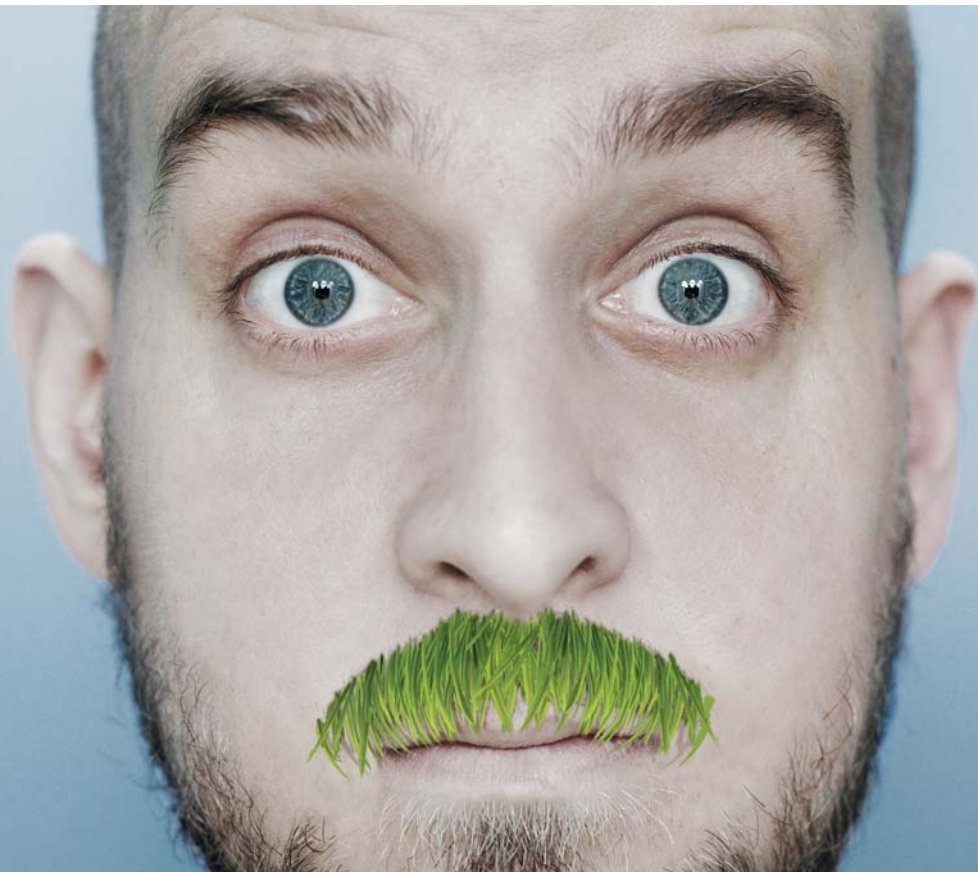


TO SAVE NATURE FROM MAN, FIRST YOU NEED TO SAVE THE MAN FROM HIS NATURE.

ORGANIC & ETHICAL SKINCARE FOR MEN



WORLD WILD MEN COSMETICS

WORLD WILD MEN IS FOR ALL YOU MEN OUT THERE!

We're just like you!

Men who are looking for healthy, transparent and no-nonsense products.

Most of the products on the market today don't completely meet our needs or expectations. So, we decided to develop our own skin care line, made by men for men!

Men's nature

Who better than a man to understand the specific nature of men? Our skin:

- ➔ is more fragile and gets dehydrated more easily due to daily shaving
- ➔ is twice as oily as women's skin
- ➔ has wider pores, a perfect target for bacteria and other impurities which lead to spots and blemishes
- ➔ has double the blood pressure of women's skin



Our products are like we are (yup !)
they are made just for us, respect what we want,
respect our bodies, our environment
our nature and Nature.





REAL MEN USE REAL ORGANIC.

WWM isn't just an organic brand, but a whole lot more...

First of all, let's break a taboo: what really is organic? An organic product is made from traditional agricultural produce which respects the balance of nature and excludes any use of chemicals or GMOs.

Our commitment goes beyond the selling of high-quality, innovative, organic products. Our mission is also to inform and educate whilst remaining transparent and authentic, so that each of us can get on with our lives with a clear conscience and at our own rhythm.

Secondly, Organic, is also a philosophy : even small gestures can help us to preserve the planet. At WorldWildMen, we don't just talk about the environment, we act on our words. Concerned about reducing our impact on the environment, we have chosen the most demanding, most transparent and most sound organic standard: Nature et Progrès.

