

## MKMen<sup>®</sup> Ultimate Moisturizer

Science-backed, healthy-looking skin. Just for him.



- Includes the powerhouse antioxidant resveratrol to help fight free radicals that can damage skin and accelerate the visible signs of skin aging.
- This quick-absorbing formula leaves skin looking rested and noticeably revitalized.
- A vitamin E derivative provides an additional boost of antioxidant benefits.\*

In an independent clinical study, 93% of panelists saw an improvement in skin firmness, and 86% experienced a reduction in fine lines after 8 weeks.\*\*

MKMen® Ultimate Moisturizer is almost like a moisturizer and serum in one. It's nongreasy, provides immediate hydration and also boosts hydration for 12 hours.<sup>†</sup> Used twice a day, your skin can stay hydrated around the clock. Resveratrol counteracts the negative effects of free radicals on skin, increases skin's natural protective antioxidants and works in harmony with natural antioxidants to help support the skin barrier.\*

After just one week, men agreed:

- Skin feels smooth – 93%<sup>\*\*</sup>
- Moisturizes without making skin look oily – 90%<sup>\*\*</sup>
- Skin feels nourished – 88%<sup>\*\*</sup>
- Skin looks healthier – 81%<sup>\*\*</sup>

#### Additional Benefits:

- Features betaine and glycerin that help draw moisture from the air to hydrate skin and maintain its moisture.\*
- Also contains an amino acid blend that mimics skin's natural moisturizing factors that absorbs water from the atmosphere and combines it with its own water content, allowing the outermost layers of skin to stay hydrated despite the elements.\*
- Also features plankton extract, a well-known soothing ingredient. In-vitro testing shows that plankton extract reduces factors that contribute to irritation in the skin.
- Gentle enough for twice-daily use.

#### Formula Attributes:

- Suitable for all skin types.
- Oil-free.
- Dermatologist-tested.
- Tested for skin irritancy and allergy.
- Non-comedogenic.

#### Use-Up Rate:

If using twice daily, the average use-up rate is about 1.5 months.

\*Based on in-vitro studies

\*\*Based on an independent third-party clinical study in which 29 panelists used the product twice a day for 8 weeks

†Based on an independent third-party clinical study in which 30 panelists wore the product for 12 hours

\*\*Based on an independent third-party consumer study in which 205 men used the product at least once a day for three weeks