

# GREEN + THE GENT

Organic Skincare for Men

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Brand Book

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# Overview

## GREEN + THE GENT Organic Skincare for Men

- + An organically certified natural care range for men
- + Product launch in July 2017
- + Selective national and international distribution
- + Target group: the modern gentleman
- + Bathroom basics for the authentic GENT
- + Simple to use, effective, minimalist in design
- + Made in Germany



# Inspiration + Concept



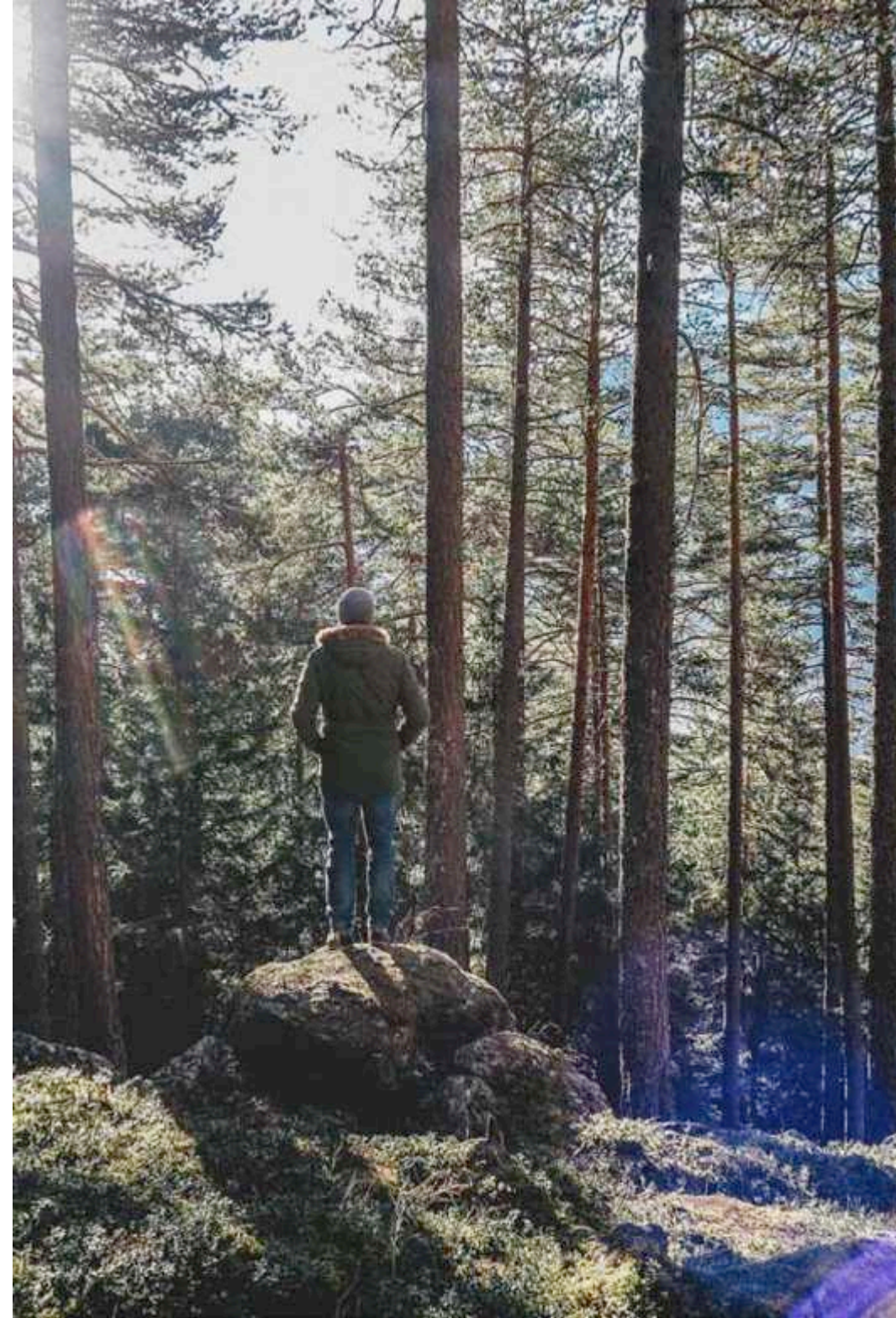
# Inspiration

## Gentleman meets Nature

The idea for GREEN + THE GENT grew out of a reverence for nature, a respect for high-quality artisanship and a passion for minimalist design.

