

men rock
LONDON

Empowering Men's
Grooming: Our mission to
elevate daily rituals,
embracing all expressions
of masculinity.

**PRESENT
ATION**

2025

OUR PRODUCTS: GIFT SETS

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15 Options
Grooming Kits



MEN ROCK
2025



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Brand USPs

Men Rock simplifies your grooming routine without compromising on quality or individuality. Our straightforward approach demystifies male grooming, cutting through the clutter with clear, no-nonsense guidance. Here's how we stand out:

- ✓ Premium Ingredients, Innovative Textures. Over 90% natural formulations for every product
- ✓ An affordable collection designed for all types of men, embracing the diversity of masculinity
- ✓ Proudly crafted at our dedicated facility in the UK and EU guaranteeing high-quality, locally-produced grooming essentials

Products Range

Skincare



Face Wash 150ml Face Cream 50ml Mattifying Moisturizer 50ml Eye Cream 15ml

Shaving



Sicilian Lime Shave Cream 100ml Black Pomegranate Shave Cream 100ml Sandalwood Shave Cream 100ml Aftershave Sorbet 100ml

Beardcare



Beard Oil 30ml Sicilian Lime Beard Wash 100ml Sicilian Lime Beard Balm 100ml Sicilian Lime Moustache Wax 25ml Oak Moss Beard Wash 100ml Oak Moss Beard Balm 100ml Oak Moss Moustache Wax 25ml

Hair



Hair and Body Shampoo 200ml Matt Clay 90ml/30ml Matt Paste 90ml/30ml Pomade 90ml/30ml

Accessories



Shaving Brush Clear Drip Stand Double Edged Razor Porcelain Shaving Bowl Stainless Steel Shaving Bowl Double Edged Razor Blades 5pcs Cut Throat Razor Moustache and Beard Scissors Beard Comb Alum Pen

Products Range Gift Sets

Skincare Sets



The Skin
Changer



Routine Goals
DUO



Routine Goals
TRIO



Routine Goals
DAILY



The skin
changer TRIO



Hair Deal
Hair Styling
Kit 3x30ml

Shaving Sets



The Life Shaver:
• Black
• Pomegranate
• Sandalwood
• Sicilian Lime



The Life Shaver Sicilian
Lime Cut Throat Razor



The Life Shaver
Double Edged Razor:
• Sicilian Lime
• Sandalwood

Beardcare Sets



Beardy Beloved DUO:
• Sicilian Lime
• Sandalwood



Beardy Beloved TRIO:
• Sicilian Lime
• Sandalwood

SKINCARE



FACE WASH

150ml | Vegan-friendly | Cruelty-free | Dermatologically tested



USPs: deeply cleanse, purify without harshness, and regulate sebum. It unclogs pores, ensures a mattified look without drying out the skin, and maintains natural balance for healthier, less imperfect skin with daily use.

Key Ingredients



Tea tree oil cleanses deeply, fights bacteria, and reduces blemishes



Jeju Island Seaweed nourishes with minerals, boosts hydration, and revitalizes skin for a healthy glow



Salicylic acid exfoliates, unclogs pores, reduces acne, and promotes smoother, clearer skin

How does it help?

- ✓ Purifying
- ✓ Nourishing
- ✓ Cleansing
- ✓ Soothing



Purifying



Apply a coin sized amount



Use twice daily



Use AM + PM

Best for:

- ✓ All Skin Types
- Suitable for:
- ✓ Dry
- ✓ Sensitive
- ✓ Combination

Skincare Regime Builder
Skincare Regime Builder



Step One - Cleanse

Dispense a small amount onto damp skin, gently massage in circular motions, then rinse thoroughly with water.



Works well with...



Face Cream
50ml



Eye Cream
15ml

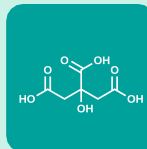
MATTIFYING MOISTURIZER GEL

50ml | Vegan-friendly | Cruelty-free

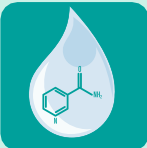


USPs: lightweight formula ensures balanced hydration, pore refinement, and oil regulation for an impeccable matte finish. Free from mineral oils and enriched with nurturing ingredients, it stands as the ideal daily companion for sustaining clear, refreshed skin sans the shine.

