice





## BLACK WASH BAG

SRP - \$39.90

100% POLYESTER FABRIC  
L27 X H18 X D10 CM





# BUNDLE & SAVE



## SPOIL HIM

- 1 x 280ml Silk for Men Ignite Gel Face Wash
- 1 x 180ml Silk for Men Absorb Hair, Beard & Skin Serum
- 1 x 380ml Silk for Men Rush Hair & Body Shampoo
- 1 x Silk for Men Argan Soap Bar – Botanical Scrub
- 1 x Silk for Men Argan Soap Bar – Moroccan Mint
- FREE Men's Wash Bag** \*please note the Men's Wash bag is not made in Australia

SRP \$187.50

**PACK PRICE \$145.00**



## TREAT HIM WELL

- 1 x 380ml Silk for Men Impact Hair & Body Shampoo
- 1 x 180ml Silk for Men Absorb Hair, Beard & Skin Serum
- 1 x Silk for Men Argan Soap Bar – Stone Scrub
- 1 x Silk for Men Argan Soap Bar – Moroccan Mint
- FREE Men's Wash Bag** \*please note the Men's Wash bag is not made in Australia

SRP \$160.50

**PACK PRICE \$119.00**



## EXTRA SMOOTH LUXURY

- 1 x 280ml Silk for Men Ignite Gel Face Wash
- 1 x 180ml Silk for Men Absorb Hair, Beard & Skin Serum
- 1 x Silk for Men Argan Soap Bar – Ginger & Lime

SRP \$112.70

**PACK PRICE \$89.00**



## MENS MUST HAVE'S

- 1 x 180ml Silk for Men Absorb Hair, Beard & Skin Serum
- 1 x 280ml Silk for Men Ignite Gel Face Wash
- 1 x Silk for Men Argan Soap Bar – Botanical Scrub
- 1 x Silk for Men Argan Soap Bar – Eastern Spice

SRP \$125.60

**PACK PRICE \$99.00**



## TREAT YOUR MAN BUY 4 GET 1 FREE

- 1 x Silk for Men Argan Soap Bar – Stone Scrub
- 1 x Silk for Men Argan Soap Bar – Botanical Scrub
- 1 x Silk for Men Argan Soap Bar – Eastern Spice
- 1 x Silk for Men Argan Soap Bar – Ginger & Lime
- 1 x Silk for Men Argan Soap Bar – Moroccan Mint

SRP \$64.50  
**PACK PRICE \$50.00**



## GROOM TO PERFECTION

- 1 x 280ml Silk for Men Form Styling Paste
- 1 x 180ml Silk for Men Absorb Hair, Beard & Skin Serum

**FREE Men's Wash Bag** \*please note the Men's Wash bag is not made in Australia

SRP \$129.70  
**PACK PRICE \$89.80**



## SILK FOR MEN – IMPACT

- 1 x 380ml Argan Hair & Body Shampoo – IMPACT – Polo Sport
- 1 x 180ml Argan Aftershave/Moisturising Balm
- 1 x 280ml Argan Facial Cleansing Wash

SRP \$114.70  
**PACK PRICE \$98.00**



## SILK FOR MEN MUST HAVE'S

- 1 x 180ml Argan Hair, Skin & Beard Treatment Serum
- 1 x 180ml Argan Aftershave/Moisturising Balm
- 1 x Form Styling Paste

SRP \$129.70  
**PACK PRICE \$99.80**



**Silk**  
FOR MEN

**SILK OIL OF MOROCCO**

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