

THE REGIMEN DAILY

2024 Edition



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LETTER FROM THE FOUNDER

*Powered by
passion, driven
by details*

*“CARY is built on a simple premise:
”How can we look our best every day
with the least amount of time & effort?”*

From countless hours of research to finding and sourcing the perfect ingredients to formulate— Our goal of creating the ultimate skincare brand has been a labor of love! Reflecting on the incredible journey we started since the conception of CARY Regimen in 2020. We have come a long way from just an idea to now collaborating with various partners, sponsoring events, and pop-ups, and running all sorts of brand campaigns.

We are always looking for creative ways to showcase our skincare products - from online to offline experiences.

Aligned with our brand vision, we’ve been on a mission to redefine skincare, challenge societal norms, and empower individuals to feel confident in their own skin.

Constantly looking to innovate skincare by offering solution-driven products, we create everyday products that always keep in mind,



Matteo.

Founder of CARY





CARY your confidence

After a tired night, long day ahead?
We got you covered.

Created for the modern individual, CARY aims to address the lack of simplified tinted skincare solutions for men. Our products offer a simple, yet effective skincare regimen—Therefore, are designed for easy application with visible results. This is what we call “Solution-driven” skincare.

Our Collections

AM | PM | 24/7

Designed to fit seamlessly into
your daily routine

“Solution-driven” is our key approach to creating skincare. Let’s face it, nobody wants to look tired and there is only so much time in a day.....”

All of our products are formulated with CARY's proprietary trademark C-Remedial Complex which provides long-term skincare benefits with daily use.

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LIFESTYLE

JOURNEY INTO THE EXOTIC- INDIA, A KALEIDOSCOPE OF COLORS, CULTURES, AND RICH HERITAGE



India is not what you think it is.

Most people's initial impression of India is often centered around the Taj Mahal, a wonder of the world, the birthplace of yoga, or the origin of the curry cuisine. However, to truly experience this unique place, one must visit India and explore its culture filled with rich history and vibrant festivals, such as wedding customs that last 3 days. India can be overwhelming, but once you acclimatize, you'll feel like you're traveling back in time, and everything moves differently. For the focus of this article, we travel to the north Indian state of Rajasthan, also known as the "Land of the Kings". Here, you'll find elaborate palaces and hillside forts built upon desert landscapes, but most significantly— Rajasthan offers a glimpse into India's rich heritage.



Map of the state of Rajasthan in India



Taj Mahal fun facts:

- Built by the Mughal Emperor Shah Jahan as a symbol of his love for his beloved wife
- The construction took 20 years to complete, requiring 20,000 workers (the same amount of labor and time it took to construct the pyramids of Giza in Egypt)
- Influenced by Indian, Persian, and Islamic architectural styles, the Taj Mahal is sculpted out of white marble and about 20,000 types of different stones
- There is a legend that Shah Jahan wanted to build a black marble Taj Mahal for himself, known as the Black Taj or Kaala Taj

Immerse yourself in the pink city

Jaipur, the capital of Rajasthan, is also known as the pink city. You might wonder why it's called that. In 1876, the city was painted pink to welcome the Prince of Wales, Edward VII, during his visit to India. In Indian culture, pink represents hospitality and is associated with the Hindu goddess of wealth, fortune, and prosperity, Lakshmi. Jaipur boasts its most historic building, the Hawa Mahal, a palace built from red and pink sandstone in 1799. When in Jaipur, make sure to indulge yourself in the Bapu Bazaar market for textile and handicraft shopping. Be sure to check out the jewelry stalls, where you can often get a good bargain for gemstones and other exotic pieces.



Hawa Mahal (left) originally made for the royal family's ladies to observe street processions and festivities. (Right) Pink sandstone is commonly used in Jaipur

Of course, you cannot go to Rajasthan without trying out the local cuisines. Be sure to try the state's signature dish, Baati Churma, a hard flat bread eaten with Dal (lentil curry).

Discover the country side and beauty of nature in Ajabgarh

Just a merely 1.5 hours drive away from Jaipur, you will be at Ajabgarh. The quaint town is nestled amidst a picturesque landscape, with Ajabgarh Fort being its prominent attraction. This monument was built in the late 1500s and is filled with rich history. The fort's majestic structure is adorned with intricate carvings and towering ramparts, providing a glimpse into the region's glorious past. Photography enthusiasts can capture the fort's panoramic views of the surrounding countryside, which provides a breathtaking backdrop. The fort's well-preserved interiors also house a museum showcasing ancient artifacts, unraveling the tales of bygone eras.



