



Et Men Skincare Navigator

Et Men – Skincare

Et Men is designed specifically for men's skin concerns, a small but effective range which includes our no-nonsense cleansing, moisturising and shaving products to reduce irritation and leave him hydrated and smooth.

Eve Taylor London is truly passionate about natural skincare. For over six decades we've been harnessing the power of aromatherapy and botanical extracts to enhance skin and wellbeing.

- **Good For Skin Ingredients**
We select and use quality ingredients derived from nature and science for skin that's naturally beautiful and glowing.
- **Proudly British**
We are proud to be a British brand with 6 decades of experience and expertise.
- **100% Natural Essential Oils**
Sustainably Sourced Only the highest-quality, sustainably sourced essential oils are used in our products.
- **Animal Friendly**
We never have and never will test on animals – only on willing human beings.
- **Environmentally Conscious**
Our packaging is recyclable.
- **Trees For the Future Partner**
We're giving back to nature and will plant one tree for every Eve Taylor retail product sold, a minimum of 100,000 trees per year.

- **How does male skin/hair differ from that of women?**

One of the main differences between male and female skin is the higher collagen density with male skin estimated to be approximately 25% thicker than female skin and is the reason why men tend to 'sag' less.

Males also have more androgen and testosterone activity which stimulates the adrenal glands in-turn producing more sebum and making male skin more oily. Many males also experience a daily issue - shaving irritation. This can be nicks, cuts and shaving irritation right through to ingrown hairs. The impact of shaving problems can lead to inflammation, redness, irritation and premature ageing.

- **How can the salon menu be adapted to offer male-focussed treatments?**

If your salon is just starting out with male treatments then consider creating an insert to the current service menu, especially if starting off to slowly introducing male clients/treatments and may be offered as 'Male Grooming' or 'Men's Treatments'. Start by focussing on key treatments such as skin health & wellbeing massage and waxing. Start off with shorter treatments as an introduction to skin care.

If initially offering general male treatments consider using treatment copy such as "the modern man" or "rough and rugged" – the ideal skin treatment for those exposed to the elements during work or play. Rough, dull skin is buffed away leaving fresh, clear looking skin. All this in 30 minutes

- **In what ways can salons and spas encourage more male clients to visit?**

If your business has a very feminine feel to it, either through the name or by the decor of lots of pink/girly colours a man won't be as comfortable in your business as in a place that has neutral colours and has a more gender-neutral feel to it.

Men prefer simplicity. Think of Barber shops they are often plain but functional. That's what men favour, functionality. Not to suggest a complete change the whole business to attract a few male clients but if salons wonder why they are not successfully attracting any that may be why, they don't feel welcome.

Make him feel welcome by investing in a few grey/black/navy towels for your male treatments, having some male lifestyle magazines in the waiting area and showcasing men's products in a display in reception. Small things like this will make him feel more at home and not in an alien environment which he doesn't belong.

Also consider that men tend to be bigger in size and so ensuring that the treatment couch will allow for that 6 foot 4 rugby player to lay down without his feet hanging off the end, or that the slippers and robe you handed him fit his wide shoulders or size 11 feet. You may do everything right to entice him into your business to them let him down and make him not feel welcome by overlooking these aspects. Men are paying just as much for their service as female clients, make sure they don't feel like they are a substandard client.

DAILY FACE WASH

A foaming face wash to cut through oil and daily grime without stripping the skin. With a fresh smell of lemongrass to purify, skin will be left brighter and fresher even the on the duller looking skin.