Women can choose from a vast range of natural care products. For men, on the other hand, the choice is much more limited. But not any more!

GREEN + THE GENT is a brand of naturally based facial, body and shaving products specially designed for the men of today. Delivering first-class and effective personal care, the brand comprises a range of men's grooming products designed to match the lifestyle of the modern gent: authentic, masculine, individual and easy to use. And all without any hidden chemicals. Instead, our products feature active ingredients that are sourced regionally, for the most part, and then carefully combined to create a product made in Germany – a product a man can trust.



# Product philosophy

Natural care for men with no compromises – more than Clean Beauty



Plant extracts from certified organic agriculture



Specially formulated for men's skin



Certified natural grooming – COSMOS Organic (BDIH)



Vegan, no animal testing



Made in Germany



Suitable for all skin types

**Elder, ivy and hops as active ingredients.**

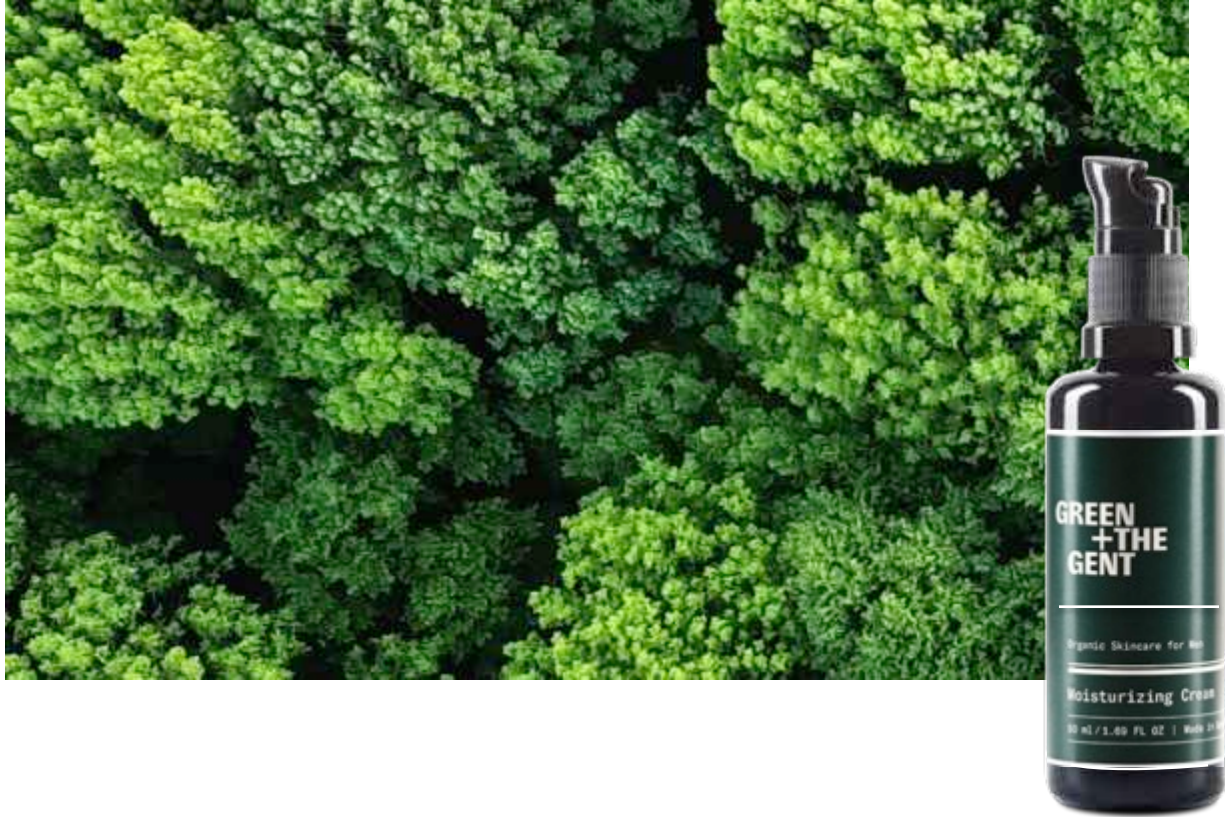
**Aloe vera instead of water:** water often serves merely as a filler without any real function. We use a high concentration of aloe vera as the perfect moisturizer.

