

A man with a beard and dark hair is wearing a bright yellow raincoat with a hood. The image is split diagonally from the top right to the bottom left. The left side of the man and the background (a brick building with arches) are in color. The right side of the man and the background is a solid grey. The man's skin appears slightly wet or glistening.

# PROVERB

LIFE FUELLED SKINCARE  
FOR MEN

**DRY SKIN**

GET OUT WHAT YOU PUT IN  
[PROVERBSKIN.COM](http://PROVERBSKIN.COM)

# PROVERB

LIFEFUELLED SKINCARE

Thank you for getting behind our ethos and your commitment to get out what you put in.

PROVERB skincare is renowned for taking CLEAN, ACTIVE and ORGANIC ingredients and formulating them to deliver LAB PROVEN RESULTS. We take the understanding and efficacy of elite SPORTS NUTRITION choosing ingredients you would happily put into an organic smoothie and apply it to your skin. PROVERB is a #LIFEFUELLED training program comprising of skincare, supplements, and expert advice – driving your SKIN, BODY and MINDSET to peak condition.

   @PROVERBSKIN

PROVERBSKIN.COM

## GET OUT WHAT YOU PUT IN

What goes into your skincare can end up going into your body. Changing the way you think about this will change the way you think about looking after your skin and body and the products you use.



### CORE BRAND ETHOS

- 1 Clean, Natural & Organic ingredients
- 2 Ingredient list taken from elite professional sport nutrition
- 3 Lab proven, committed to clinical testing
- 4 First male brand globally to be certified clean by the E.W.G.
- 5 Dermatologically tested
- 6 Made in England
- 7 Lifefuelled = helping men get the most from life
- 8 Efficient packaging, designed for travel, gym bags and ensuring you get all of your product out.

# PROVERB

## 'A SHORT STATEMENT OF TRUTH, OR PIECE OF ADVICE'

We believe there is need for a brand who is willing to tell you the truth to solve your skin concerns even though we may not profit from them.

We believe there is need for a brand who champions the internal and external changes you need to make for your skin, health and wellbeing.

We want to combine truth and our 'lifefuelled' core to help men get the most from life and be happy. The result of this is our Proverb Skin Lifelessons, a list of suggestions and skincare tips to help achieve this.



## PROVERB LIFELESSONS - DEHYDRATED, DRY, AGEING SKINS

- 1) The simplest way to support your skin is to make sure you are not dehydrated. Europeaver for men per day.
- 2) Defend cells internally with alpha lipoic acids in broccoli and spinach. Phenolic acids in cayenne, turmeric, pomegranate and raspberry can also help to prevent wrinkles.
- 3) Eating butternut squash, carrot, pumpkin and sweet potatoes can help prevent UV damage and ensure healthy skin cell renewal turnover.
- 4) Ensure your diet has lots of Vitamin E and anti-oxidants from almonds, avocados and peaches also selenium, to maintain skin elasticity, from brazil nuts, mushrooms and oats.
- 5) Niacin, vitamin B3, in peas, wild salmon and asparagus will calm fatigued, dry skin.
- 6) Reduce stress, the hormonal releases will increase skin ageing and negatively impact the rest of your body.

- 7) Boost omega consumption by eating chia, walnuts and flaxseed. Take a high quality fish oil daily seeking out the highest EPA and DPA values you can on the nutritional content. Check the packs.
- 8) Vitamin C is essential for collagen and elastin so eat brussels, kiwi, papaya and strawberries.
- 9) Drink acai and pomegranate as well as putting them onto your skin by using the Proverb Serum.
- 10) Sun is enemy number one for skin ageing, drying and UV pigmentation. For true dedication to your facial skin you should wear a high factor SPF every day, buy lots of hats and make sure you are taking your Proverb Skin Resistance Training Supplement and fish oils daily. We recommend a physical/mineral not chemical sunscreen.
- 11) Smoking - just not even an option if you want to prevent skin ageing.

**12)** Alcohol too. I know this seems dull but Proverb means statements of truth and the truth is alcohol does your skin no favors. It causes you to overheat and flush your skin potentially causing broken capillaries, it is dehydrating, it probably means you are staying up and not getting your beauty sleep either.