INGREDIENTS



COMMON NAME



PROPERTIES



EFFECTS

INGREDIENTS	COMMON NAME	PROPERTIES	EFFECTS
Aqua	Water	Solvent	
Decyl Glucoside	Decyl Glucoside	Surfactant	Skin conditioning/Cleansing
Lauryl Betaine	Lauryl Betaine	Surfactant	Skin conditioning/Cleansing
Polysorbate 80	Polysorbate 80	Emulsifier	Thickener
Xanthan Gum	Xanthan Gum	Stablizer	Viscosity Agent
Aloe Barbadensis	Aloe Vera	Healing agent	Softening/Soothing
Persea Gratissima	Avocado	Rich in Vitamin A,D,E	Emollient
Simmondsia Chinensis	Jojoba	Emollient	Moisturiser
Lavandula Angustifolia	Lavender	Soothing	Balancing
Pelargonium Graveolens	Geranium	Cleansing	Balancing
Eucalyptus Radiata	Eucalyptus	Cooling	Soothing
Cymbopogon Flexuosus Oil	Lemongrass	Astringent	Cleansing
Lavandula Hybrida	Lavandin	Soothing	Balancing
Citrus Aurantifolia	Lime	Anti-septic	Astringent
Santalum Album	Sandalwood	Anti-inflammatory	Soothing
Phenoxyethanol	Phenoxyethanol	Preservative	Preservative
Citric Acid	Citric Acid	Preservative	pH adjuster
Benzoic Acid	Benzoic Acid	Preservative	Preservative
Dehydroacetic Acid	Dehydroacetic Acid	Preservative	Preservative
Pimenta Officinalis	Pimentberry/Allspice	Fragrance Ingredient	Warming

Skin type/condition:

All skin types and conditions.

Key ingredients:

- Lauryl betaine effectively cleans skin without stripping its natural lipids.
- Aloe Vera hydrates and soothes giving a cooling effect.
- Lime provides an anti-septic element.

Benefits/selling points:

- Foaming action cuts through daily grime leaving skin deep down clean.
- Aloe hydrates so skin retains that supple feel even after cleaning.
- The subtle smell of plant extracts helps in cooling, balancing and calming the skin.

Salon Use:

Foam cleanser in wet hands and smooth over face, neck and upper chest. With moistened Eve Taylor Facial Cleansing Brush use light, upward rotating movements. Remove with tepid water.

Homecare use:

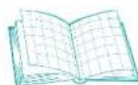
Foam a small amount of cleanser in wet hands and spread over face and neck using upward, rotating movements. For optimal cleansing benefits recommend Eve Taylor Cleansing Brush. Rinse with tepid water.

EXFOLIATING FACE SCRUB

An invigorating and revitalising scrub to clear congested pores of oil, dirt and dead skin. An ideal pre-shave prep helping lift hairs for a closer shave.



INGREDIENTS



COMMON NAME



PROPERTIES



EFFECTS

Aqua	Water	Solvent	
Kaolin	Kaolin	Re-mineralizer	Softening and Smoothing
Helianthus Annus	Sunflower	Vitamin E	Anti-oxidant/Firm Former
Bentonite	Bentonite	Natural Clay	Healing and Soothing
Stearic Acid	Stearic Acid	Lubricant	Moisturising
Glycerin	Glycerin	Humectant	Attracts Moisture
Prunus Persica Seed	Peach Kernal	Vitamin A and E	Suppleness and Elasticity
Cetyl Alcohol	Cetyl Alcohol	Emulsifier	Skin Softening
Bambusa Vulgaris	Bamboo	Abrasive	Exfoliant
Lavandula Angustifolia	Lavender	Soothing	Balancing
Pelargonium Graveolens	Geranium	Cleansing	Balancing
Eucalyptus Radiata	Eucalyptus	Cooling	Soothing
Lavandula Hybrida	Lavandin	Soothing	Balancing
Citrus Aurantifolia	Lime	Anti-septic	Astringent
Santalum Album	Sandalwood	Anti-inflammatory	Soothing
Persea Gratissima	Avocado	Rich in Vitamin A, D, E	Emollient
Triticum Vulgare	Wheatgerm	High in Vitamin E	Anti-oxidant
Pimenta Officinalis	Pimentberry/Allspice	Fragrance Ingredient	Warming
Ceteareth-20	Ceteareth-20	Emulsifier	Water and Oil Attraction
Disodium EDTA	Disodium EDTA	Chelating Agent	Buffer
Tocopherol	Tocopherol	Anti-oxidant	Anti-oxidant
Phenoxyethanol	Phenoxyethanol	Preservative	Preservative
Ethylhexylglycerin	Ethylhexylglycerin	Preservative	Preservative

Skin type/condition:

All skin types except sensitive.

