

FACT SHEET

AFRICANMALE BY MENESENTIALS

What is African Male by MenEssentials?

- The first line of luxury skin care and grooming products for Black men
- Specifically addresses the unique grooming needs of African American men who suffer from dry, itchy skin and painful ingrown hairs or razor bumps
- Formulated with high concentrations of organic Aloe Ferox gel, a greaseless, deeply penetrating moisturizer with antiseptic and anti-inflammatory functions
- Manufactured in South Africa as part of an antipoverty program sponsored by the International Trade Centre in Geneva, Switzerland
- Made in conjunction with South African Xhosa tribes who harvest, refine and distribute the Aloe Ferox-based ingredients
- Globally distributed by MenEssentials Corporation under the African Male by MenEssentials label
- Eight stock-keeping units:
 - IKHALA shower gel (240 mL / 8 fl oz) \$14*
 - IKHALA face wash (240 mL / 8 fl oz) \$18*
 - IKHALA smooth face scrub (148 mL / 5 fl oz) \$18*
 - IKHALA shave gel (180 mL / 6 fl oz) \$14*
 - IKHALA moisturizing cream (120 mL / 4 fl oz) \$24*
 - IKHALA eye cream (30 mL / 1 fl oz) \$24*
 - IKHALA hair gel (180 mL / 6 fl oz) \$14*
 - IKHALA gloss protein hair gel (180 mL / 6 fl oz) \$16*



What is the significance of IKHALA?

- IKHALA is a trademark that belongs to Ikhala Products (Pty) Ltd., the South African manufacturers of African Male by MenEssentials
- All African Male by MenEssentials products carry the IKHALA trademark on their packages

What is Aloe Ferox?

- Aloe Ferox is indigenous to a single province in South Africa and grows nowhere else on earth
- Aloe Ferox sap demonstrates scientifically documented antiviral, antibacterial, antiseptic, antifungal, and anti-inflammatory properties
- The Xhosa use gel from the cut aloe leaves as a traditional natural remedy for skin ailments ranging from burns and abrasions to eczema and psoriasis

Why is African Male by MenEssentials unique?

You mean, aside from the fact that it's the only range of luxury skin care and grooming products for Black men? How about:

- Fair trade: organic Aloe Ferox ingredients are supplied by the Ikhala Cooperative, which is 100% owned and operated by South African Xhosa workers
- Social responsibility: a percentage of all sales is used to provide HIV/AIDS awareness in rural Xhosa communities, as well as funding for improvements in their healthcare and educational resources
- Environment-friendly: organic Aloe Ferox leaves are collected using sustainable-development methods to protect South Africa's wild aloe fields
- Consumer-conscious: organic Aloe Ferox leaves are not treated with industrial pesticides or fertilizers, and the finished products are never tested on animals

*All prices in US dollars.

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