

A man with a beard and dark hair is wearing a bright yellow raincoat. 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 glistening.

# PROVERB

LIFE FUELLED SKINCARE  
FOR MEN

OILY 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 - COMBINATION, OILY SKINS

**1)** Oily skin has to be dealt with internally, more than any other skin type. Sugar inflames spots whereas zinc in chia seeds, chickpeas, pumpkin seeds and quinoa can help regulate oil production as does Vitamin A in kale, beet greens and carrots.

**2)** As a rule, eat green and not white food (flour, sugar, pasta) to improve oily skin. Seek out the lifefuelled green growing ingredients!

**3)** Extend the white warning to dairy (not eggs). There is an abundance of a hormone IGF-1 in milk which can cause insulin levels to spike. This seems to worsen skin inflammation and spots. Dairy can boost the levels of the male sex hormones androgen and testosterone making skin prone to being oilier. This applies to cheese, yogurt, ice cream too.

**4)** Greasy, fatty foods are not advised, nor is sugar. Remember sugar is everywhere, not just in the obvious things like chocolate, sweets, cakes, fizzy drinks but also in juices, ketchup, most pre-made meals, sauces.

**5)** White meat and fish are better for oily skin than red meat. Always aim for organic versions if your wallet will allow.

**6)** After a gym session, you need to wash your body and cleanse sweat off your face straight away to avoid skin congestion.

**7)** Don't use soap or shower gel to wash your face as this can disrupt your acid mantle balance and skin pH and might lead to excessive sebum production (your natural oils).

**8)** Commit to a skin routine which has a morning and evening cleanse but not with a gel face wash, foaming face wash or skin wipe. These are often very drying and can make your skin more alkaline. You need to protect the natural acid mantle balance to prevent more spots but also premature ageing.

**9)** Oily skins need to change pillowcases every other day.

**10)** Stop touching your face - get your hands off. Do a self-audit. Do you sit with your hands on your face or have some sort of repeated touching of the face? Often you will find if you rest your face on your hands in the same place

while sitting at work etc. then you will have more skin congestion and spots in this zone.

**11)** Alpha lipoic acid can help to prevent breakouts, you can find this in spinach and broccoli.

**12)** Help your skin regulate its own healthy oil function ensuring your diet includes omega fatty acids found in flaxseed oil, walnuts, fish oils and chia seeds.

**13)** Sanitise your phone cover every day so you are not harbouring bacteria on here and repeatedly putting it back on your skin.

**14)** Dry your face with tissue not towels, unless it is a brand new clean towel straight from the wash. Don't use your week-old bath towel.

**15)** If you use flannels, muslin cloths or mitts to wash your face these are a one-shot deal. Use and then put it to be washed. You will need to make sure you ideally have 7 to keep you going through the week.

**16)** Where are the worst zone of spots/blackheads? The zones on your face relate to organs of your body and it may be a real clue to what you need to start doing internally to fix the issue. Have a look at a Chinese face map e.g. spots around the temples or between your eyebrows are linked to the liver and stomach. This can represent dehydration or do you need to cut down on drinking alcohol to make them go away?

**17)** Exfoliation is crucial for oily skins- once or twice a week. Not more. If you overdo it you can change the pH and acid mantle balance on the skin. Your skin cells are shedding daily but if your skin is oily they tend to get stuck on the surface and build up, they can harbour more bacteria on the surface and this can be one of the factors causing pores to block and spots to occur.

**18)** You want products that also provide moisture to your skin. We know this seems weird if you are producing too much oil but there is much truth in the concept 'oil fights oil'. If you use harsh products full of alcohol it will strip the oil off your skin, your sebaceous glands register it and they just produce more!



**19)** While we don't want you to avoid oils you do need to avoid cheap mineral oil and paraffinum oil as these can worsen spots. They don't actually help break down your own oil whereas good natural plant based oils will help.

**20)** Drinking alcohol is not good, it increases body temperature and can inflame the skin.

**21)** Acids. Most skin experts and dermatologists would tell you to seek out some acids in your oily skincare routine. Salicylic acid (BHA) is very effective for problem skin hence we included it in our Proverb Oil Balance moisturiser. It helps alleviate blocked pores acting as an exfoliant increasing shedding of surface skin cells.

**22)** Skin supplements and daily fish oils high in omega 3 (or a vegetarian/vegan alternative) are a must.

**23)** Really, really try and avoid GPs and taking antibiotics for spots. You need to commit and we mean really commit to this list first and then if your skin is still not behaving go to a dermatologist. Ask your GP for a referral and if they won't then pay to go and see one. GPs as a rule just hand out harsh topical ointments and antibiotics like they are going out of fashion. They influence your whole body and your microbiome, they are horrid for your stomach, make you more likely to get skin sun damage and just aren't something you should be taking for your all over body health.