Key ingredients:

- Peach kernel granules mechanically lift dead skin cells, impurities and hairs.
- Bentonite absorbs excess oils.
- Bamboo beads polish and smooth.

Benefits/selling points:

- Removes dull skin revealing fresh clean skin.
- Ideal to use pre-shave to give a closer shave.
- Helps combat ingrown hairs

Salon Use:

Apply to face, neck and upper chest.

Homecare use:

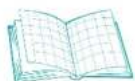
Apply to wet face, work in circular movements focus on beard growth area, nose or areas affected by blackheads. Rinse with tepid water.

HYDRATING FACE BALM

This easily absorbed balm seals in moisture and keeps out environmental irritants and pollutants. With silicones to protect and Sodium PCA to hydrate skin is left protected in all climates.



INGREDIENTS



COMMON NAME



PROPERTIES



EFFECTS

INGREDIENTS	COMMON NAME	PROPERTIES	EFFECTS
Aqua	Water	Solvent	
Cetearyl Ethylhexanoate	Cetearyl Ethylhexanoate	Emollient	Water Repellency
Stearic Acid	Stearic Acid	Lubricant	Moisturising
Prunus Anygdalus Dulcis	Sweet Almond	Rich in Fatty Acids	Moisturising
Glyceryl Stearate SE	Glyceryl Stearate SE	Emulsifier	Conditioning
Propylene Glycol	Propylene Glycol	Humectant	Softening and Moisturising
Cera Alba	Bees Wax	Anti-oxidant	Free Radical Scavenger
Cetyl Acetate	Cetyl Acetate	Emollient	Conditioning
Cetearyl Alcohol	Cetearyl Alcohol	Emulsifier	Skin Softening
Dimethicone	Dimethicone	Silicone	Protection
Anthemis Nobilis Flower Extract	Chamomile	Anti-inflammatory	Soothing
Lavandula Angustifolia Extract	Lavender	Soothing	Conditioning
Panax Ginseng	Ginseng	Demulcent	Soothing
Symphytum Officinale	Comfrey	Allantoin Content	Healing and Soothing
Lavandula Angustifolia	Lavender	Soothing	Balancing
Pelargonium Graveolens	Geranium	Cleansing	Balancing
Eucalyptus Radiata	Eucalyptus	Cooling	Soothing
Lavandula Hybrida	Lavandin	Soothing	Balancing
Citrus Aurantifolia	Lime	Antiseptic	Astringent
Santalum Album	Sandalwood	Anti-inflammatory	Soothing
Sodium PCA	Mineral Salt	Humectant	Moisturising
Tocopheryl Acetate	Tocopheryl Acetate	Vitamin E, Anti-oxidant	Improves Protection
Triethanolamine	Triethanolamine	Emulsifier	pH Buffer
Disodium EDTA	Disodium EDTA	Chelating Agent	Buffer
Phenoxyethanol	Phenoxyethanol	Preservative	Preservative
Persea Gratissima	Avocado	Rich in Vitamin A, D, E	Emollient
Triticum Vulgare	Wheatgerm	High in Vitamin E	Anti-oxidant
Pimenta Officinalis	Pimentberry	Fragrance Ingredient	Warming
Ethylhexylglycerin	Ethylhexylglycerin	Preservative	Preservative

Skin type/condition:

All skin types.

Key ingredients:

- Dimethicone forms a breathable protective barrier.
- Sodium PCA readily absorbs and hydrates the skin.
- Sandalwood soothes and calms, a useful element post shaving.