**13)** If you do have a hard night/stag do/ holiday... just give your skin some attention. Be more liberal applying your serums, moisturisers and drink lots of water.

**14)** Outside activities - you prepare and dress your body for the event be it walking, sports, cycling or extreme activities with no question. You need to dress your face too. Serum and moisturiser as an absolute and then your sun protection too. As a rule of thumb, the more extreme or the longer you do it your face needs more, or more applications.

**15)** Vitamin D- you need this so get a little sun, just not too much and always wear sunscreen which is oxybenzone free everyday. Even in the northern hemisphere sun damage

happens all year round and brown pigmentation marks on your skin can become very distracting and not what you want so you need to wear sunscreen even when it is not sunny.

**16)** Increase your hat collection to protect your skin from the sun.

**17)** Stick to your Proverb skin program. The female skincare market (while potentially full of green-washing, untruths and marketing hype) is not making it up. It works. As you grow older, if you don't want to look like an alligator you need to stick with it. With your lifefuelled capabilities it really shouldn't be too hard for you, you have achieved much more than dealing with a morning and evening skincare routine.

**18)** You need to massage your face when using your Proverb products. Using massage movements and our facial gym moves on your face will stimulate blood flow and hence oxygen and cell waste transferral to improve cell regeneration and help create a healthy looking skin.



**19)** Get your hands off your face, except when you are doing your skincare routine. Stop dragging it around, don't help gravity.

**20)** Improve your sleep patterns, it makes a huge difference to your skin and general health, sleeping beauty wasn't wrong.

**21)** Set up your bathroom so your skincare program is easy- have it all in a line, including your supplements and just get it all done.

**22)** Cut down or ideally avoid caffeine, coconut water can help aid cell function, renewal and repair.

**23)** More expensive does not always mean better in skincare. You need to think logically about this and make sure you can understand ingredient lists as this is the only place brands have to tell the absolute legal truth. There are some seriously expensive products on the market that have some seriously cheap ingredients in such as, paraffinum liquidum and propylene glycol. Likewise, in the mass supermarket skincare market if you look at how poor some of the ingredients are you could argue that these bottles are overpriced too. We realise Proverb is a high price brand but when you look at skincare you need to look at the ingredients you are paying for.

# PERFECT PROVERB DRY SKIN ROUTINE

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## MORNING

- Proverb Skin Resistance Supplement - take one
- Proverb Cleanse & Shave Nutrient Mud - wash with this or shave
- Skin Strengthening Serum - apply to face and neck
- Hydration Pro Moisturiser - apply to face and neck

## EVENING

- Proverb Skin Resistance Supplement - take one
- Proverb Cleanse & Shave Nutrient Mud - wash with this, ideally remove with a cloth
- Proverb Skin Strengthening Serum - apply to face and neck
- Hydration Pro Moisturiser – apply to face and neck

