



NORTH AMERICA 2020



MEET SCRUBD®

ONE OF THE UK'S MOST LOVED
MEN'S SKINCARE BRANDS IS
COMING TO NORTH AMERICA
WITH:

- Clean Ingredients
- Beloved Formulas
- Incredible Press Coverage

sales or inquiries: kathy@blueprintbw.com



GQ

8 BEST NEW GROOMING PRODUCTS
IN THE WORLD THIS WEEK
CHARCOAL & BLACK PEPPER SOAP BY SCRUBD

Esquire

FACE TIME
A SMOOTHER SHAVE IS CLOSER THAN YOU THINK – ALLOW
US TO SHARPEN YOUR TECHNIQUE.


THE SUNDAY TIMES
STYLE

SCRUBD SOAP BLOCK IN CEDARWOOD AND
GRAPEFRUIT

TATLER

BLOODY BRILLIANT CHRISTMAS GIFTS FOR MEN
THE BEST SEASONAL BUYS FOR THE BOYS

ELLE

THE ULTIMATE BEAUTY GIFT GUIDE

SCRUBD®

MEN'S SKINCARE

We use only the finest, all-natural extracts, botanicals, vitamins and essential oils to create effective, natural grooming products, leaving skin looking and feeling great, and leaving men feeling primed for more.

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SIMPLE, EFFECTIVE AND BUILDABLE MEN'S SKINCARE REGIMEN



Pre-Regimen: SHAVE

Shave Cream
(optional)

CORE



Step 1: WASH

Face Wash



Step 2: TREAT

Anti-Aging Serum
(optional)

CORE



Step 3: MOISTURIZE

Anti-Aging Moisturizer
OR
Oil Control Moisturizer



Step 4: EYES

Anti-Aging
Eye Gel
(optional)

SIMPLE, EFFECTIVE AND BUILDABLE MEN'S SKINCARE REGIMEN



SHAVE CREAM

WHAT IT DOES: Our naturally effective Shave Cream delivers a clean, smooth and invigorating shave with a powerful blend of natural extracts, essential oils and vitamins.

BENEFITS:

- Shea Butter and Olive Oil: Rich in moisture, these ingredients soften the skin and deliver an effortless glide.
- Aloe Vera: Soothes and revives the skin, leaving skin feeling soft and supple.
- Vitamins A, C and E: Powerful antioxidants protect against environmental aggressors, helping maintain fresher skin.
- Peppermint and Bergamot: Invigorating essential oils help energise and refresh tired looking skin.

INGREDIENTS: Aqua, sunflower oil (helianthus annuus), shea butter (butrospermum parkii), glyceryl stearate, cocoa butter (theobroma cacao), beeswax (cera alba), sodium stearyl glutamate, vegetable glycerin, sucrose stearate, flax seed oil (linum usatissimum), olive oil (Olea europaea), benzyl alcohol, coco glucoside, xantham gum (xanthomonas campestris), coconut oil (caprylic/capric triglyceride), aloe vera leaf juice (aloe barbadensis), vitamin A (retinol palmitate), vitamin C (ascorbic acid), vitamin E (tocopherol), lactic acid, ginger root extract (zingiber officinale), dehydroacetic acid, patchouli oil (pogostemon cablin), bergamot oil (citrus bergamia), peppermint oil (mentha piperita).

SIMPLE, EFFECTIVE AND BUILDABLE MEN'S SKINCARE REGIMEN



FACE WASH

WHAT IT DOES: Specially created for tired and dull-looking skin, this all-natural, non-drying formula gently cleanses the skin from surface oils and impurities, whilst leaving skin feeling rehydrated and energised.

BENEFITS:

- Aloe Vera and Silk Peptide: Nourishes, cleanses and softens, giving tired and dull skin a fresher, energised appearance.
- Vitamins A, C and E: Powerful antioxidants protect against environmental aggressors, helping maintain fresher skin.
- Peppermint and Bergamot: Invigorating essential oils help energise and refresh tired looking skin.

INGREDIENTS: Water (aqua), aloe vera leaf powder (aloe barbadensis), palm free vegetable glycerin, light coconut oil (capryl / caprylyl glucoside), cocamidopropyl betaine, xanthan gum, phenoxyethanol, sodium benzoate, potassium sorbate, vitamin A (retinol palmitate), vitamin C (ascorbic acid), vitamin E (tocopherol), patchouli oil (pogostemon cablin), bergamot oil (citrus bergamia), peppermint oil (mentha piperita).