Key Ingredients



Citric Acid promotes skin renewal, brightens, and helps even out skin tone by exfoliating dead skin cells



Niacinamide strengthens the skin's barrier, reduces inflammation, minimizes pore appearance, and fades hyperpigmentation



Salicylic acid exfoliates, unclogs pores, reduces acne, and promotes smoother, clearer skin

How does it help?

- ✓ Shine free
- ✓ Mattifying
- ✓ Moisturizing
- ✓ Pore Reducing

Oil Control



Apply a pea sized amount



Use twice daily



Use AM + PM

Skincare Regime Builder



StepTwo - Mattify

Apply a modest amount of moisturizer onto clean, dry skin, smoothing it over your face until fully absorbed.

Works well with...



Face Wash
150ml

+



Face Cream
50ml

Best for:

- ✓ Oily skin

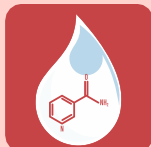
FACE CREAM

50ml | Vegan-friendly | Cruelty-free



USPs: Face Cream revitalizes with Ginseng, hydrates deeply with Shea Butter, and fortifies skin with Niacinamide for elasticity and a youthful glow. Protects against blue light

Key Ingredients



Niacinamide strengthens the skin's barrier, reduces inflammation, minimizes pore appearance, and fades hyperpigmentation



Shea Butter deeply moisturizes, soothes irritation, and supports skin's elasticity, leaving it soft and nourished



Ginseng enhances skin rejuvenation, boosts energy levels in skin cells, and has anti-aging properties by improving elasticity.

How does it help?

- ✓ Smooths wrinkles
- ✓ Shine control
- ✓ Moisturizing
- ✓ Pore Reducing
- ✓ Anti-pollution
- ✓ Prevents the appearance of dark spots

Anti-
ageing



Airless
packaging



Apply a coin
sized amount



Use twice daily



Use AM + PM

Formulated for:

✓ All skin types

Skincare Regime Builder



Step Three - Moisturise/prevention

Apply a modest amount of cream onto clean, dry skin, smoothing it over your face until fully absorbed.

Works well with...



+



Face Wash
150ml

Eye Cream
15 ml

EYE CREAM

15ml | Vegan-friendly | Cruelty-free



USPs: Eye cream diminishes dark circles with Caffeine, plumps with Hyaluronic Acid, and rejuvenates delicate skin for a bright, youthful look.

Key Ingredients



Ginseng enhances skin rejuvenation, boosts energy levels in skin cells, and has anti-aging properties by improving elasticity.



Hyaluronic Acid hydrates deeply, retains moisture, reduces the appearance of fine lines, and makes skin plump and supple



Caffeine tightens and brightens the skin, reduces puffiness, and enhances circulation for a rejuvenated appearance

How does it help?

- ✓ Revitalizing
- ✓ Smoothing
- ✓ Rejuvenating
- ✓ Less fatigued look
- ✓ Refine skin texture

Energising



Tube with applicator



Apply a pea sized amount



Use twice daily



Use AM + PM

Formulated for:

✓ All skin types

Skincare Regime Builder



Step Four - Target

Gently glide the applicator under the eye from the inner corner to the outer corner, lightly tapping any excess cream until fully absorbed.



Works well with...



Face Wash
150ml

+



Face Cream
50 ml

SHAVING



SHAVE CREAM

100ml | Cruelty-free



Sicilian Lime Shave Cream 100ml



Black Pomegranate Shave Cream 100ml



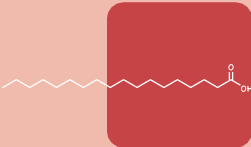
Sandalwood Shave Cream 100ml

USPs: Shave Cream offers a luxurious, smooth shave with rich hydration, minimizing irritation and enhancing razor glide for a close, comfortable shave.

Key Ingredients



Glycerin is a natural ingredient known for its hydrating and moisturising properties. It helps to reduce skin irritation and redness while providing deep and satisfying hydration.



