



**EXTERIOR**

**MENS FORMULA**

# Giving Men What They Want

## Results from a survey among 200 men

- 63% consider a doctor's recommendation important for skincare products.
- 62% of men prefer a product made of a BLEND of potent vitamins such as retinol and vitamin C, as opposed to a one ingredient product.
- 57% of men listed Dry Skin as a condition they are concerned about.
- 46% of men say they are concerned about Aging Skin.

\*9/23 survey among 200 men 35-55

# Giving Men What They Want

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## Results from a survey among 200 men

- 61% Men use Moisturizer
- 50% Men use Face Scrub
- 35% Men use Eye Cream
- 34% Men use Serum

\*9/23 survey among 200 men 35-55

# The Dermatologist Recommended Blend for Men



# The Difference is All in the "Detailing"

From the sleek sensual curves of a sports car to the powerful rugged look of military technology, men embrace the exterior as a telling indicator of life and lifestyle.

Exterior's dermatologist recommended blend of powerful ingredients fuel a solution-based line of products, including serums, creams and washes, that defend and revive man's face and skin. Exterior understands that functional skincare built specifically for men represents the first lap in the ultimate race for man's greatest prize - external excellence and emotional resonance.

In humanity's collective hunt for the fountain of youth, Exterior provides men with powerful blends that elevate skin and skin care to unmatched levels that allow men the 1-2 victory of defense and detailing like no other.



**WHO SAID, "IT'S WHAT'S ON THE INSIDE THAT COUNTS"?**



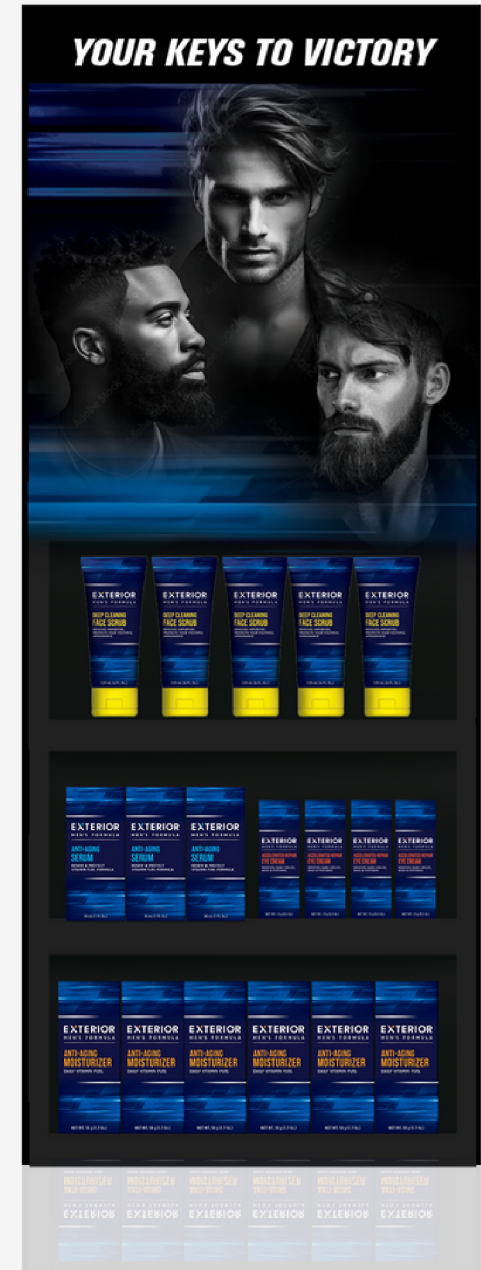
# The (Vitamin) A.C.E. Advantage

- Vitamin A (Retinol) exfoliates, repairs, and promotes skin turnover.
- Vitamin C destroys free radicals and boosts collagen production for smooth radiant skin.
- Vitamin E, an antioxidant to moisturize, protect and rejuvenate skin.



Go Fast. Go Furious.  
Go Exterior.

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A black and white advertisement with a blue color scheme. It features three men's faces: a man with long hair at the top, a man with a beard on the left, and a man with a beard on the right. The background has blue horizontal lines and a dark blue gradient.

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