SIMPLE, EFFECTIVE AND BUILDABLE MEN'S SKINCARE REGIMEN



ANTI-AGING SERUM

WHAT IT DOES: Our naturally effective, high potency Face Serum, featuring Hyaluronic Acid and Silk Peptide, is designed to deliver a moisture hit to your skin, helping minimise the appearance of fine lines and wrinkles. Used together with our Anti-Ageing Face Moisturiser, you have the perfect defence against the signs of ageing.

BENEFITS:

- Hyaluronic Acid: A powerful natural moisture hit to your skin! Helps draw water and helps prevent moisture loss.
- Silk Peptide: Softens and soothes, boosting tone and overall condition of the skin.
- Marine Collagen: Powerful natural ingredient which helps reduce the appearance of fine lines and wrinkles.
- Vitamins A, C and E: Powerful antioxidants help protect against environmental aggressors, assisting fresher skin.

WINNER: BEST ANTI-AGEING INNOVATION GQ GROOMING AWARDS 2019

INGREDIENTS: Aqua, aloe vera leaf juice (aloe barbadensis), vegetable glycerin, sunflower oil (helianthus annuus), vitamin A (retinol palmitate), vitamin E (tocopherol), hyaluronic acid (sodium hyaluronate), vitamin C (ascorbic acid), marine collagen (porphyra tenera), silk peptide protein (hydrolysed silk), orange extract (citrus aurantium dulcis), fennel seed oil (foeniculum vulgare), cranberry seed extract (vaccinium macrocarpon), AHA fruit acid, avocado oil (persea gratissima), carbomer, phenoxyethanol, ethylhexylglycerin, patchouli oil (pogostemon cablin), bergamot oil (citrus bergamia).

SIMPLE, EFFECTIVE AND BUILDABLE MEN'S SKINCARE REGIMEN

ANTI-AGING MOISTURIZER

WHAT IT DOES: Designed to help turn back the signs of ageing, our powerful multi-action formula is packed with all-natural skin rejuvenating ingredients, helping reduce the appearance of fine lines and wrinkles and restoring a smoother, firmer, even complexion.

BENEFITS:

- Marine Collagen and CoQ10: Powerful ingredients help reduce the appearance of fine lines and wrinkles.
- Argan Oil and Olive Oil: Locks moisture in, restoring elasticity and softness to your skin.
- Vitamins A, C and E: Powerful antioxidants help protect against environmental aggressors, assisting fresher skin.
- Goji Berry and Passion Fruit Extract: Natural goodness helps soothe, replenish and smooth out tired skin.

INGREDIENTS: Water (aqua), emulsifying wax (cetearyl alcohol & polysorbate 60), palm free vegetable glycerin, sunflower seed oil (helianthus annuus), olive oil (olea europaea), coconut oil (cocos nucifera), shea butter (butyrospermum parkii), avocado oil (persea gratissima), rosehip oil (rosa rubiginosa), apricot kernel oil (prunus armeniaca), zinc oxide, silk peptide protein, marine collagen, argan oil (argania spinosa), green tea extract (camellia sinensis leaf), passionfruit extract (passiflora edulis), arnica oil (arnica montana), vitamin E (tocopherol), vitamin A (retinol palmitate), goji berry fruit extract (lycium barbarum), acai berry extract (euterpeolaceae), vitamin C (ascorbic acid), hyaluronic acid (sodium hyaluronate), palm stearic acid, xanthan gum, phenoxyethanol, ethylhexylglycerin, patchouli oil (pogostemon cablin), bergamot oil (citrus bergamia).



SIMPLE, EFFECTIVE AND BUILDABLE MEN'S SKINCARE REGIMEN

OIL CONTROL MOISTURIZER

WHAT IT DOES: Designed for oily-prone skin, our naturally effective Oil-Control Energising Moisturiser helps restore a balanced complexion, whilst minimising oily breakouts and leaving an even matte finish.

BENEFITS:

- Tea Tree Oil: Powerful natural ingredient to help minimise oily breakouts
- Argan Oil, Olive Oil and Manuka Honey Extract: Helps lock in moisture, restoring elasticity and softness.
- Green Tea and Silk Peptide: Softens and soothes, boosting tone and overall condition of the skin.
- Vitamins A, C and E: Powerful antioxidants help protect against environmental aggressors, assisting fresher skin.
- Peppermint and Bergamot: Invigorating essential oils help energise and refresh tired and dull-looking skin.