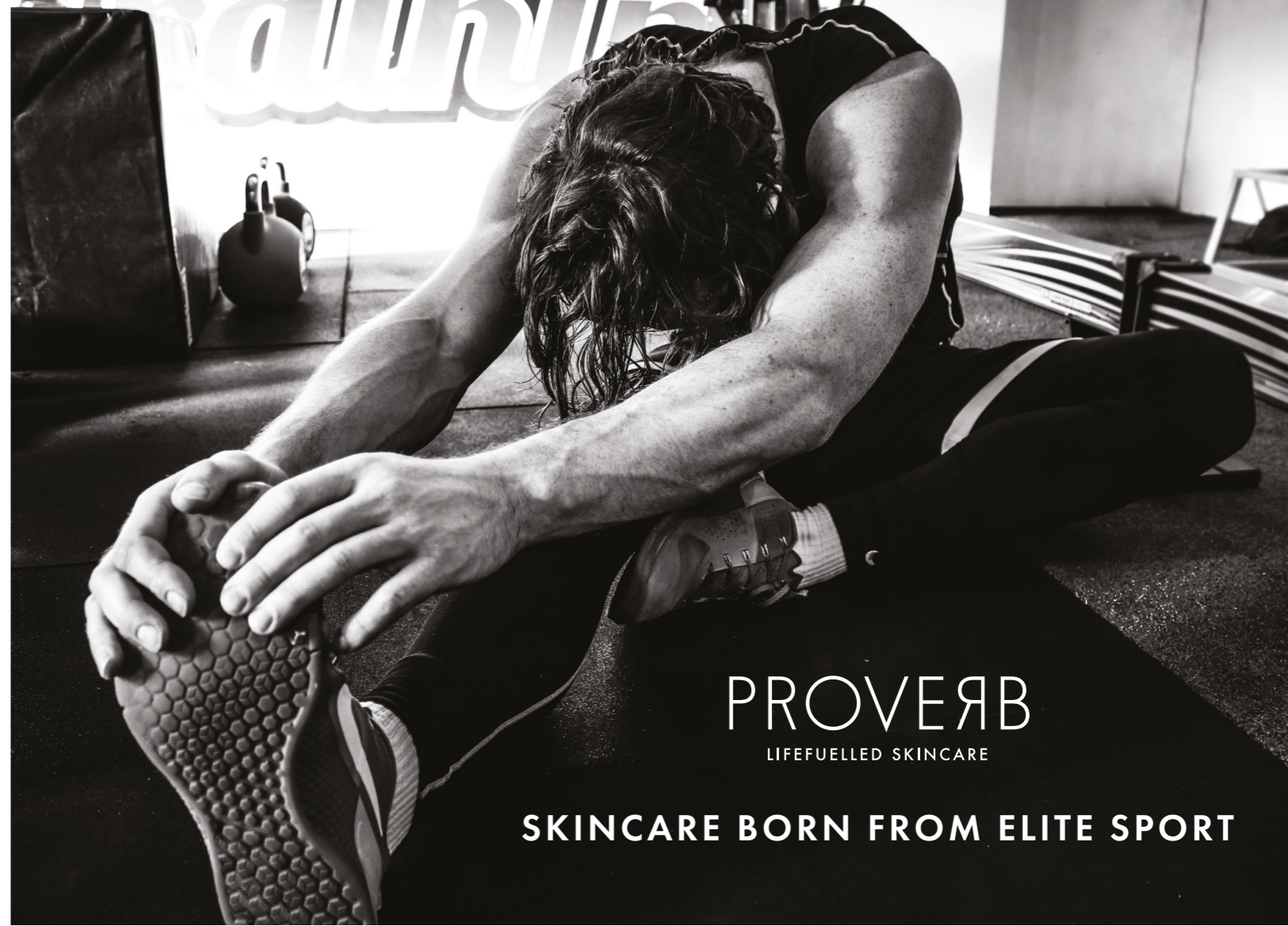
## TREATMENTS

**Proverb Skin Definition Facial Scrub** - exfoliate face twice a week before applying serum and moisturiser.

**Mask** - once a week apply a thin layer of Proverb Cleanse & Shave Nutrient Mud all over your face and neck and leave for 10 minutes. This product is excellent as a mask treatment. Remove with wet cloth and water.

## TRAINING/EXERCISE

**Any time you do sport/go to gym** - make sure there is a thin layer of moisturiser on your face and then when you have finished, wash and do your full AM or PM routine depending on the time of day. Remember if you have already had your skin supplement don't take it again.



PROVERB  
LIFE FUELLED SKINCARE

SKINCARE BORN FROM ELITE SPORT



# INGREDIENTS TO AVOID IN SKINCARE

What goes into your skincare can end up going into your body

Is it on your radar that the skin is your biggest organ and there is evidence that up to 60-70% of what you put in your skin can be absorbed into your body?\*

Proverb exists to draw the clear link between clean eating, health, sport and your skincare.

Our ingredient choices provide your body with the best it deserves.

You really can't presume that of all skincare brands, even if they claim to be natural.

There is no real regulation of natural/organic in skincare and most of the industry is based in petrochemicals.

Proverb formulates as you would create your nutribullet or shake.

You know what elite nutrition and training does for your body, it is time to ensure you are doing the same for your skin and thus your body and mindset.



