



FOR IMMEDIATE RELEASE:

FOR MORE INFORMATION - CONTACT:

Kerrin Delaney, Marketing Coordinator or Larry Oskin • Marketing Solutions, Inc. • PHN: 703-359-6000 • EML: Kerrin@MktgSols.com

JOE Grooming Introduces New Skincare System

Look Good, Get Noticed With JOE Grooming Products

McLean, VA The all natural men's grooming line, JOE Grooming is excited to announce the launch of the new JOE Grooming Skincare System. This all natural skincare line is composed of organic ingredients specifically selected and formulated to promote healthy and radiant skin even on the toughest of men. With so many skincare products on the market, owner Dan Kliska and director of product development Steve Duross sought to create a skincare line that offers men specific ingredients to look and feel their very best. Unlike other professional brands on the market, JOE Grooming Skincare specifically targets areas on the male body that need a little TLC. According to Duross, "The JOE Grooming skincare products have been formulated to treat issues that are specific to the male body. From our JOE Grooming *SHAVE*, to our JOE Grooming *MOISTURIZER* every ingredient has been carefully selected and tested to produce amazing results."

JOE Grooming introduces the new JOE Grooming Skincare System. Each product can be used on its own or in sequence for optimum results.

- **JOE Grooming *ONE*.** The refreshing, sulfate-free formula is an excellent cleanser for the hair, face and body. This is an all-purpose product that offers men an all-around simple and easy skincare routine. Joe Grooming *ONE* is refreshingly simple and an all-in-one natural product that can be used to gently cleanse the male body from head to toe. Even the most sensitive skin types can enjoy this non-chemical, gentle skincare formula. The main ingredient is Japanese peppermint oil, which is great for improving skin tone and stimulation. For guys on the go, Joe Grooming *ONE* is a fantastic skincare product.
- **JOE Grooming *SCRUB*.** Unlike some facial scrubs that can be harsh and abrasive, JOE Grooming *SCRUB* contains refreshing peppermint essential oil that gently cleanses and foams to exfoliate and tone. The naturally detoxifying ingredients of clay and pulverized all-organic wheat hulls work together, exfoliating and revealing and resurfacing younger and firmer skin. The addition of soothing herbal extracts in JOE Grooming *SCRUB* helps promote moisture and hydration for male facial features.
- **JOE Grooming *SHAVE*.** Traditional shaving creams and shaving methods can leave a man's skin feeling dehydrated and irritated. JOE Grooming *SHAVE* is unlike the traditional creams on the market. This cream is a light, moisture rich and aloe-based shaving cream that helps promote a smooth, close shave without razor burn or dry irritation. Designed for sensitive skin types to rough beards, JOE Grooming *SHAVE* creates an occlusive layer of moisture between the facial hairs and the razor to eliminate razor drag, the main cause of nicks, cuts and in-grown hairs. JOE Grooming *SHAVE* leaves the face feeling smooth and moisturized. This is essential for any man, sensitive skin or not. JOE Grooming *SHAVE* offers the versatility for everyday facial grooming needs.
- **JOE Grooming *MOISTURIZER*.** A great way to follow a fresh clean shave is with an aftershave moisturizer, but not just any aftershave that soothes and refreshes the skin. JOE Grooming *MOISTURIZER* was formulated to hydrate the face or the body as an aftershave. This nutrient rich formula contains aloe, vitamin E and herbal extracts to firm, hydrate and moisturize the skin. The skin is left feeling smooth without the greasy feeling of traditional aftershave body lotions. No dyes or perfumes make this aftershave and body moisturizer perfect for all skin types.

Now nationally and internationally recognized, JOE Grooming is dedicated to producing the finest natural personal grooming products for men throughout the professional salon industry. Established in 2002, JOE Grooming has successfully developed a natural and organic line of haircare and skincare products. By lowering surfactant levels in their shampoos, adding soothing, moisturizing extracts to both cleansing and hairstyling products with essential oils rather than with synthetic fragrances, JOE Grooming has become one of the fastest growing natural and organic based men's product lines found in many top barber shops, salons and day spas. Remembering a man's need to "keep it simple," JOE Grooming invites you to discover the natural evolution in men's grooming.

JOE Comes Directly To YOU! Dan Kliska, president of Joe Grooming notes, "To help you create a more profitable and professional salon retail sales program targeted specifically to men's special needs, Joe Grooming sells directly to salons, barber shops and day spas. It's time for salon owners and hairstylists to stop tolerating diversion by banning their support of diverted brands. Our new Diversion Sucks! Campaign says it all. "For more information on JOE Grooming Skincare or any other JOE Grooming Products, call 888-MORE-JOE, email Info@JOEGrooming.com or visit www.JoeGrooming.com.

###

High Resolution Product Photos Available ~ Customized Feature Stories Available Upon Request.

