

NEW



SHAKEUP
COSMETICS



GIVE HIM THE GIFT OF GOOD SKIN

SOLUTION DRIVEN SKINCARE
GIFT SETS FOR MEN

Please see back cover for your
invitation to our **exclusive press event**

Men are notoriously hard to buy a gift for.
But that's about to change.

The increasing demand for beauty products from today's modern male consumers has made the men's beauty space a very exciting place. A growing number of men are leaning towards looking well-groomed and drawing greater self-confidence from looking good.

Shakeup Cosmetics® has been on a mission to challenge gender stereotypes and hyper masculinity, by offering innovative, solution-driven skincare and hybrid cosmetic products, designed specifically for men's skin type and concerns. And it has just revealed its first collection of skincare gift sets.

These carefully curated gift sets feature the best-selling skincare heroes by Shakeup Cosmetics, starring some of the most popular and effective skin-loving ingredients. From an easy-to-use starter kit perfect for a skincare novice, to a luxurious edit of a full regime for the more discerning, there is a gift for everyone.



SKIN STIX DUO



Inspired by modern living and a need for multi-functional, fast results, this duo of travel-friendly, easy-to-use skincare essentials are the perfect way to kick start your journey to incredible skin.



£26
VALUE
£32

Includes:

- **YOU DO THE MASK PURIFYING CLAY MASK:** mess-free Coconut Charcoal mask stick draws out impurities, while hydrating and nourishing skin. Absorbs excess oils and unclogs pores with detoxifying Kaolin Clay.
- **HYDRATE IN A HURRY MOISTURISER STICK:** travel-friendly solid moisturiser with Witch Hazel, Cucumber Extract & Hyaluronic Acid, to instantly hydrate and moisturise skin, wherever needed.

THE STARTER KIT



Kick start your skincare journey with our Starter Kit, the smartest and simplest way to a clean, fresh and youthful complexion.



Includes:

- **HYDRATE IN A HURRY** MOISTURISER STICK
- **LIP LIFE TO THE FULL** VOLUMISING & MOISTURISING LIP GEL (SPF25): with Tri-peptide, Macadamia Nut Oil and Cocoa Butter.
- **FACE 4WARD MULTI-ACTION DAILY FACE WASH:** removes dirt, oil and environmental pollutants to reveal fresh and smoother looking skin. Gently exfoliates skin, while preventing dryness after use.

THE CLEAR SKIN KIT



Take the fast-track to a bright, clear complexion with our best-selling skincare essentials. Designed to treat tired and overworked skin, this handy kit will deep cleanse, exfoliate and moisturise your skin, leaving it feeling revitalised and blemish free.



Includes:

- **YOU DO THE MASK PURIFYING CLAY MASK**
- **HYDRATE IN A HURRY MOISTURISER STICK**
- **FACE 4WARD MULTI-ACTION DAILY FACE WASH**
- **FACE 4WARD CLARIFYING TONER:** exfoliates skin with Glycolic Acid & fruit AHA complex. Helps reduce oil & shine, and minimise pores, leaving skin perfectly prepped for serum or moisturiser.

FACE 4WARD DELUXE KIT



Simply follow our FACE 4WARD 4-step routine for a healthier and smoother skin, presented in a timeless faux leather washbag. Enjoy our skin-loving formulas designed specifically for men, suitable for all skin types and ideal for both day and night.



Includes:

- **STEP 1 – MULTI-ACTION DAILY FACE WASH**
- **STEP 2 – CLARIFYING TONER**
- **STEP 3 – PRO-YOUTH SERUM:** with Tiger Grass & Squalane to help reduce the appearance of multiple signs of skin ageing.
- **STEP 4 – MATTE-EFFECT GEL MOISTURISER:** with Matmarine™ biotech ingredient that targets oil and shine for a natural matte finish. Helps replenish tired skin for a supple and youthful glow.

THE ULTIMATE SKINCARE KIT FOR MEN



This luxurious gift set of must-haves contains everything you need for excellent skin, including all our best-selling innovative men's skincare heroes, to cleanse, exfoliate, hydrate, nourish and moisturise your skin.



£99
VALUE
£150

Includes:

- **FACE 4WARD**
4-STEP SKINCARE ROUTINE:
daily face wash, clarifying toner,
pro-youth serum & matte-effect
gel moisturiser
- **YOU DO THE MASK**
PURIFYING CLAY MASK
- **HYDRATE IN A HURRY**
MOISTURISER STICK
- **SET & DONE**
3-IN-1 FACIAL SPRAY
- **LIP LIFE TO THE FULL**
VOLUMISING & MOISTURISING
LIP GEL (SPF25)



SHAKEUP
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YOU ARE INVITED!

Please join us to celebrate the launch of our first collection of men's skincare gift sets, at our special pop-up store on Oxford Street!



RSVP

WHEN: Wednesday 19 October 2022, 7-9pm

WHERE: 58 Oxford St, London W1D 1BH

Please RSVP by scanning the QR code on the left.

Our Pop-up store will be open for three days from 19th to 21st October, so if you are not able to make it to the press evening, we'd love to see you whenever you are free to pop in.

Shakeup Cosmetics men's skincare gift sets are available at shakeupcosmetics.com and coming soon to Amazon.

Please check prices and availability before going to press. For further information, samples or images please contact:

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ShakeupCosmetics



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