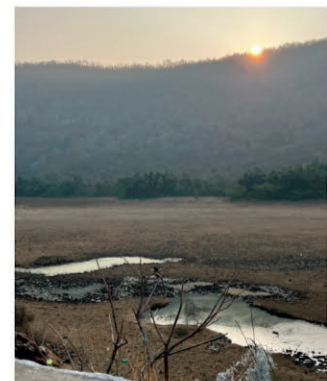
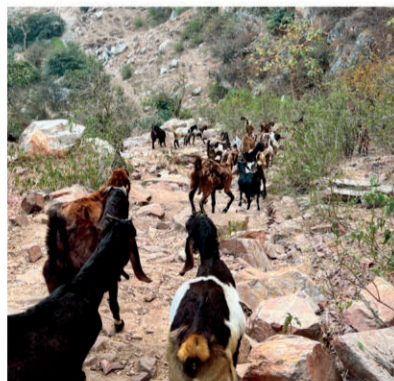
Mustard seeds field in Ajabgarh



Ajabgarh Fort

Feeling the true India

Embark on a journey into the countryside by hopping onto a jeep and wandering through the arid beauty of Rajasthan's Aravalli Hills. Enjoy frolicking through the naturally grown mustard seed fields, and feel free to mingle with the friendly locals. Don't be surprised if you encounter village children who are curious about foreigners and eager to welcome you with warm waves and smiles. Take in the dramatic mountain landscape that overlooks the hills covered in lush greenery.



Plan a leisurely hike up to Somsagar Lake, where you will notice the unique hue of pink sandstones found within the gravel, highlighting the valley trail.



Stay at the nearby Amanbagh

The nearby Amanbagh offers the perfect home base for exploring the natural beauty of India. The luxury eco-retreat, a former hunting lodge for Mughal princes, offers a tranquil escape from Jaipur's hustle and bustle. Designed by renowned late architect Ed Tuttle, the property features a unique blend of traditional Indian charm and modern amenities, built with local pink sandstones and other materials indigenous to the region.

MINDSET

KEY PRACTICES TO CARY YOUR CONFIDENCE

With 365 days in a year and 24 hours in a day, time is the most valuable asset, even for the mega-wealthy. Therefore, it's essential to reflect on how you spend your time and the habits you want to adopt or refine. Small, sustainable changes can lead to significant improvements in your overall well-being and self-confidence. To help you get started, here are some key practices that can set you on a successful path toward positive changes.



Keep your skin in the game

Confidence starts with healthy skin! Let's talk about skincare for men because let's face it, the extent of most guys' skincare routine is splashing some soap and water on the face and calling it "clean". That is why with CARY Regimen, we make self-care simple.

You are what you eat

Nourish yourself with wholesome, nutrient-dense foods that energize and support your fitness goals. Opt for lean proteins, colorful fruits and veggies, whole grains, and healthy fats. These are just the basics to nutrition, amongst a variety of other proven diet regimens (paleo, keto, intermittent fasting). Try and see what works for YOU. Or learn new skills in the kitchen to better your weekly meal prep. Be consistent in fuelling your body right daily and reap the performance improvements. As a bonus, we all know that abs are made in the kitchen!

No gym, no equipment? No excuses!

Yes, we understand you might not always have access to a gym or we all know the subpar standards of most hotel gyms, but being on vacation doesn't mean you can't still MOVE and get a workout in! Cardio and bodyweight exercises are more than sufficient to maintain those gains over the holidays. Here are a few vacation workouts to keep you mean and lean!