# PERFECT PROVERB OILY SKIN ROUTINE

---

## MORNING

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

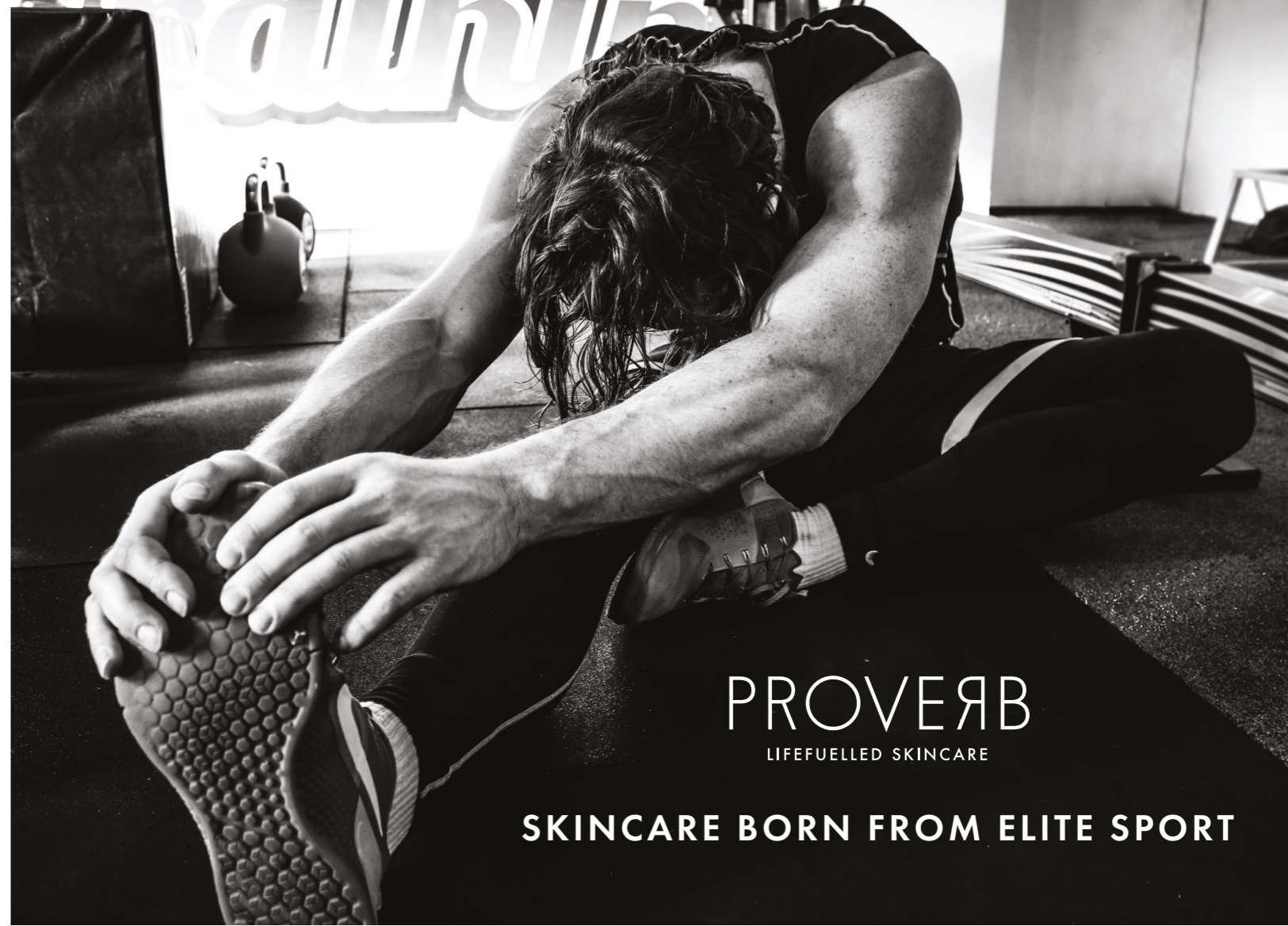
## TREATMENTS

**Proverb Skin Definition Facial Scrub** - exfoliate face twice a week before 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.

## 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



# PROVERB

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



LIFE FUELLED SKINCARE  
**FOR MEN**





# PROVERB

LIFE FUELLED SKINCARE  
FOR MEN

[PROVERBSKIN.COM](http://PROVERBSKIN.COM)