Benefits/selling points:

- Hydrates, smoothes and conditions skin post shaving.
- Reparative blend of essential oils heals razor nicks without stinging.
- Lightweight and fully absorbed without leaving skin shiny.

Salon Use:

Apply using light fingertip pressure in upward strokes to face, neck and upper chest. For maximum skin protection continue with sunscreen protection such as Solar Shield or C+Bright in daytime.

Homecare use:

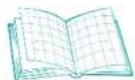
Apply using light fingertip pressure in upward strokes to face and neck. For maximum skin protection continue with sunscreen protection such as Solar Shield or C+Bright in morning.

CONDITIONING SHAVE GEL

Aloe Vera based shave gel provides a soothing and smooth ultra-close stubble free shave. Easy glide formula to leave skin cool and refreshed.



INGREDIENTS



COMMON NAME



PROPERTIES



EFFECTS

INGREDIENTS	COMMON NAME	PROPERTIES	EFFECTS
Aqua	Water		
Aloe Barbadensis	Aloe Vera	Healing Agent	Softening/Soothing
Glycerin	Glycerin	Humectant	Attracts moisture
Carbomer	Carbomer	Viscosity controlling	Gel forming
Cyclopentasiloxane	Cyclopentasiloxane	Silicone	Film former
Dimethiconol	Dimethiconol	Emollient	Moisturising
Deceth-7	Deceth-7	Surfactant	Emulsifier
PEG-40 Hydrogenated	PEG-40 Hydrogenated	Surfactant	Emulsifier
	Castor Oil		
PPG-26 Buteth-26	Ppg-26 Buteth-26	Lubricant	Conditioning
Sodium Hydroxide	Sodium Hydroxide	Buffering	Denaturant
Benzyl Alcohol	Benzyl Alcohol	Solvent	Viscosity controlling
Lavandula Angistifolia	Lavender	Soothing	Balancing
Pelargonium Graveolens	Geranium	Cleansing	Balancing
Eucalyptus Radiata	Eucalyptus	Cooling	Soothing
Lavandula Hybrida	Lavandin	Soothing	Balancing
Citrus Aurantifolia	Lime	Antiseptic	Astringent
Santalum Album	Sandalwood	Anti-inflammatory	Soothing
Pimenta Officinalis	Pimentberry	Fragrance Ingredient	Warming
Potassium Sorbate	Potassium Sorbate	Preservative	Preservative
Citric Acid	Citric Acid	Preservative	pH Adjuster

Skin type/condition:

All skin types.

Key ingredients:

- Aloe Vera forms the base to soothe and hydrate the skin.
- Eucalyptus offers a cooling and refreshing element.
- Lavender heals, soothes and provides an antiseptic quality.

Benefits/selling points:

- Very economical shaving medium as only a small amount is needed.
- Razor glides easily across the skin with no drag or razor burn.
- Rinses cleanly and thoroughly off the skin.

Salon Use:

Apply small amount of shave gel to dampened skin, gently massage into bristles with light circular movements.

Continue with shave, rinsing blade regularly. Remove with tepid water.

Homecare use:

Apply small amount of shave gel to dampened skin, gently massage into bristles with light circular movements.

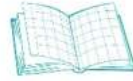
Continue with shave, rinsing blade regularly. Rinse with tepid water.

SMOOTH SHAVE OIL

A versatile shave oil to preserve skin integrity and provides superior razor glide.



