

# Everyday Protection

FOR THE SKIN YOU'RE IN

J. Paul is a developer of advanced shaving and skin-care products designed exclusively for men. Our full line — Scrub Preshave, Glide Shave Cream, Ice Aftershave, Guard Face & Body Lotion, and Wash Body Wash — is developed from carefully selected ingredients and is specifically aimed at addressing men's daily grooming and skin-care needs.

J. Paul understands the skin-care needs of the "everyday guy" because J. Paul was created by every day guys who have been through the daily grind of having to maintain their appearance through rituals that can be tiresome, unpleasant and even painful. J. Paul recognizes that men want to spend as little time as possible grooming in front of the mirror; you're busy and you have things to do. In addition, most of us have no idea how skin-care products work because the cosmetic and skin-care industry do such a poor job of marketing and explaining to men how they work and what type of skin-care products we should be using. Unfortunately, the products that most of us do use are nothing more than cheap detergents, soaps and chemicals that lack essential ingredients that are needed to help fortify and protect your skin.

For these reasons, J. Paul has devoted itself to developing revolutionary products for men and to educating and informing men of the things that we should be doing to better protect our skin. We have designed some of our products to be multi-functional and that can address several skin-care needs all in one. There are no difficult steps to follow and no 10-step processes and complex rituals in using our products. Simply, we have focused on developing our products with a mixture of some of the finest ingredients available today.

All of J. Paul products come with ingredients that help protect and moisturize your skin to give you fresher looking and healthier skin. Our use of jojoba, aloe vera, vitamin E, fine oils and other carefully selected ingredients help your skin with problems associated with irritation and dryness, nicks and cuts and chapped skin. These ingredients help penetrate deep beneath the skin to help damaged skin cells, reduce wrinkles and fine lines, and produce healthier looking skin.

J. Paul's flagship product, Glide Shave Cream, was developed to work alone, or in conjunction with Scrub Preshave and Ice aftershave to simplify the daily, mundane shaving ritual and alleviate the common issues of burning, irritated and dry skin that so many of us have dealt with from the moment we picked up our first razor. At J. Paul, we proudly stand behind our full line of innovative shaving solutions and skin-care needs, and we hope you enjoy all that they have to offer.

**A SUPERIOR SHAVING EXPERIENCE  
IN FOUR SIMPLE STEPS**

**FINISHED WITH A COOL  
BODY CLEANSE**

**SCRUB**

**GLIDE**

**ICE**

**GUARD**

**+**

**WASH**

**J. PAUL**  
SKIN CARE FOR MEN

sophisticated simplicity