

# It's raining men!



Pic courtesy: Phytomer

Feedback from South African salons and spas indicates that men are easier to retail to than women, which proves that male-centric products should be an essential part of the retail drive.



## Elements of man

The label.men range incorporates an exclusive eleMENTS complex of unique hair-building botanicals to help soothe scalps, restore hair vitality and support healthy hair growth. It is formulated with the innovative Micronization technology, ensuring higher ingredient concentration for maximum penetration.

021 448 8847

## Macho skin

Elemis Men has been created in response to the fact that men's skin behaves differently to that of women. The range comprises shaving gels that protect and soothe, S.O.S creams and moisturisers that target dryness and blemishes, and face scrubs. Included in the range is the new Anti-Fatigue duo - Eye Gel and Day Cream.

021 442 7700

## What a workout!

Mio Skincare is a firm favourite for men who lead a fit active lifestyle. The Mio Workout Wonder Invigorating Muscle Motivating Gel is ideal for gym, running, cycling, golfing and any other form of fitness as a pre- and post-workout to ease tense muscles. It contains essential magnesium and Arnica oils to help decrease inflammation.

011 033 0500



## Behind the mask

Phytomer Rasage Perfect Shaving Mask is a 2-in-1 treatment: a shaving product and an oxygenating, moisturising treatment mask. It provides the user with a perfectly smooth shave every day and reduces irritations whilst softening the hair. Once or twice a week, it can also be used as a moisturising and detoxifying mask.

011 486 4904

## Pearls of wisdom

For male clients Black Pearl recommends Age Control Light Day Cream (Oil Free) SPF25, a unique combination of Tahitian Black Pearl, seaweed and unique minerals that helps to balance the skin's moisture level. There is also the Pearl Peeling Mask, for deep cleansing and to reveal a new layer of younger skin by exfoliating dead skin cells.

076 281 5737



## Close shave

Dermalogica's men's range, Shave, includes Daily Clean Scrub, Close Shave Oil and Daily Defence SPF 15. Daily Clean Scrub has a dual-action exfoliating cleanser to prep skin for a closer, cleaner shave, while Close Shave Oil creates an instant comfort barrier between skin and razor. Daily Defence SPF 15 is a multi-tasking daytime lotion.

011 268 0018



Formulated to assist the body in maintaining a healthy immune system and overall well-being.

Retail / Distribution Enquiries 071 422 7319

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