INGREDIENTS: Aqua, cetearyl alcohol, polysorbate 60, vegetable glycerin, sunflower oil (helianthus annuus), olive oil (olea europaea), coconut oil (cocos nucifera), shea butter (butyrospermum parkii), apricot oil (prunus armeniaca), zinc oxide, silk peptide protein, vitamin A (retinol palmitate), vitamin E (tocopherol), vitamin C (ascorbic acid), hyaluronic acid (sodium hyaluronate), stearic acid, melon extract (cucumis melos), cranberry extract (vaccinium macrocarpon), strawberry extract (fragaria vesca), lemon extract (citrus medica limonum), tea tree extract (melaleuca alternifolia), xanthan gum, phenoxyethanol, ethylhexylglycerin, patchouli oil (pogostemon cablin), bergamot oil (citrus bergamia), peppermint oil (mentha piperita).



SIMPLE, EFFECTIVE AND BUILDABLE MEN'S SKINCARE REGIMEN



ANTI-AGING EYE GEL

WHAT IT DOES: Designed to help turn back the signs of ageing, our powerful multi-action eye gel helps to visibly reduce the appearance of fine lines, dark circles and puffiness around the eyes.

BENEFITS:

- Marine Collagen: Powerful active ingredient helps reduce the appearance of fine lines and wrinkles.
- Caffeine: Helps reduce puffiness and dark patches under eyes.
- Vitamins A, C and E: Powerful antioxidants help protect against environmental aggressors, assisting fresher skin.
- Aloe Vera, Blueberry and Cucumber Extract: Helps replenish the skins natural moisture, soothing and nourishing tired eyes.

INGREDIENTS: Water (aqua), aloe vera leaf juice (aloe barbadensis), palm-free vegetable glycerin, marine collagen, avocado oil (persea gratissima), vitamin E (tocopherol), green tea extract (camellia sinensis leaf), passionfruit extract (passiflora edulcis), blueberry extract (vaccinium myrtillus), argan oil (argania spinosa), arnica oil (arnica montana), vitamin A (retinol palmitate), vitamin C (ascorbic acid), apple extract (pyrus malus), cucumber extract (cucumis sativus), green coffee extract, phenoxyethanol, ethylhexylglycerin.

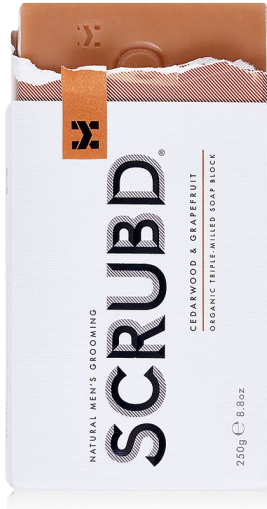
SCRUBD[®]

HANDCRAFTED SOAPS

SCRUBD triple-mills all-natural, organic soaps; a traditional, artisanal soap-making method that has been used for over 300 years. Milled three times for a dense, longer-lasting form, triple-milled soaps hold their shape and deliver a richer, creamier lather, while the active ingredients are more consistently distributed across the bar.



TRIPLE MILLED, ORGANIC BAR SOAPS



CEDARWOOD AND GRAPEFRUIT

We triple-mill our all-natural, organic soaps; a traditional, artisanal soap-making method that has been used for over 300 years. Milled three times for a dense, longer-lasting form, triple-milled soaps hold their shape and deliver a richer, creamier lather, while the active ingredients are more consistently distributed across the bar.

Enriched with Vitamin E and Shea Butter, this block has a wonderful all-natural scent of warming and rich Cedarwood essential oils, together with the freshness and sweetness of Grapefruit essential oils.

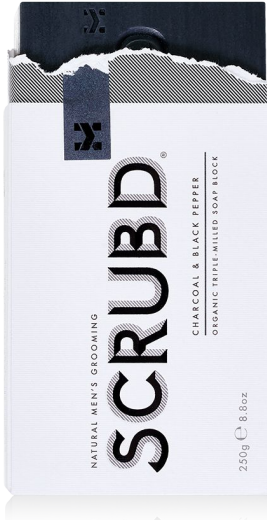
INGREDIENTS: Sodium palmate (Organic Palm Oil)*, Sodium palm kernelate (Organic Palm Kernel Oil)*, Aqua (Water), Parfum (Fragrance)**, Glycerin*, Sodium chloride, Citric acid, Tocopherol (Vitamin E), Butyrospermum parkii butter (Shea Butter), CI 77491 (Red Iron Oxide), CI 77499 (Black Iron Oxide), CI 77492 (Yellow Iron Oxide), d-Limonene***

* Certified organically grown ingredients

** Fragrance is a blend of natural essential oils including Cedarwood and Grapefruit

*** Naturally occurring within the essential oils

TRIPLE MILLED, ORGANIC BAR SOAPS



CHARCOAL AND BLACK PEPPER

We triple-mill our all-natural, organic soaps; a traditional, artisanal soap-making method that has been used for over 300 years. Milled three times for a dense, longer-lasting form, triple-milled soaps hold their shape and deliver a richer, creamier lather, while the active ingredients are more consistently distributed across the bar.