**Masculine scent in two fragrances:**

- + „Gin“ - a fresh and spicy combination of juniper, cardamom, nutmeg and vetiver
- + „New Old School“ - classic masculine character with fresh citrus notes, cedar and patchouli

# Responsibility + Sustainability

## Our commitment to society, animals and the environment



- + **Transparency and sustainable production** without the use of pesticides and genetic engineering, guaranteed by organic certification
- + **No animal ingredients or animal testing**
- + **Sustainable packaging material:** glass instead of plastic, except for products for the shower
- + Special violet-tinted glass for **maximum protection** against harmful light, thereby extending product life and the efficacy of active ingredients
- + All packaging – excluding caps and seals – is **recyclable**
- + **No foil packaging**
- + Paper and cardboard made from **recycled** or **FSC-certified material**
- + **CO2-neutral shipping** with DHL GoGreen
- + Supporting the non-profit **MOVEMBER FOUNDATION** - projects for men's health - through donations and campaigns [movember.com](http://movember.com)

# The founders

## About us

**GREEN + THE GENT was founded in Munich by Frank and Thomas. Having reached a turning point in their lives, the two men felt it was time to break free and finally do their own thing: something with a real purpose.**

So, they gave up their jobs and set up their own company. They wanted to design and create products that are sustainable – products that are right not only for men but also for the environment. And when they were unable to find a men's personal care brand that ticked all the right boxes – trustworthy, organically certified and, in their eyes, stylish – they went right ahead and launched their very own. The result is GREEN + THE GENT.



# Product Range



# Our product range

## Bathroom basics for the authentic GENT



**Shampoo + BodyWash**

250 ml PET bottle

**24 €\***



**Moisturizing Cream**

50 ml glass bottle

**42 €\***



**Face Tonic**

100 ml glass bottle

**34 €\***



**Face Wash**

100 ml glass bottle

**24 €\***



**Face + Shave Oil**

50 ml glass bottle

**38 €\***



**The Razor**

**95 €\***

**New product development in 2020:** Eye Care Gel (launch in autumn)

# Shampoo + Body Wash

## 2 in 1 – gentle and natural cleansing

Aloe vera, black oat, ivy, hops. For smooth, gentle and natural cleansing. Strengthens your hair and soothes your scalp. Hydrates skin through a high proportion of aloe vera. Wet hair thoroughly, massage a small amount into hair and on body. Rinse well.

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„New Old School“ **scent:** classic masculine character with fresh citrus notes, cedar and patchouli.

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### Main ingredients:

- + **Avena Strigosa/black oat** (strengthens hair, moistures skin)
- + **Aloe Vera** (moisturizing, anti-inflammatory)
- + **Elder extracts** (soothing, calming)
- + **Coco glucoside** (mild cleansing agent)
- + **Hops extracts** (antibacterial, healing)



250 ml / PET bottle

**24 €**

# Moisturizing Cream

## The effective moisturizer for the face

Aloe vera, paracress, elder and hops. Light texture, absorbs quickly without shine. High proportion of aloe vera revitalises and hydrates. Formula balances the skin and has a proven anti-aging effect. For optimum results, apply to dry skin after shaving or cleansing and smooth over face. Use sparingly.

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„New Old School“ **scent**: classic masculine character with fresh citrus notes, cedar and patchouli.

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### Main ingredients:

- + **Paracress** (relaxes skin, reduces wrinkles)
- + **Apricot Kernel Oil** (light, softens skin)
- + **Aloe Vera** (moisturizing, anti-inflammatory)
- + **Elder extracts** (soothing, calming)
- + **Ivy extracts** (strengthens skin, adstringent)
- + **Hops extracts** (antibacterial, healing)



50 ml / glass bottle

**42 €**

# Face Tonic / After Shave

## The tonic for morning and evening

Aloe vera, elder, hops, witch hazel. Refreshes, clears and hydrates after cleansing or shaving. For a smooth and healthy look. Contains a high concentration of aloe vera. Use as toner or after shave. Massage onto skin after shaving or cleansing. Finish with the moisturizing cream to round off the grooming ritual.