Stearic acid is a common multitasking fatty acid. It acts as an emollient, making the skin feel soft and smooth. Additionally, it enhances the skin's moisture retention, preventing dryness and dehydration.



Myristic acid is a fatty acid that can be found naturally in nutmeg, palm kernel oil, or coconut oil. It helps to create a rich and creamy lather and softens hair follicles, making it easier to shave.

How does it help?

- 1.Smooths razor glide.
- 2.Reduces irritation.
- 3.Moisturizes deeply.
- 4.Protects skin barrier.
- 5.Comforts and nourishes.

Formulated for:

✓ All skin types

Shaving Regime Builder



Step One - Foaming

Particularly good for dry skin - apply to warm, wet skin with fingertips or, for even better results, with a shaving brush.

Works well with...



Shaving Brush



Double Edged Razor



Shaving Bowl



After Shave Sorbet 100 ml

AFTER SHAVE SORBET

100ml | Vegan-friendly | Cruelty-free



USPs: Gentle alcohol-free formula nourishes the skin and relieves sensitivity after shaving, whilst leaving a fresh manly scent.

Key Ingredients



Arnica Extract reduces inflammation, accelerates healing of bruises and scars, and soothes skin discomfort



Jojoba Extract deeply moisturizes, balances oil production, and offers antioxidant protection for healthy, resilient skin



Bio-Ferment of Salinicoccus boosts skin's hydration and resilience, enhancing its natural barrier and overall health

How does it help?

- ✓ Reduce redness
- ✓ Soothes
- ✓ Deeply hydrates
- ✓ Cooling
- ✓ Prevents from breakouts, razor burns, bumps

Works well with...



Sicilian Lime Shave Cream 100ml



Black Pomegranate Shave Cream 100ml



Sandalwood Shave Cream 100ml



98%
Natural

Quickly
absorbs



Apply a coin
sized amount



Use as required

Formulated for:

✓ All skin types

Step Two - Calm Down

Apply on clean, dry skin post-shave. Gently massage for cooling relief, hydration, and to soothe razor burns.

BEARDCARE



BEARD WASH

100ml | Vegan-friendly | Cruelty-free

USPs: Beard wash cleanses, softens, and refreshes beard while nourishing the skin. It removes dirt and excess oils without stripping moisture, leaving the beard feeling fresh, manageable, and itch-free



Sicilian Lime
Beard Wash
100ml

Key Ingredients



Caffeine stimulates hair follicles, promotes growth, and enhances beard health for a fuller, more robust appearance



Panthenol moisturizes, strengthens hair fibers, reduces split ends, and enhances beard shine and softness



Oak Moss
Beard Wash
100ml

Key Ingredients



Aloe Vera soothes skin, hydrates, reduces itchiness and dandruff, promoting a healthy, soft beard



Panthenol moisturizes, strengthens hair fibers, reduces split ends, and enhances beard shine and softness



Apply a coin
sized
amount



Use once a
day

How does it help?

- 1.Deeply cleanses
- 2.Prevents dryness
- 3.Softens hair
- 4.Balances oil
- 5.Encourages growth
- 6.Refreshes scent

Formulated for:

✓ All beard types

Beardcare Regime Builder



Step One - Cleanse

Wet beard with warm water, apply a small amount of beard wash, and gently massage into the beard and skin. Rinse thoroughly.

Works well with...



Sicilian Lime
Beard Balm
100ml

Oak Moss
Beard Balm
100ml

or



Beard Oil
30ml

BEARD BALM

100ml | Vegan-friendly | Cruelty-free

USPs: Beard Balm: Nourishes with Vitamin E, softens with Sweet Almond Oil, eliminates dandruff, adds non-greasy shine, strengthens fibers, and promotes healthy growth for a well-groomed beard.



Sicilian Lime
Beard Balm
100ml

Key Ingredients



Caffeine stimulates hair follicles, promotes growth, and enhances beard health for a fuller, more robust appearance



Sweet Almond Oil in beard balm softens hair, soothes skin, and improves beard strength and shine, making it more manageable.