Full-Body Shred

- 2 ROUNDS
- 800M - RUN
- 80 - AIR SQUATS
- 40 - PUSH UPS
- 1.6KN - RUN
- 40 - PUSH UPS
- 80 - AIR SQUATS

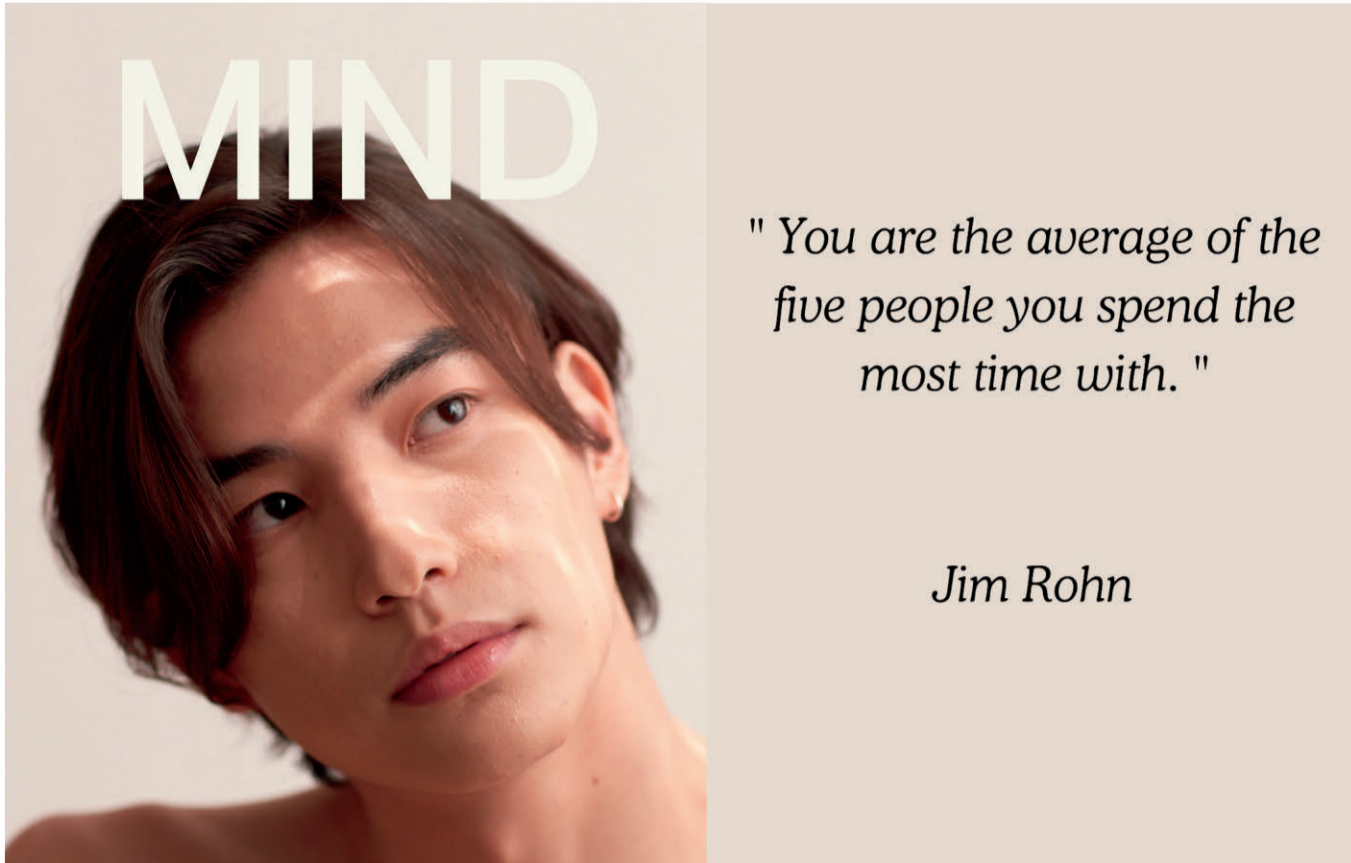
*AIM TO COMPLETE UNDER 45 MINS

Full-Body Pump

- 6 ROUNDS / 12 REPS
- SQUAT JUMPS
- DIAMOND PUSH UPS
- STAR V UPS
- PLANK UPS
- ALT LUNGE JUMPS
- BURPEE TUCK JUMPS

Let your body do the talking

The 7-38-55 rule—people will like or dislike your communication based on 7% words, 38% tonality & facial expression, and 55% body language! Stand up tall, pull your shoulders back, keep your chest upright in line with your hips, make eye contact, and lastly give a firm handshake. You will be dangerous, my dudes!



" You are the average of the five people you spend the most time with. "

Jim Rohn

Birds of a feather flock together

Surrounding yourself with people who share your goals and radiate positivity can help you maintain a positive mindset. If you don't find such people among your usual social circles, consider joining a community with shared interests. Don't hesitate to step out of your comfort zone and meet new people, as this can also help build your confidence.

It's a **marathon**, not a sprint

Whether it's running your first marathon or creating a new brand, when you set a goal, make sure that it aligns with your current situation and timeline. It's important to set achievable and realistic goals to avoid disappointment. Break down larger goals into smaller milestones that you can celebrate along the way. This will not only boost your self-esteem but also keep you motivated and focused on the path to success.



Treat yourself

It's important to take care of both your body and mind by prioritizing self-care.

Get plenty of restful sleep and practice guided meditation using an app to help reduce stress. Read a book or journal on the highlights of your week to expand your perspectives. Take time to treat yourself! Eat your favorite food, get a massage, or schedule time-off for leisure activities.