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„Gin“ scent: a fresh and spicy combination of juniper, cardamom, nutmeg and vetiver.

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### Main ingredients:

- + **Witch Hazel** (adstringent, clears skin)
- + **Aloe Vera** (moisturizing, anti-inflammatory)
- + **Elder extracts** (soothing, calming)
- + **Ivy extracts** (strengthens skin, adstringent)
- + **Hops extracts** (antibacterial, healing)



100 ml / glass bottle

**34 €**

# Face Wash

## Gentle facial cleansing for men

Aloe vera, coco glucoside, ivy, hops. For smooth and natural facial cleansing. Contains a high concentration of aloe vera. Cleanses skin without over-drying or irritating. Optimum preparation for further skin care or shaving. Wet face in the morning and evening and work cleanser into a lather. Massage gently. Rinse well with warm water.

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„Gin“ scent: a fresh and spicy combination of juniper, cardamom, nutmeg and vetiver.

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### Main ingredients:

- + **Aloe Vera** (moisturizing, anti-inflammatory)
- + **Coco glucoside** (mild cleansing agent)
- + **Elder extracts** (soothing, calming)
- + **Ivy extracts** (strengthens skin, astringent)
- + **Hops extracts** (antibacterial, healing)



100 ml / glass bottle

**24 €**

# Face + Shave Oil

## The all-rounder

Oils of safflower, apricot, rose hips, jojoba, almond. Cold pressed, not refined, rich in antioxidants. Fast absorbing and non-greasy when applied to damp skin. Helps to restore, repair and revitalize the skin. Rich in vitamins. Multipurpose. For facial care, place a few drops into your palm and gently massage into damp skin until it is absorbed. For a smooth shave, rub a small amount into wet beard and shave with the grain. No other shaving cream needed. Ideal for shaving beard outlines and for nourishing your beard.

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**„Gin“ scent:** a fresh and spicy combination of juniper, cardamom, nutmeg and vetiver.

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### Main ingredients:

- + **Safflower oil** (regulates sebum production)
- + **Apricot Kernel oil** (light, softens skin)
- + **Rose hips oil** (antioxidant, anti-aging benefit)
- + **Jojoba oil** (moisturizing, soothing)
- + **Almond oil** (penetrates deep, moisturizing)



50 ml / glass bottle

**38 €**

# The Razor

## True vintage shaving

The safety razor with a wooden handle of ebonywood and closed comb in a classical design. A masterpiece!

- + **Double edge safety razor** for a smooth and clean shave
- + **3-piece-system** for quick change of blades
- + **Shaving head with closed comb**
- + Head made of **stainless steel**
- + Wooden handle made of **dark ebonywood**
- + **Perfectly balanced**
- + Quality **made in Germany**
- + Includes **10 double edge razor blades**



1 piece

**95 €**

# INCI/Ingredients

## Shampoo + Body Wash

Aloe Barbadensis Leaf Juice\*, Aqua (Water), Sodium Coco-Sulfate, Coco-Glucoside, Glycerin, Polyglyceryl-4 Caprate, Citric Acid, Parfum (Fragrance), Sodium Chloride, Arginine, Avena Strigosa Seed Extract, Lecithin, Sambucus Nigra Fruit Extract\*, Hedera Helix (Ivy) Extract\*, Humulus Lupulus (Hops) Extract\*, Sodium Benzoate, Potassium Sorbate, Limonene\*\*, Linalool\*\*, Cinnamal\*\*, Citral\*\*, Geraniol\*\*

## Moisturizing Cream

Aloe Barbadensis Leaf Juice\*, Prunus Armeniaca (Apricot) Kernel Oil\*, Dicaprylyl Carbonate, Carthamus Tinctorius (Safflower) Seed Oil\*, Myristyl Alcohol, Glyceryl Stearate Citrate, Glycerin, Aqua (Water), Alcohol, Parfum (Fragrance), Rosa Canina (Rose Hips) Fruit Oil\*, Acemella Oleracea Extract, Sambucus Nigra Fruit Extract\*, Hedera Helix (Ivy) Extract\*, Humulus Lupulus (Hops) Extract\*, Helianthus Annuus (Sunflower) Seed Oil, Sclerotium Gum, Sucrose Stearate, Sodium Benzoate, Xanthan Gum, Potassium Sorbate, Tocopherol\*\*, Cinnamal\*\*, Limonene\*\*, Linalool\*\*, Citral\*\*, Geraniol\*\*

