



PRESS RELEASE

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New Chicago-based Lifestyle Brand GREY Makes Bold Entry Into Men's Skincare Industry

Created exclusively for men, GREY launches premium skincare made with natural ingredients that are sleek and sophisticated on the outside, and down-to-earth in inside.

CHICAGO, IL— Life can be complicated. Scratch that. Life IS complicated. But GREY is changing the game in skincare for today's man. Founded in Chicago, Illinois in 2017, GREY is revolutionizing skincare for men in the form of three amazing, high-performing products made with natural ingredients, designed to cleanse, protect and hydrate. "Best Face Forward" is the motto of the skincare line, which includes a facial wash, daytime moisturizer and nighttime face cream crafted for the modern man. New clients receive 15% off when they visit discoverGREY.com by entering "firstgrey" as the promo code.

In today's highly visual marketplace, a man knows that his face is front and center. GREY enables this man to put his best face forward as he sets out to conquer his day. With powerful, natural ingredients such as chamomile, red clover, white willow bark extract, jojoba, avocado, grape seed oil, aloe vera and exotic mango butter, GREY skincare is raising the bar in a field crowded with harmful chemicals and complicated regimens.

BEST FACE FORWARD IN THREE SIMPLE STEPS:

WASH—Chamomile Facial Wash— 40 ML/1.35 FL OZ – \$39. With powerful, natural ingredients such as chamomile, red clover and white willow bark extract, GREY facial wash includes active cleansing ingredients that leaves one's face feeling fresh, healthy, smooth and energized.

PROTECT— Jojoba Day Moisturizer— 40 ML/1.35 FL OZ – \$59. Infused with Jojoba, avocado and grape seed oils, GREY daytime moisturizer protects from harmful elements and nourishes the skin with a combination of natural ingredients that add the perfect amount of moisture.

HYDRATE—Mango Face Cream— 40 ML/1.35 FL OZ – \$59. Great things happen at night. And the GREY nighttime face cream detoxes harmful chemicals, replenishes critical nutrients and rehydrates parched skin from the day's stress. Powered by the earth's most robust oils— olive, sunflower, grape seed, aloe vera gel and exotic mango oil, GREY nighttime Face Cream helps to reduce scars and inflammation *and* fight aging. Wake up restored.

WEAR YOUR BEST SELF—THE ULTIMATE SKINCARE EXPERIENCE—\$139. You work hard and your skin deserves the ultimate treatment. The entire skincare collection can be purchased for \$139, a 12% savings. (\$157 if purchased separately). Anson Wu, **GREY** founder, shares why he founded **GREY** and what we can expect to see from this burgeoning brand.

“We built **GREY** to be a platform— common ground for men who defy stereotypes and refuse to be defined by a job title. The **GREY** man is busy getting things done and doesn’t need a complex skincare regimen. He wants the simple, effective, skincare products with the finest natural ingredients. In three simple steps we are confident that men will see visible improvement in their skin.”

Since its January 2018 launch, the **GREY** skincare line is already living up to expectations with positive reviews rolling in from men who know superior skincare when they try it!

“**GREY** has changed A LOT of complications that I’ve always had with my skin. I’m always looking for ways to improve my skin’s nourishment and wellbeing. **GREY** has been able to make noticeable differences in its appearance, texture and tone,” shares fashion model and social media influencer, @IAMJeffThomas, whose influence reaches over 62,000 followers.

New York-based men’s model Pierre V. Almont (@pierrevalmont) shares a similar sentiment: “I’ve been testing this cream for 10 days and so far my skin tone has become more even and my face loves it!”

Gear One

The **GREY** skincare is only the first gear of this trailblazing lifestyle brand. Stay the course as **GREY** kicks into high gear in spring 2019 with bold accessories and designer clothing for men who dare to defy expectations.

About GREY

Based in Chicago, Illinois, **GREY** is a men’s lifestyle brand offering premium, natural skincare, bold accessories and superior fashion for men who defy expectations. **GREY** resonates with the man who refuses to be pigeon-holed as one-dimensional. This man has a community. **GREY** is that club. We are embarking upon uncharted territory in men’s lifestyle—and all who dare to share the journey are welcome.

For more information about **GREY**, visit discoverGREY.com. For product questions, email care@discoverGREY.com. For media inquiries and interviews, contact Geoffrey S. Yabes at 646.934.0257 or via email: geffrey@gsy-media.com.