INGREDIENTS



COMMON NAME



PROPERTIES



EFFECTS

Glycine Soja	Soya	Amino Acid Rich	Skin Smoothing
Persea Gratissima	Avocado	Rich in Vitamin A,D,E	Emollient
Triticum Vulgare	Wheatgerm	High Vitamin E Content	Antioxidant
Rosa Rubiginosa	Rosehip Seed	Rich in Vitamin C	Nourishing
Lavandula Angustifolia	Lavender	Soothing	Balancing
Pelargonium Graveolens	Geranium	Cleansing	Balancing
Eucalyptus Radiata	Eucalyptus	Cooling	Soothing
Lavandula Hybrida	Lavandin	Soothing	Balancing
Citrus Aurantifolia	Lime	Antiseptic	Astringent
Santalum Album	Sandalwood	Anti-inflammatory	Soothing

Skin type/condition:

All skins, especially dry or sensitive.

Key ingredients:

- Rosehip oil rich in essential fatty acids vital for a healthy skin and repair properties.
- Avocado oil is rich in anti-oxidant vitamins A, D and E.
- Unique blend of essential oils to soothe, calm and balance the skin.

Benefits/selling points:

- Packed with anti-oxidants to protect sensitive skin.
- Multi-functional may be used as a pre-shave under foam or gel, as a shave medium alone and post shave to combat redness and irritation.
- Leaves skin smooth and lubricated even after shaving.

Salon Use:

May be used for performing pressure point or drainage massage. Dispense 1-2 pumps into hands and gently spread across face.

Homecare use:

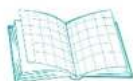
Pump 4-6 drops of oil into palm and smooth on to dampened skin. Gently massage into bristles with light circular movements. Continue with shave, rinsing blade regularly. Alternatively, apply a small amount of Shave Gel or Shave Foam on top for coarser hair and continue with shave technique. Rinse with tepid water. For post shave apply 3 drops to recently shaved areas to soothe and calm the skin.

MULTI-ACTIVE CLAY MASK

This clay-based mask offers an excellent pore cleansing and skin refining element to finalise the skin treatment. While the clays purify the skin the high vitamin E content heals, soothes and moisturises.



INGREDIENTS



COMMON NAME



PROPERTIES



EFFECTS

INGREDIENTS	COMMON NAME	PROPERTIES	EFFECTS
Aqua	Water		
Helianthus Annus	Sunflower	Vitamin E	Anti-oxidant/Film Former
Kaolin	Kaolin	Re-mineralizer	Softening and Smoothing
Bentonite	Bentonite	Natural Clay	Healing, Soothing
Glycerin	Glycerin	Humectant	Attracts moisture
Stearic Acid	Stearic Acid	Lubricant	Moisturising
Cetyl Alcohol	Cetyl Alcohol	Emulsifier	Skin softening
Ceteareth-20	Ceteareth-20	Emulsifier	Water and oil attraction
Phenoxyethanol	Phenoxyethanol	Preservative	Preservative
Ethylhexylglycerin	Ethylhexylglycerin	Preservative	Preservative
Tocopheryl Acetate	Vitamin E	Anti-oxidant	Improves protection

Skin type/condition:

All skin types, especially oily.

Key ingredients:

- Bentonite clay is a mild clay to remove oil, toxins and dead cells from the skin ensuring an unclogging of the pores.
- White Kaolin clay revitalizes the circulation revealing a fresh healthy glow. With slight exfoliating properties it refines skin texture.

Benefits/selling points:

- Absorbs excess impurities and refines the pores.
- Non-setting masque allows easy removal especially where stubble is present.
- Nourishes and softens while mildly exfoliating.

Salon Use:

After application of serum, apply a thin, even layer to face, neck and upper chest. Leave for 10 minutes and remove with tepid water or warm steam towel infused with Hydrolat.

MULTI-ACTIVE ALGINATE PEEL-OFF MASQUE

Rebalances the skin by removing impurities and excess sebum. Sea salt helps re-mineralise and provides trace elements of zinc and sulphur to absorb impurities and excess sebum. Neroli essential oil provides anti-septic and anti-bacterial properties to soothe and heal.