## Face Tonic

Aloe Barbadensis Leaf Juice\*, Alcohol\*\*\*, Glycerin, Polyglyceryl-4 Caprate, Aqua (Water), Hamamelis Virginiana (Witch Hazel) Bark/Leaf/Twig Extract\*, Sambucus Nigra Fruit Extract\*, Hedera Helix (Ivy) Extract\*, Humulus Lupulus (Hops) Extract\*, Zinc PCA, Parfum (Fragrance), Benzyl Benzoate\*\*, Benzyl Salicylate\*\*, Citral\*\*, Linalool\*\*, Limonene\*\*

## Face Wash

Aloe Barbadensis Leaf Juice\*, Glycerin, Aqua (Water), Sodium Coco-Sulfate, Coco-Glucoside, Polyglyceryl-4 Caprate, Sodium Chloride, Parfum (Fragrance), Sambucus Nigra Fruit Extract\*, Hedera Helix (Ivy) Extract\*, Humulus Lupulus (Hops) Extract\*, Citric Acid, Sodium Benzoate, Potassium Sorbate, Benzyl Benzoate\*\*, Benzyl Salicylate\*\*, Eugenol\*\*, Linalool\*\*, Limonene\*\*, Geraniol\*\*, Citral\*\*

## Face + Shave Oil

Prunus Armeniaca (Apricot) Kernel Oil\*, Carthamus Tinctorius (Safflower) Seed Oil\*, Simmondsia Chinensis (Jojoba) Seed Oil\*, Prunus Amygdalus Dulcis (Sweet Almond) Oil\*, Parfum (Fragrance), Rosa Canina (Rose Hips) Fruit Oil\*, Helianthus Annuus (Sunflower) Seed Oil, Benzyl Benzoate\*\*, Benzyl Salicylate\*\*, Eugenol\*\*, Linalool\*\*, Limonene\*\*, Tocopherol\*\*, Geraniol\*\*, Citral\*\*

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\* organic agriculture

\*\* from natural essential oils

\*\*\* made from organic raw materials

# Marketing



# Distribution + Communication

## Communication

- + Launch of the brand: July 2017
- + Social media:

 @greenandthegent

 @greenandthegent

- + Media References Print:





















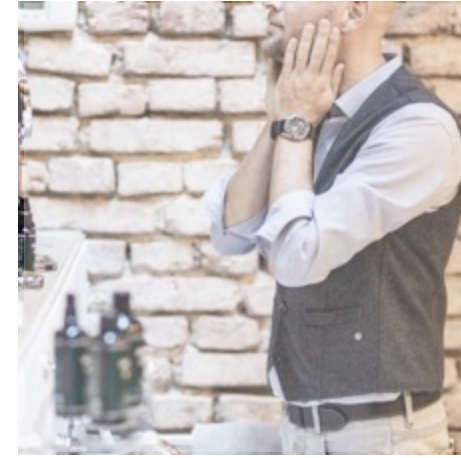




## Distribution

- + Distribution to 80+ retailers mainly in D/A/CH and in F, B, E, P, PL, CZ
- + Selective specialist retailers in men's grooming and/or organic cosmetics (offline + online)
- + Premium perfumeries, department stores
- + Concept stores, barber shops, hotels/spas
- + Brand website with shop: greengent.com

# Moodboard



# POS + Marketing Support

## Promotional materials at the POS

- + Tester selection (free of charge)
- + Product samples and brand leaflets
- + Displays and product stands (available on request)
- + Additional advertising materials for specific sales promotions (available on request)

## Potential accompanying promotional measures

- + Sales-promotions in-store/online
- + Joint co-branding projects
- + Product placements in lifestyle/men's magazines
- + Promotional sweepstakes
- + Editorial support/content for your online marketing channels (website, newsletter, social media etc.)

Organic Skincare for Men



# Contact

**GREEN  
+THE  
GENT**

By Munich Grooming GmbH

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