



FOR IMMEDIATE RELEASE

NEW premium skincare FOR MEN, from the brand behind the game-changing men's makeup range that sells 1 every 5 minutes globally



HEALTHIER CLEARER SKIN IN 4 SIMPLE STEPS:

Shakeup Cosmetics, launched in 2019 with Harvey Nichols and founded by Chinese British twin brothers, launches 4 NEW products, part of its brand new **FACE 4WARD** range, designed to simplify men's skincare routine. **LAUNCH DATE: 28 March 2022**



Skincare can be overwhelming and confusing, even for the most savvy skincare junkies. When it comes to skincare for men, there are even fewer places where male consumers can access skincare knowledge or tips. Not to mention, the extremely limited choices offered to men, who have their specific skin concerns and needs.

That's why ShakeUp Cosmetics, the fastest growing men's beauty brand in the UK is bringing to market a four-step skincare regime – **FACE 4WARD**, which is aimed to demystify skincare jargons, and make skincare for men easy to understand and simple to follow.



STEP 1

Multi-action daily face wash

RRP £12



Designed to remove dirt, oil and environmental pollutants to reveal fresh and smoother looking skin. Packed with Willow Bark extract & fruit AHA complex of Orange, Lemon and Bilberry to gently exfoliate skin, improve skin tone and the appearance of pores. Aquaxyl™, a natural pro-age moisturiser preps skin for shaving, and boosts hydration to prevent dryness.

STEP 2

Clarifying toner

RRP £15



A multi-tasking, freshening toner that exfoliates skin with Glycolic Acid & fruit AHA complex, and helps reduce oil & shine, leaving skin perfectly prepped for serum or moisturiser. Witch Hazel extract helps to minimise the appearance of pores to reveal smoother skin.

STEP 3

Pro-youth serum

RRP £35



A powerful and nourishing serum that helps to reduce the appearance of multiple signs of aging. Tiger Grass assists in reducing the appearance of wrinkles and promotes a brighter complexion. Squalane helps to reduce excess oil, calm irritation and target uneven skin tone. Hyaluronic Acid and Niacinamide help to boost hydration and tighten pores to reveal healthy, radiant looking skin.



STEP 4

Matte-effect gel moisturiser

RRP £22

A lightweight gel moisturiser with Matmarine™ biotech ingredient that targets oil and shine for a natural matte finish. Helps replenish tired skin by delivering a hydrating boost of Hyaluronic Acid to give skin a supple and youthful glow.



FOUNDERS' QUOTE

“It’s been a long time in the making and we are so excited that this range is ready to meet the world.

We love the simplicity of this range, but they are packed with skin-loving actives and ingredients, suitable for all skin types, and targeting some of the most common skin issues our customers are facing. We hope you will love them as much as we do!”

RETAILING AT: www.shakeupcosmetics.com

About Shakeup Cosmetics:

Launched in 2019 and on track to be one of the fastest growing men’s beauty brands, Shakeup understands that the physiology of men’s skin is different to women’s. We create innovative skincare and hybrid makeup products, which combine proven skincare benefits and high-performance cosmetic features.

Every product is multi-purpose and designed to meet the needs of today’s busy, stylish modern man.

Since launch just over 2 years ago, Shakeup is now stocked in over 150 retail stores in the UK, South Africa, Germany, and New Zealand. We officially launched in China via cross border ecommerce, by opening our flagship online store on Tmall Global, China’s largest e-comm platform, achieving over £100k monthly revenue within 4 months after launch. Our best selling product, LET’S FACE IT BB Tinted Moisturiser is selling 1 every 5 minutes globally. In Spring this year, we will be launching in Australia with MYER department stores and LookFantastic.

EDITOR’S NOTE: For further information and hi-res images please contact press@shakeupcosmetics.com