Enriched with Vitamin E and Shea Butter, this block has a wonderful all-natural scent of striking and invigorating Charcoal together with the spice of Black Pepper essential oils.

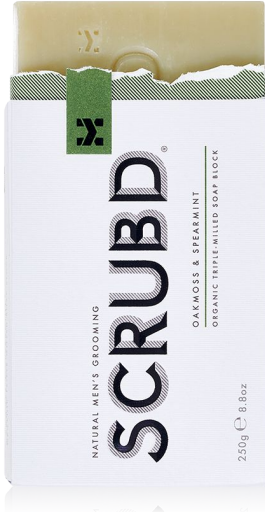
INGREDIENTS: Sodium palmate (Organic Palm Oil)*, Sodium palm kernelate (Organic Palm Kernel Oil)*, Aqua (Water), Glycerin*, Charcoal Powder (Activated Charcoal), Parfum (Fragrance)**, Sodium chloride, Citric acid, Tocopherol (Vitamin E), Butyrospermum parkii butter (Shea Butter), d-Limonene***

* Certified organically grown ingredients

** Fragrance is a blend of natural essential oils including Cedarwood and Grapefruit

*** Naturally occurring within the essential oils

TRIPLE MILLED, ORGANIC BAR SOAPS



OAKMOSS AND SPEARMINT

We triple-mill our all-natural, organic soaps; a traditional, artisanal soap-making method that has been used for over 300 years. Milled three times for a dense, longer-lasting form, triple-milled soaps hold their shape and deliver a richer, creamier lather, while the active ingredients are more consistently distributed across the bar.

Enriched with Vitamin E and Shea Butter, this block has a wonderful all-natural scent of earthy and rich Oakmoss essential oils, together with the freshness and minty Peppermint essential oils.

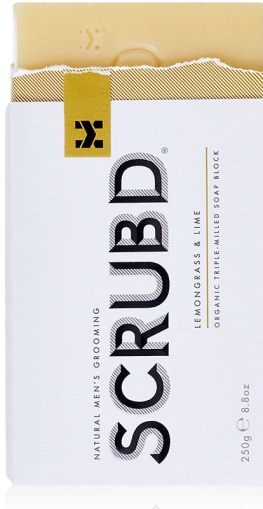
INGREDIENTS: Sodium palmate (Organic Palm Oil)*, Sodium palm kernelate (Organic Palm Kernel Oil)*, Aqua (Water), Glycerin*, Parfum (Fragrance)**
Clay (Green French Clay), Sodium chloride, Citric acid, Tocopherol (Vitamin E), Butyrospermum parkii butter (Shea Butter), d-Limonene***

* Certified organically grown ingredients

** Fragrance is a blend of natural essential oils including Cedarwood and Grapefruit

*** Naturally occurring within the essential oils

TRIPLE MILLED, ORGANIC BAR SOAPS



LEMONGRASS AND LIME

We triple-mill our all-natural, organic soaps; a traditional, artisanal soap-making method that has been used for over 300 years. Milled three times for a dense, longer-lasting form, triple-milled soaps hold their shape and deliver a richer, creamier lather, while the active ingredients are more consistently distributed across the bar.

Enriched with Vitamin E and Shea Butter, this block has a wonderful all-natural scent of energising and zesty Lemongrass essential oils, together with the sweetness and freshness of Lime essential oils.

INGREDIENTS: Sodium palmate (Organic Palm Oil)*, Sodium palm kernelate (Organic Palm Kernel Oil)*, Aqua (Water), Parfum (Fragrance)**, Glycerin*, Illite (Yellow French Clay), Sodium chloride, Citric acid, Tocopherol (Vitamin E), Butyrospermum parkii butter (Shea Butter), d-Limonene***, Citral***, Geranio***

* Certified organically grown ingredients

** Fragrance is a blend of natural essential oils including Cedarwood and Grapefruit

*** Naturally occurring within the essential oils

BLUEPRINT

beauty & wellness

If you'd like more information on SCRUB'D or are interested in becoming a stockist, email us at kathy@blueprintbw.com