\*Brown et al. The role of skin absorption as a route of exposure for volatile organic compounds (VOCs) in drinking water. Am J Public Health. 1984 May; 74(5): 479-484.

INGREDIENTS TO AVOID IN SKINCARE - GET OUT WHAT YOU PUT IN

## MINERAL OIL, LIQUID PARAFFIN

Petroleum by-products that coat the skin, clogging the pores. Used in many products because it is cheap and inert. It is in most cleansers, moisturisers and baby products.

## PETROLEUM & PETROLEUM JELLY

Used as a barrier product, for us shea or mango butter would be preferable to petroleum. While it barriers well, in our experience, they never solve the issue they are there to alleviate. Lip balms for example are nearly all petroleum based and why we believe people have to so repeatedly put them on.

## PROPYLENE GLYCOL (PG) & BUTYLENE GLYCOL

A solvent used in beauty bottles to absorb water or to maintain moisture in a product, a wetting agent. In nearly all skincare, pet food, anti-freeze and industrial brake fluid. You can make skincare without it so we see no need to put it and any of it's potential skin and eye irritation risks in our bottles.

## METHYLISOTHIAZOLINONE (MI)

A preservative which is permitted for use under European regulation but believed by leading dermatologists to be causing a dramatic rise in contact dermatitis/eczema caused by skin contact with a topical allergen. Frequently used to replace parabens by 'green washing' brands.

## POLYETHYLENE GLYCOL (PEGs)

Multiple PEGs exist with different numbers after them. They are emulsifiers, which are used as they are cheap, that can be replaced by better natural versions.

## SODIUM LAURYL SULPHATE

Will be in all your shampoos, bubble baths and children's body washes. It is also used in engine degreasers, car washes and floor cleaner. It is a cheap foam and thickener and is what makes bubbles. A potential skin irritant with strong links to eczema and psoriasis.

## OXYBENZONE

Sunscreen ingredient associated with photoallergic skin reactions, hormonal system effect and associated with endometriosis.

## SYNTHETIC COLOURS

Why does your skin need to be exposed to fake colours in your skincare? They are of no benefit to your skin.

## FRAGRANCE/PARFUM

Ingredient most likely to cause sensitivity and skin irritation. Legally you don't have to declare all your fragrance ingredients and can just put 'Parfum'. This one word can be used to hide 20-100+ ingredient parts.

## SILICONES

Look for 'cone' on the end of an ingredient name. Used to make products feel silky smooth and fill gaps in the skin. We feel they put a plastic layer on your skin. There is then debate about whether they block other ingredients getting into the skin and cause pores to clog.

## PHALATES

These can be an ingredient in your skincare or in the actual packaging. Potential hormone disruptors.

## ANIMAL TESTING

We just don't do it for full products or ingredients parts. We do not sell in zones of the globe still requiring animal testing.

## PHENOXYETHANOL

An anti-bacterial preservative used by many 'fake' natural brands to replace preservatives. Increasing data shows it has potential to irritate skin and lungs so we won't use it.

## BUTYL, ETHYL, METHYL & PROPYL PARABEN

Preservatives used to extend shelf life of products. Widely used in the beauty industry. An increasing number of studies have shown a risk of skin rashes and in the worse case that they are a potential carcinogen.

# PROVERB IS COMMITTED TO NEVER USE ANY OF THESE.

It is highly likely you will find them in your bathroom, go and look at your current skincare bottles. Proverb follows the principles of clean, green chemistry and a dedication to the understanding and efficacy of elite Sports Nutrition. We are the first male brand globally to receive EWG certification for our skincare.

Go to [www.ewg.org/skindeep](http://www.ewg.org/skindeep) or download their Healthy Living app to barcode scan products and look at individual ingredients and their health impact for your body.



# PROVERB RECENT AWARDS



WINNER - BEAUTY SHORTLIST  
**BEST NEW MALE  
GROOMING LAUNCH**

PROVERB CLEANSE &  
SHAVE NUTRIENT MUD



WINNER - BEAUTY SHORTLIST  
**BEST MALE  
EXFOLIATOR**

PROVERB SKIN DEFINITION  
FACIAL SCRUB



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'A short statement of truth,  
or piece of advice'



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