Oak Moss
Beard Balm
100ml

Key Ingredients



Aloe Vera soothes skin, hydrates, reduces itchiness and dandruff, promoting a healthy, soft beard



Pure Vitamin E moisturizes, repairs damaged hair, provides antioxidant protection, and enhances beard health and vitality



Apply a coin
sized
amount



Use twice a
day

How does it help?

1. Moisturizes beard and skin
2. Reduces itchiness and dandruff
3. Softens and smooths hair
4. Strengthens beard fibers
5. Adds shine without greasiness

Works well with...



Sicilian Lime
Beard Wash
100ml



Oak Moss
Beard Wash
100ml

+



Sicilian Lime
Moustache
Wax 25ml



Oak Moss
Moustache
Wax 25ml



Step Two - Conditioner

Apply a small amount of balm to a towel-dried beard. Massage it well into the beard and the skin underneath.

Formulated for:

✓ All beard types

BEARD OIL

30ml | Vegan-friendly | Cruelty-free



USPs: Beard Oil is suitable for all types of beards, from stubble to full, providing essential nourishment, promoting growth, and ensuring a well-groomed appearance for every beard style.

Key Ingredients		How does it help?
	Grapeseed Oil softens, tames frizz, and adds shine without greasiness, promoting healthy growth and conditioning	1. Softens beard hair. 2. Encourages growth. 3. Reduces frizz. 4. Nourishes skin. 5. Refreshing scent.
	Cedarwood Oil soothes irritation, reduces acne, promotes hair growth, and provides a grounding, woody aroma for stress relief	
	Rosemary Leaf Oil stimulates hair growth, boosts circulation, and provides antioxidant protection for a healthy scalp and hair	

100% Natural

Parfum Free



Apply 2-3 drops



Use twice daily



Use AM + PM

Formulated for:

✓ All beard types

Beardcare Regime Builder



Step Three - Nourishing

Apply a few drops of beard oil to your palm, rub hands together, and evenly distribute through your beard and skin underneath, morning and night, for hydration, growth, and shine.

Works well with...



Sicilian Lime
Beard Wash
100ml

Oak Moss
Beard Wash
100ml

+



Sicilian Lime
Moustache
Wax 25ml

Oak Moss
Moustache
Wax 25ml

MOUSTACHE WAX

25ml | Vegan-friendly | Cruelty-free

USPs: Strong hold from Bee Wax, Argan Oil for shine and softness, Rosemary Extract for growth, hydrates, and protects for a sculpted, healthy moustache.



Sicilian Lime
Moustache
Wax 25ml

Key Ingredients



Bee Wax provides a strong, natural hold for styling moustaches, seals in moisture, and protects hair from environmental factors



Rosemary Leaf Extract stimulates hair growth, improves circulation, and provides antioxidant protection, enhancing hair health and vitality



Oak Moss
Moustache
Wax 25ml

Key Ingredients



Bee Wax provides a strong, natural hold for styling moustaches, seals in moisture, and protects hair from environmental factors



Argan Oil hydrates, softens, and adds shine to the hair, promoting growth and improving texture for a well-groomed look

High hold



Use as required

How does it help?

- 1.Strong hold for styling.
- 2.Moisturizes and protects.
- 3.Softens and adds shine.
- 4.Promotes hair growth.
- 5.Improves hair health.

Formulated for:

✓ All moustache

Beardcare Regime Builder



Step Four - Styling

Place the pot in warm water to make the wax more manageable. Apply to a mustache or beard, and as soon as the product cools down, style the hair.

Works well with...



Sicilian Lime
Beard Balm
100ml



Oak Moss
Beard Balm
100ml



Beard Oil
30ml

HAIRCARE



HAIR&BODY SHAMPOO

200ml | Vegan-friendly | Cruelty-free



USPs: Hair and Body Shampoo: Cleanses and balances with Lactic Acid, hydrates with Glycerin, soothes with Aloe Vera, leaving hair soft and skin rejuvenated for all-over freshness

Key Ingredients



Aloe Vera hydrates, soothes skin and scalp irritation, promotes healthy hair growth, and leaves hair soft and skin refreshed



Glycerin attracts and locks in moisture, hydrating skin and hair, and providing a protective barrier



Lactic Acid gently exfoliates to remove dead skin cells, improves skin texture, and stimulates cell renewal for a smoother complexion

How does it help?

