

**MEDIA RELEASE**

**AUSSIE BLOKE GROOMED FOR UK SUCCESS**

Melbourne-based qualified hairdresser and former salon owner, Simon Vogrinec, will be celebrating Father's Day a little harder this year, when his range of natural and organic men's grooming products, **GAIA made for men**, hits the shelves in stores around the UK later this month.

**GAIA made for men** - the first organic men's skincare range to be made widely available and distributed through Australian supermarkets, health food stores and pharmacies, is a true reflection of the changing social tide. Australian and British men are now not only caring about their image and appearance, but their overall health and wellbeing as well.

The male grooming market has expanded significantly in response to men becoming more comfortable with the concept of a skincare routine, with most guys now buying their own moisturisers rather than using their wife's or girlfriend's behind closed doors.

Skin and hair care, exercise and even what foods to eat (or not eat) are moving up men's priority lists, entering into general conversation and featuring in men's magazine articles - greatly expanding the traditional male repertoire of sport, work and women.

Developed together with his multi-award winning wife Michelle, (creator of Australia's most widely distributed natural baby skin care brand, GAIA Natural Baby), the **GAIA made for men** range has been formulated for the specific skincare needs of the typical male, to provide a simple and effective naturally-based grooming routine. Using carefully selected organic veggie oils, herbal extracts and pure essential oils, known for their skin nurturing benefits, these ingredients help tackle typically male issues such as razor burn, in-grown hairs and assists in maintaining clear, healthy skin.

Using certified organic Lime, certified organic Patchouli and certified organic Spearmint pure essential oils for a fresh and masculine scent, **GAIA made for men** stimulates your senses, helping to awaken, refresh and re-energize your skin to meet the day (or night!) ahead.

"The invigoratingly fresh blend of essential oils we use in this range really helps me to wake-up in the morning – I know it helps give me the 'get-up-and-go' to run our successful business and still be able to chase after our three boisterous boys." said Simon.

With the current movement of holistic health heralding the aromatherapy benefits of essential oils and the call to adopt "all things organic" – a huge multi- million dollar market in grocery alone. The **GAIA made for men** range 'ticks all the boxes' when it comes to what today's male is looking for in a shaving or skincare product and is destined for national success with a loyal male following already behind it, and emphasized by its snowballing export success across Europe, Asia and the US.

"The growth of organic products over the past 5 or so years has really begun to impact the skin care and grooming category. Even the most conventional brands are adding natural ingredients – all things herbal or botanical - to their formulations." said Simon.



The **GAIA made for men** range consists of a shampoo and conditioner, face & body scrub, wash, shave gel and face crème:

### **GAIA MADE FOR MEN SHAMPOO and Conditioner 150g each**

“Formulated to address the specific hair care needs of men – naturally! Made with herbal extracts, veggie oils and certified organic essential oils, the shampoo gently cleanses, removing excess oil or flakiness, stimulating the scalp for healthy hair growth, while the conditioner softens, strengthens and thickens hair, calming any itchiness, and restoring natural luster, says Simon.



### **MADE FOR MEN FACE & BODY SCRUB 150g**

“Using a scrub is like using a plane on a piece of wood to slough off the top layer to reveal a smooth finish underneath,” says Simon, “Without all the surface debris and having minimised any lumps and bumps – your shave will be a lot smoother,” says Simon. “It is also great for in-grown hairs.”

“It is made with crushed walnut shells, a natural bio-degradable exfoliant, which is nice and gritty, but gentle enough to care for your skin without sand-blasting it off” says Simon.



“And because it is FREE from alcohol, soap and sulphates, it won't dry or irritate. This scrub invigorates the skin while at the same time hydrating and softening. It will leave you feeling fresh and revived.” Simon says.

### **MADE FOR MEN FACE & BODY WASH 150g**

“This is a great shower gel you can use from head to toe. Because it is soap and sulphate free it will clean your skin and remove any excess oil without stripping your natural protective oils or leave a greasy layer behind. And as it contains calming botanical extracts, they are friendlier for skin affected by dermatitis, psoriasis and eczema” says Simon. “A great pick me up - it stimulates the skins surface and maintains elasticity and suppleness, making you feel soft, smooth and more vibrant.”



### **MADE FOR MEN SHAVE GEL 150g**

“It is made from a blend of moisturising oils to soften and lubricate the skin, minimising friction. The organic aloe vera and organic chamomile help to soothe and calm any razor burn or irritation.” says Simon. “Not only is this gel soap and sulphate free, it doesn't contain any butane, propane or harsh chemicals that can also irritate the skin. If you like a little extra lather – this gel can be mixed with more water for more of a foam.” says Simon.



### **MADE FOR MEN FACE CRÈME 150g**

“This is a light moisturiser and aftershave balm in one to de-sensitize any razor burn and keep the skin hydrated. It contains cooling organic spearmint to leave your skin feeling fresh without oiliness. It is also good for dry or flaking skin,” says Simon.

The entire range of **GAIA made for men** is FREE from ingredients that are known to dry or irritate particularly sensitive skin. There are NO sulphates, propylene glycol, parabens, mineral oil or petrochemicals leaving you with just pure, natural and organic product. Sometimes it's not just what you put in, but what you leave out that counts!



**GAIA made for men** products are NOT tested on animals and are vegan-friendly (contains no animal by-products).

**GAIA made for men** is now available for distribution in the UK exclusively through 2012 Ltd.

**To place an order, or for any further information, please contact:**

**2012 Ltd**

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For more information on the **GAIA made for men** range visit our website **[www.gaiaskinnaturals.com](http://www.gaiaskinnaturals.com)**

Simon and Michelle are both available for editorial comment or contributions on organics, skin and hair care, natural parenting, working with a spouse, starting a small business and many mother topics.

**For media interviews, pics, samples for photography, or any further information, please contact:**

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