INGREDIENTS



PROPERTIES



EFFECTS

Solum Diatomeae	Rich in Silica (Skin Strengthening)	Take dead skin cells away
Algin	A natural powder to re-mineralize	Detoxify and firm the skin.
Calcium Sulfate	Attracts moisture	Improves skin moisture
Maris Limus Extract	Sea Salt	Enhanced Mineralization
Sodium Phosphate	Buffering Agent	Acidity Regulator
Tetrasodium Pyrophosphate	Thickener (Promotes algae growth)	Emulsifier
Citrus Aurantium Amara	Antiseptic, Antibacterial	Soothing and Healing

Skin type/condition:

Oily, congested, acne or breakout prone.

Key ingredients:

- Neroli essential oil helps combat bacteria with its antiseptic qualities.
- Sea salt provides a mineral rich environment to strengthen and firm the skin.
- Diatomaceous Earth is rich in silica helping increase hydration.

Benefits/selling points:

- Absorbs impurities and sebum for a deep cleansing effect.
- Mineral rich to hydrate and strengthen the skin.
- Healing and antiseptic to help minimise breakouts.

Salon Use:

Prepare client by tucking tissues into headband. Mix entire contents of the sachet into a bowl with 90ml of tepid water. Stir quickly and vigorously with spatula until a smooth paste is achieved. Apply immediately to face and neck ensuring edges are thick and application is even avoiding eyes and lips. Allow to set for 15 minutes. Remove by loosening edges with fingertips and peel masque from forehead downwards.

*Allow any excess masque to set in bowl before discarding. Do not wash into sink as the setting nature of the masque may block pipes.

Modern Man! Facial Skin Treatment (60 minutes)

After completing the Eve Taylor® Consultation Card to ensure you have considered client information, proceed with the facial.

1. Cleanse face, neck and upper chest with **Clear Cleanse** on dry skin. Include eyes and lips within your cleanse routine. Wet hands and repeat cleansing routine. Remove product thoroughly.
2. Cleanse for a second time by foaming **ET Men Face Wash** in hands and spread over area, use two Facial Cleansing Brushes for a symmetrical cleansing routine. Remove product thoroughly.
3. Carry out skin analysis using a magnifying lamp.
4. Choose appropriate exfoliant for his skin type/condition. Use **ET Men Face Scrub** for normal skin with no sensitivity. Alternatively use **Enzyme Peel** for oilier skin, or **Bio Cream Exfoliant** for ageing skin, pigmented skin or those with ingrown hairs.
5. Whisk **Desincrustation Gel** in a bowl and apply to areas requiring extractions. Steam or use Galvanic on negative polarity. Remove product before extracting.
6. Wipe over extracted area with **Purifying Toner** on cotton pads.
7. Continue with an application of 4 pumps of **ET Men Shave Oil** or **Clearing Aromatic Serum** and proceed with Eve Taylor® Drainage Massage.
8. (Optional) For easing muscular tension in neck, shoulder and upper back massage area with **Anti-Stress Massage Oil**.
9. Continue with application of **Multi-Active Clay Masque** for normal to dry skin. Leave to absorb for 10 minutes before removing OR use **Multi-Active Alginate Masque** for normal to oily skin. Allow to set for 15 minutes.
10. Smooth **Hydrating Serum** over face neck and décolleté area
11. Follow with a generous spritz of **Purifying Toner**.
12. Pat **Nourishing Eye Complex** to brow and under eye area.
13. Continue with application of **ET Men Face Balm** mixed with **Moisturising Solar Shield SPF 25**.
14. Complete treatment by smoothing **Seal and Protect Lip Balm** to lips.

Key Products to Retail

- Face Wash • Face Scrub • Face Balm • Nourishing Eye Complex

Treatment Description

This deep cleaning, stubble soothing skin treatment targets the main concerns of modern day skin. Professional grade products clear the skin of impurities, ease ingrown hairs and soothe shaving irritation. Powerful hydrators saturate the skin plumping fine lines, leaving the skin feeling happy, fresh and fit. (60 minutes)