1. Cleanses hair and skin effectively
2. Balances scalp and skin pH
3. Moisturizes hair and body
4. Soothes scalp and skin irritation

94%
Natural



Apply a coin
sized
amount



Use twice daily



Use AM + PM

Formulated for:

All Skin types

Haircare Regime Builder



Step One - Cleanse

Apply a small amount to wet skin or hair and massage into a lather. Then rinse thoroughly with plenty of water.

Works well with...

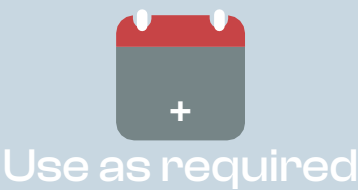


Matt Clay
90ml/30ml

Matt Paste
90ml/30ml

Pomade
90ml/30ml

MATT CLAY/MATT PASTE/POMADE



90/30ml | Vegan-friendly | Cruelty-free

USPs: Men Rock Hair Styling: Provides long-lasting hold, adds volume without stiffness, nourishes with natural ingredients, easily washes out, and leaves hair with a healthy finish.



Matt Clay
90ml/30ml

Benefits:

- High hold
- Matt finish
- No clumps
- Easy to wash out
- No visible residue

Formulated for:

For fuller & thicker hair



Matt Paste
90ml/30ml

Benefits:

- High hold
- Matt finish
- Lightweight texture
- Easy to wash out
- No visible residue

Formulated for:

For thin-to-normal hair



Pomade
90ml/30ml

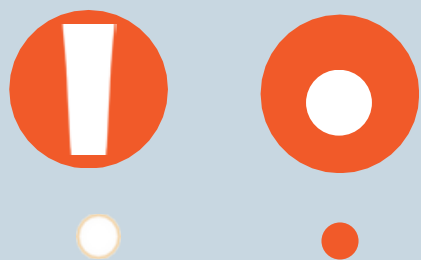
Benefits:

- High hold
- Medium Shine finish
- Silky finish
- Easy to wash out
- No visible residue

Formulated for:

For all hair types

Haircare Regime Builder



Step Two - Styling

Place the pot in warm water to make the wax more manageable. Apply to a mustache or beard, and as soon as the product cools down, style the hair.

Works well with...



Hair and Body
Shampoo
200ml

How does it help?

1. Secures style with durable hold.
2. Boosts volume, avoids stiffness.
3. Nourishes hair and scalp.
4. Washes out effortlessly.
5. Delivers a natural/ matte look.

WOODY SPICE / FRESH DEODORANT

Formulated for:

✓ All Skin types

75ml | Vegan-friendly | Cruelty-free

- USPs: Long-lasting freshness with masculine and vibrant aromas.
- Quick-drying formula with alcohol for effective odor control.
- Gentle and nourishing with added skin-soothing ingredients.



Deodorant
Woody Spice
75ml

Benefits:

- Warm and spicy fragrance for a bold and confident feel.
- Quick-drying formula that effectively reduces odor.
- No white marks on clothing.

Formulated for:

Everyday use with a refreshing aroma.



Deodorant
Fresh
75ml

Benefits:

- Crisp and energizing citrus-inspired scent.
- Lightweight formula with strong odor control.
- Keeps you fresh throughout the day.

Formulated for:

Everyday use with a refreshing aroma.

Haircare Regime Builder



Step One - Protect

Apply directly to clean, dry skin. Avoid applying to broken or irritated skin.

Works well with...



Hair and Body
Shampoo
200ml

How does it help?

- Provides long-lasting odor control with a refreshing scent.
- Quick-drying alcohol-based formula prevents stickiness.
- Nourishes with skin-soothing additives to reduce irritation.
- Leaves no heavy residue – ideal for active lifestyles.

LOOKING AHEAD

Innovation on the horizon: what's next for Men Rock in pioneering men's grooming.