By prioritizing self-care and feeling at your best— you'll begin to attract positivity that others will begin to notice!

Apply the 80/20 rule

The Pareto Principle suggests that 80% of your results usually come from just 20% of your efforts. Thus, it's important to prioritize high-impact tasks rather than random tasks on your daily to-do list.

Start your day by reviewing your to-do list and writing down any notes that come to mind. Use this process to filter out any low-impact tasks, to identify your key "20% tasks" that contribute to the "80%" of your results.

This approach helps free up your time from less important things and prioritize what is really necessary. Remember, working smarter, not harder, is the path to long-term success.

Here are the key practices to help you cary yourself with confidence!

Remember, confidence comes from within and radiates outward, but it must be practiced internally.

Embrace your uniqueness, conquer your self-doubts, and let the rest take care of itself.

365 DAYS , WE'VE GOT YOU COVERED

AM | PM | 24/7



WE KNOW YOUR DAYS ARE PACKED, BETWEEN WORK, FAMILY AND THE NEXT

Adventure



THAT'S WHY CARY PRODUCTS WERE MADE TO FIT SEAMLESSLY INTO YOUR

Daily Routine



JUST A FEW MINUTES OF SELF-CARE IS ALL IT TAKES TO LEAVE YOU FEELING

Refreshed & at your best



PROUDLY DESIGNED IN HONG KONG, MADE IN KOREA

WHAT IS YOUR SKIN TONE?

Gents, figuring out your skin tone is important for finding tinted skincare products that will suit you best, and optimize the natural look of your skin. If you're new to skincare, don't stress! We'll use this guide to take you through how to identify your skin tone.

Look in the mirror in natural lighting. How does your skin look _____?

Keep in mind, you could be a mix of two or more shades

- A. Fair
- B. Light
- C. Medium
- D. Olive

How would you describe the natural color of your hair and eyes?

- A. Light brown hair with blue / gray eyes
- B. Blonde / light brown hair with green / hazel eyes
- C. Dark brown / black hair with brown / hazel eyes
- D. Black / dark brown hair with dark brown eyes

What color are the veins on the inside of your wrist?

- A. Bluish-purple
- B. Bluish-green
- C. Straight greenish
- D. Olive or green

How sensitive is your skin to sun exposure?

- A. I'm a lobster after a day at the beach
- B. I'm okay if I remember to apply sunscreen (SPF)
- C. I'm active outdoors daily and rarely get sunburn
- D. I rarely burn or worry about putting enough sunscreen

How does your skin appear first thing in the morning?

(Before you wash your face or put on any skincare products)

- A. Very fair or pale, with pink or rosy undertones
- B. Fair to light, with a mixture of warm and cool undertones
- C. Medium to tan, with warm undertones
- D. Deep or dark, with cool undertones

ANSWERS

Mostly A: You have a light (fair) skin tone with cool undertones

Mostly B: You have a light (fair) skin tone with neutral undertones

Mostly C: You have a medium to tan skin tone with warm undertones

Mostly D: You have a deep or dark skin tone with cool undertones

ASK CARY

SKINCARE FAQ



#1 Q: "My face feels clean with a bar of soap. Why do I need a cleanser?"

A: Soap bars typically have higher pH levels that can lead to dryness and strip away natural oils that your skin requires for recovery and growth. On the other hand, facial cleansers are formulated to cater to various skin types, conditions, and needs.

Use: CARY Hydrating Cleanser eliminates impurities and reduces redness caused by razor burn. Leaving your face smooth and refreshed!

#2 Q: What should I do if I have an important meeting or date and I don't want to look tired or hungover?

A: Tinted skincare is the solution and it's what makes our AM skincare collection unique. Formulated with premium skin-boosting ingredients, why not reduce those dark eye circles and care for your skin at the same time? There's no cakey finish or complicated steps. Just apply one dose in the morning and you'll be all set to take on the day!

Use: CARY EVERYDAY Tinted Moisturizer or Under Eye Correction Tinted Eye Cream Combines skin hydration, evens out skin tone, and provides sun protection—In one remedy

#3 Q: "What is the secret to reducing wrinkles and signs of aging?"

A: In short of finding the Fountain of Youth or becoming a vampire, here are some simple steps you can start to apply:

- Get a consistent skincare routine
 - Use moisturizers with SPF sun protection
 - Take care of your diet, sleep, and drink plenty of water
 - Use skincare products with Anti-Aging Ingredients
- Learn more about Skincare 101: anti-aging ingredients (see appendix below)*

SOULTIONS

Mastering the Art of Necktie



The Right Knot for the Right Occasion

Gents, the most important piece of completing the right look for your suit, is the right knot to tie it all together (pun intended!) Whether you're closing a big deal or meeting the parents, your tie says it all. From smart casual to full formal black tie, here are our top tips guaranteed to impress and take your suit & tie game to another level!

