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**DUDE, TAKE CARE OF YOUR ORGAN!**  
**[www.dudeskincare.com](http://www.dudeskincare.com)**

**Miami Beach, Florida USA, August 26, 2013.** Dude Skin Care has introduced a series of men's skin care and grooming products with a marketing campaign highlighting the importance of a good skin care routine in developing greater confidence in all of life's pursuits, including dating and attraction. The campaign kicks off today with a fun and uncensored 30-second commercial spot in which men are reminded that "Skin is your body's largest organ," and therefore urged to "Take care of your organ!" The company will air the commercial in specific US markets in coming months, but the spot can currently be viewed on the company's website and in social media including YouTube.

According to Nick Berner, VP of Marketing and co-founder of Dude Skin Care, "Young men often don't think about their skin as a priority concern because unless they've experienced a problem like acne, there aren't the usual signs of worry or age associated with older guys." He added, "The sooner young men realize that good skin equals more confidence to attract the good things they want in life, the better decisions they will make. One of those good decisions is a skin care routine starting with daily use of affordable Dude Skin Care products. By doing so, these men are handling their largest organ, and doing it well!"

The South Beach-based company currently offers six core products that solve the typical skin care and grooming problems associated with young men's skin. Further descriptions are available at [www.dudeskincare.com](http://www.dudeskincare.com):



**SCRUB**  
**Pre-Shave Citrus Scented Formula - Exfoliant**  
**MSRP \$ 15.99**  
**5 fl oz (150 ml) Tube**



**SHAVE GEL**  
**Lubricating Eucalyptus Scented Formula**  
**MSRP \$ 14.99**  
**5 fl oz (150 ml) Tube**



**POST SHAVE BALM**  
**Cooling Oil and Alcohol-Free Formula**  
**MSRP \$ 16.99**  
**5 fl oz (150 ml) Tube**



**MOISTURIZER**  
**Fast Absorbing, Sandalwood Scented Formula**  
**MSRP \$ 16.49**  
**5 fl oz (150 ml) Tube**



**DUDE WASH**

**Multi-Pheromone Body Wash & Shampoo**

**MSRP \$ 9.99**

**5 fl oz (150 ml) Tube**

**Shortly available in 12 fl oz (360 ml) Bottle to be sold in stores only**





## **ASTRINGENT**

**2% Salicylic Acid Astringent for Problem Skin Repair**

**MSRP \$ 13.99**

**4 fl oz (120 ml) Bottle**

### **About Dude Skin Care**

The company's core mission is to address the skin care and grooming needs of savvy young men who understand that good skin is a key component of how the world perceives them. Armed with this knowledge, they develop greater confidence to handle themselves in a variety of social situations, including dating and workplace functions. Unlike their fathers and grandfathers, these men understand that there's more to a modern grooming routine than just shaving and a bar of soap. By providing high quality, affordable products to address these needs, Dude Skin Care enables these men to handle their largest organ, which happens to be their skin.

The company offers its benefits statement in the form of a simple equation:

**Basic Skin Care Regimen X Dude Skin Care = More Confidence + More Action**

Dude Skin Care multiplies the effect of any user's existing skin care routine, producing more confidence that leads to an inevitable increase in the action he experiences. **It's all about taking care of your largest organ.**

The company is in talks with various US and Canadian retailers to market specific products, and expects to have announcements on these developments shortly. The company also expects to distribute products in specific Asian markets by early 2014.

Dude Skin Care continues to grow and plans to introduce a number of new products in coming months, including hair care and other relevant grooming products for men. It can be found at <http://dudeskincare.com>, called toll free at 800.428.4114, internationally at 305.742.5600, or e-mailed at [info@dudeskincare.com](mailto:info@dudeskincare.com). The company maintains Facebook and Twitter feeds and exchanges regularly with customers there. Its commercials are also viewable on its YouTube channel.