



**BODY
FACE
HAIR
SHAVE**

It's a fact. A guy's skin is different than a woman's – having its own specific needs and concerns. Thanks to Jock Soap's dynamic collection of personal care products and professional skin treatments, men's grooming has been invigorated – if not revolutionized.

Developed exclusively for guys, the Jock Soap brand is made up of products for shaving, face care, body care, hair care and fragrance. Our prime directive is to fuse traditional ingredients with the latest technology to create innovative formulations that feel good and work great.

Jock Soap's award-winning line of grooming products is designed for the man who wants to live a healthy, active lifestyle and who cares about the integrity of the products he uses on his body. Our unique formulations and approach to grooming raise the bar on men's personal care products, proving that they are a necessity for men who want the absolute best.

JOCKSOAP.CO

800 274 JOCK (USA) | 0845 686 JOCK (UK)

OUR STORY

Josh Harrell and his mother, Mary, started a project in the kitchen one Saturday in the fall of 2007. Josh was a vegetarian who wanted a bar soap that smelled divine and didn't contain any animal ingredients. They started blending natural oils and created their very own vegan glycerin bar soap. The end result was a soap that didn't dry skin out, improved its texture and even helped clear the complexion. Jock Soap was born.

Harrell started selling the bars on a men's clothing website he started a few years earlier. Once his customers got ahold of Jock Soap, they began screaming for more. Josh quickly began producing more Jock Soap.

Those vocal customers are the reason the line is so comprehensive. They started calling and emailing saying they wanted shave cream, skin preparations and more grooming products. Josh's experience in cosmetics, working for some of the world's leading natural cosmetic product lines, started to kick in and he went to work creating the best men's grooming products on the planet.

Jock Soap is now sold around the world in spas, hair salons and specialty boutiques, as well as on the company's website, JockSoap.Co, and in its catalog.

MEET THE COLLECTION

The Jock Soap line is broken down into four basic categories in addition to our exclusive professional treatment products made for and sold exclusively to licensed skin therapists and medical professionals.

Body

Performance-proven formulations paired with distinct fragrances are the cornerstones of the Jock Soap body care collection. Your senses will be engaged while your skin will look, feel and work better than ever.

Face

Nothing instills more confidence than knowing you're putting your best face forward. Scientifically developed and skin therapist approved, Jock Soap's purposeful facial preparations are designed to be dynamic and easy to use while never compromising efficacy.

Hair

The finishing touches always make the difference. Jock Soap's selection of men's naturally-based hair care and styling products helps you achieve the look you want. Whether you're looking for laidback ease or hardcore control, Jock Soap has the perfect solution.

Shave

Whether it's your first shave or you're an old pro, Jock Soap's shaving range provides everything you need to achieve the best shave ever. Natural ingredients, tried and true methodology and innovative, soothing formulations make up Jock Soap's take on the way a man shaves.



“...both preventative and restorative, with natural ingredients and innovative delivery systems.” -
Women’s Wear Daily Beauty Biz

Company Facts

Founded by: Josh Harrell

Incorporated: January 1, 2009

Namesake: We wanted to name the product something clearly male. We hoped that people with a healthy, active lifestyle would understand that this product was for them. For a second it was going to be called "Josh Soap" after a friend's recommendation, but Josh quickly pulled that out of the running. So it became known as "Jock Soap".

Logo: The first body bar became the iconic image of Jock Soap with 12 bubbles to represent the first 12 scents available in the line: Bloody Orange, So Fresh So Clean, Spiked Cocoa, Tackle Me, Spoil Sport, Score, Towel Fight, Touchdown, That Edge, Time Out, Punch.

Our Slogan: Grooming Simplified® is our slogan. We're not saying our products are simple, but our philosophy is. We don't want you to have to use a million products every day. We want you to use the "right" ones that do exactly what you need them to do.

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European Headquarters: Rm1 2AB UK.
telephone: 0845 686 5625

Website: JockSoap.Co
Email: cs@getjock.com

Employees: 7 worldwide

Operations: All operations are handled internally except for some manufacturing and distribution.

Product Categories: Best known for brilliantly fragranced body bars, Jock Soap offers a comprehensive range of body, face, shave, and hair products, as well as professional treatments.



AWARDS AND HONORS

- 2010 Men's Health Grooming Award for Best Moisturizer
- 2009, 2010, 2011 Metrosource Best in Grooming Award Winner
- 2010 Rachel Ray Must Have
- 2008, 2009, 2010 Instinct Magazine Best in Grooming Award Winner

"for a close shave: lather up with Jock Soap"
— Money Magazine



FINDING JOCK SOAP

Website: JockSoap.Co was launched in 2008 as GetJock.Com

Catalog: Two catalogs are mailed in North America and Europe annually in February and September.

Wholesale: We work with specialty boutique, hair salons and spas across North America. Jock Soap is also sold internationally in the UK, Europe and Australia.

GIVING BACK

At Jock Soap we try our very best to do the right thing. That means something different to everyone. But to us, it means we evaluate everything we do to see if we can do it better and, most of all, if we can improve the planet as we conduct our daily business.

We constantly look for ways to improve our packaging and make it more earth-friendly, reduce our waste and do whatever we can so as not to destroy the environment in the name of doing business.

We get behind causes that matter not only to our clients, but to our employees as well. We give time, money and spread awareness whenever and wherever we can.

Jock Soap is a family-owned company and we are committed to being the absolute best we can be. Because we care about you, our client, and the world around us we will never stop trying to do the right thing.

Jock Soap is proud of its association with the following companies, organizations and partners:

- Crisis Square Mile Run (London, England)
- Service Members Legal Defense Fund (USA)
- The Hamels Foundation (USA)
- AID Atlanta (Atlanta, Georgia)
- Operation Gratitude (USA)
- Movember (USA)
- Stephanie's House (West Chester, Pennsylvania)



MEET OUR FOUNDER, JOSH HARRELL

Before creating Jock Soap in 2007, Jock Soap Founder and CEO, Josh Harrell, had already had several successful careers. Josh worked for many years as a top executive for a natural skincare and cosmetic giant while being a part-time presenter on a national shopping network. He created a range of men's clothing and even opened a spa catering to men. Somewhere amidst all of these, he expressed his inner artist by recording an album, producing a movie and working as a professional make-up artist. Josh infuses his vast experiences into each product he creates for Jock Soap making the line the perfect fit for men of all over the world.



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