THE POWER PLAY:

THE FULL WINDSOR

When you want to take your look from nice to nuanced, the Full Windsor knot is the answer. Whether you're looking to nail that 3rd round interview or close a big deal—this symmetrical knot commands boss-level BDE. Clean and sophisticated, it has a robust shape to balance broad collars, giving you that poise and polish look (picture Daniel Craig's 007).



Some may think it's reserved for serious suits only, but don't hesitate to jazz up a Full Windsor with a bright color blazer or a fun button-up. For a slightly more casual approach, you can also opt for the Half-Windsor to add a more laid-back touch. The Windsor is a timeless knot for those with timeless taste.

THE HEAD TURNER:

THE PRATT KNOT

This is the go-to for wooing a special someone or hitting the town with the boys. Bring out the Pratt knot! This intricate tie knot elevates your look from casual cool to refined and sophisticated. The Pratt knot works best with a skinny tie due to its narrow shape and adds a playful charm to your outfit.



It's perfect for those who want a dash of intrigue without going overboard. We love how the Pratt brings just the right amount of suave, without trying too hard.

Whether it's your next date night or pub crawl, channel your inner star and Chris Pratt-ify that tie—this knot's ready to turn some heads!

THE CROWD FAVOURITE:

FOUR-IN-HAND KNOT

If you're looking for a notch of style without much fuss, the Four-in-hand knot has your back. Easy to quickly tie, its relaxed asymmetry shape that says



"I'm put together and carefree", the Four-in-hand rides that chillwave vibe perfectly. Pair it with a cheeky printed button-up for backyard barbecues or post-work happy hour drinks. With its endless possible fits, dare we say it's the one knot to rule them all? Some see it as basic, but we know they just can't pull it off like you can.

Skincare 101

Appendix: Common Anti-Aging Skincare Ingredients



HYALURONIC ACID

Hyaluronic acid is a special sugar molecule found naturally in your body. It has the ability to hold water like a sponge, which makes it super beneficial for your skin. Your skin requires hydration to remain soft and supple, and hyaluronic acid helps to lock in moisture, keeping your skin naturally smooth. The best part is that hyaluronic acid is effective at any age! So, whether you're 5, 10, or 50 years old, it will keep your skin hydrated throughout the day.

You can find Hyaluronic Acid in the following CARY products:
Under Eye Correction Tinted Eye Cream
EVERYDAY Tinted Moisturizer [AM Collection]
Hydrating Cleanser [247 Collection]



PEPTIDES

These tiny proteins are game-changers in the world of grooming. When added to your skincare products, peptides send a signal to your skin to produce more collagen and hyaluronic acid. They act like a personal trainer for your face. With regular use, they help to reduce fine lines, firm sagging skin, and improve the overall appearance of your skin. Moreover, certain peptides even out skin tone, giving you a brighter complexion.

You can find Peptides in the following CARY products:
EVERYDAY Tinted Moisturizer [AM Collection]
Hydrating Cleanser [247 Collection]



NIACINAMIDE

Also called vitamin B3, has impressive brightening qualities, that can help diminish dark spots and acne marks. Niacinamide reduces inflammation, making it an excellent solution for treating irritated skin caused by shaving or razor burns. Additionally, it can provide your skin with a healthy glow without causing dryness.

You can find Niacinamide in the following CARY products:
Under Eye Correction Tinted Eye Cream
EVERYDAY Tinted Moisturizer [AM Collection]
Hydrating Cleanser [247 Collection]



SPF

It's important to protect your face from the sun and harmful UV rays to prevent signs of aging. A good moisturizer that contains SPF should be a part of your morning skincare routine. SPF helps to shield your face from sun damage, discoloration, and premature aging. Also, don't forget to protect your eyes from the sun.

You can find SPF in the following CARY products:
Under Eye Correction Tinted Eye Cream
EVERYDAY Tinted Moisturizer [AM Collection]



ANTIOXIDANTS

The key ingredient to protecting your skin from environmental pollutants. They have anti-aging properties that can reduce wrinkles, lines, and spots by neutralizing free radicals found in pollution and promoting collagen production. Overall this improves skin elasticity and firmness.

You can find Antioxidants in the following CARY products:
EVERYDAY Tinted Moisturizer [AM Collection]
Hydrating Cleanser [247 Collection]

CARY™

R E G I M E N

