

G.M. Collin Introduces HOMME

The First Dermo-Corrective Skincare for Men

(NEW YORK, NY) G.M. Collin, the ultimate dermo-corrective skincare line introduces a new, unique product line specifically designed for men. Although there are several men's skincare lines on the market, this launch marks the *first dermo-corrective* skincare line available to men. It features an invigorating, natural, masculine fragrance from the hesperidia botanical family working in synergy with citrus, mandarin, orange, orange bitter, tarragon, mint and coriander. G.M. Collin Homme also offers men breakthrough moisturizing technology with Nanoemulsion which allows for better and deeper penetration of active ingredients.

"When we developed the line, we addressed the fact that men's skin is rougher and thicker with a higher level of sebum production. We accounted for that by enriching G.M. Collin Homme with chrono-energizers as well as soothing, detoxifying and purifying ingredients to best answer men's needs. In addition, the whole line is alcohol-free to attend to the concerns of those with very sensitive, intolerant or damaged skin," explains **Jean Lalonde, Vice-President of G.M. Collin Skincare**. "While men and women share the same desires for skincare, men's needs are inherently different than women's. Men are minimalists and tend to be more performance-oriented, preferring treatments with immediate results which G.M. Collin Homme delivers."

The G.M. Collin Homme line is comprised of five key products including:

- **The G.M. Collin Purifying Cleansing Gel** (suggested retail price: \$23.00) - An alcohol and soap-free water-based cleanser that provides a true feeling of freshness upon application. After a single usage, the skin becomes cleansed, soft and healthy-looking. Active ingredients include: copper, zinc, magnesium, algae extract, green clay, aloe vera, allantoin, pro-vitamin B and more.
- **The G.M. Collin Shaving Gel** (suggested retail price: \$15.00) - Once in contact with the skin, the gel transforms into a fresh and rich lather. Its formula enriched with soothing and moisturizing actives ensures a close, smooth, comfortable shave. The gel is designed to moisturize, energize the skin and calm razor burn. Active ingredients include: Chrono-energizers, algae extract, green clay, purifying aromatic complex, aloe vera, allantoin and cucumber extract and more.
- **The G.M. Collin Soothing Moisturizing Lotion 10.9g** (suggested retail price: \$28.00) - An innovative alcohol-free concept based on nanoemulsion: a recent technology offering a controlled release of actives and leaving an ultra-fine film on the surface of the skin to calm sensitive and intolerant skin while ensuring hydration. Active ingredients include: Chrono-energizers, algae extract, green clay, allantoin, aloe vera, botanical waters, water lily extract, ginkgo biloba, shea butter, vitamins B5, E and A and more.



- **The G.M. Collin Hydrating Cream (for normal, dry-alipidic or sensitive skin) and The G.M. Collin Hydrating Gel (for normal, combination, oily or sensitive skin)** (suggested retail price: \$29.50) – Both formulations are specifically enriched with copper peptides to destroy free radicals, promote collagen and elastin synthesis, thus promoting deep dermal hydration and bisabolol (derived from chamomile) to soothe sensitive skin.

In addition, G.M. Collin Homme is also available as a travel kit for dry skin or oily skin at a suggested retail price of \$80.50.

Available in high-end spas, salons and skincare clinics nationwide and in Canada including: The MGM Grand in Las Vegas; The Peninsula Hotel & Spa in Chicago; The Oaks at Ojai in California, The Bridges at Rancho Santa Fe in California, Oasis Day Spas in New York (all four locations), About Faces Day Spas in Maryland (all four locations), etc.

To find the location nearest to you that carries the G.M. Collin Skincare line:

- In The United States, please call 1-800-341-1531
- In Canada, please call 1-800-361-1263

ABOUT G.M. COLLIN SKINCARE:

The G.M. Collin skincare line was founded in France in 1957 by a dermatologist and a renowned professional aesthetician. Since 1991, the G.M. Collin line has been developed and manufactured in Montreal, Canada. Initially, the scientific team reformulated existing formulas to adapt them to the North American climate, and throughout the years, they have developed an array of new products derived from recent technologies. The primary ingredients used by G. M. Collin are derived from botanical, biotechnological and marine sources according to each one's proven performance in correcting targeted esthetic problems. Available in beauty retreats, high-end spas, salons and skin clinics all over the United States and Canada, G.M. Collin's skincare products are dermo-corrective and therefore, it is recommended that consumers be evaluated by a professional aesthetician before utilizing the products for optimal use. For more information, please visit www.gmcollin.com.

Product samples available upon request

The entire G.M Collin line can be viewed at www.gmcollin.com

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