The Nature & Progrès label is granted based on a strict specification and a charter which embrace a vision and wider-reaching project incorporating humanitarian, ecological and alternative ideals...

And **thirdly**, great actions make men great not great words.



**Our products are certified
by Nature & Progrès.**

Conforme au cahier des charges
de Cosmétique Bio-écologique
Nature & Progrès, contrôle Visagro.

World Wild Men Skincare are:

- NOT TESTED ON ANIMALS
- WITHOUT ARTIFICIAL COLOR OR SYNTHETIC FRAGRANCE
- WITHOUT PARABEN, SILICON, PARRAFIN, EDTA OR PEG
- WITHOUT GMO
- WITHOUT BOX OR ADDITIONAL PACKAGING (ONLY USEFUL TO FILL OUR DUSTBINS)
- OUR BOTTLES ARE RECYCLABLE AS WELL AS OUR LABELS

REAL ORGANIC PRODUCTS FOR REAL MEN.

At WWM we tube Nature !

Our formulas are made up of the best organic active substances and ingredients, selected with care according to the needs of men's skin. Our creams are non-greasy, are absorbed quickly, don't give you shiny skin and smell really good!

Can also be used as after-shave!

↓	↓	↓	↓
Anti-aging care.	Dry skin care.	Oily Skin care.	Regular skin care.
Organic avocado and Jojoba. To straighten and firm your skin.	Organic Evening Primrose, Borage and Argan Oils. A thirst-quenching cocktail of oils.	Organic Macadamia Nut and Sage Bio. Tough on oily skin.	Organic Sweet Almond and Sesame. To maintain the skin's balance.
			



For a nice skin, one needs good skin care, with good organic ingredients, healthy for your skin.

*French Humour



ANTI-AGING CARE. ORGANIC AVOCADO AND JOJOBA: TO STRAIGHTEN AND FIRM YOUR SKIN.



Anti-aging care.

No mercy for saggy skin!

At WWM, we know how to be firm when firmness is required ! Our organic avocados et jojoba will show no pity ! : They will repair, protect and nourish all types of saggy or tired skin.

How does it work?

For smooth, straighter skin, apply after shaving or cleansing . Your skin will firm up with regular use.



Avocado

In Mexico and Arizona, the oil extracted from the avocado flesh has been used as beauty treatment for centuries. It is bright green because it contains lots of chlorophyll (the pigment that gives plants their color). Avocado is rich in nourishing vitamins A and D, as well as linoleic acid (polyunsaturated fatty acid in the manufacture of the cell membrane), which strengthens the cell walls of the epidermis, slows aging and acts as a natural and sweet sunscreen.

Jojoba

This plant is found in Arizona and Mexico where it is grown for the wax (commonly called "jojoba oil") contained in its seeds. It's also called "Desert Gold" or "sheep nuts" because it grows in dry places, in full sun. Amongst its properties are exceptional moisturizing, and it easily penetrates the skin because its composition is similar to sebum (our skin's natural oil), repairing the skin (restructures the skin) and protects against harsh Daily (drought, razor burn, ...). American Indians have been using it for centuries to protect their skin from dehydration.



WORLD WILD MEN COSMETICS

VISAGE

Soin anti-âge.
Avocat Bio et Jojoba Bio.
Les redresseurs de peau.

DRY SKIN CARE. ORGANIC EVENING PRIMROSE, BORAGE AND ARGAN OILS: A THIRST-QUENCHING COCKTAIL OF OILS.



Dry skin care.

Dry skin gets thirsty!

Nature has come up with the best oils for the job : evening primrose, borage, argan, jojoba, sweet almond et macadamia nut. That's the least we could do to quench the thirst and soothe the tautness.

How does it work?

to finally have great feeling skin, apply after shaving or cleansing. Your skin will immediately feel more comfortable.



WORLD WILD MEN COSMETICS

VISAGE

Soin peaux sèches.
Huiles Bio d'Onagre,
de Bourrache et d'Argan.
Le cocktail anti-soif.

Evening primrose

Evening primrose oil is rich in fatty acids. It restores suppleness to dry skin and improves skin texture (in revitalizing and strengthening the cells of the face).

Jojoba

Jojoba is not an oil but a liquid wax that penetrates the skin easily because its composition is similar to sebum (our skin's natural oil). American Indians have been using it for centuries to protect their skin from dehydration.

Borage

The seeds of borage flowers produce oil rich in nourishing fatty acids that stimulate cell renewal and deep moisturizing dry skin.

Macadamia nut

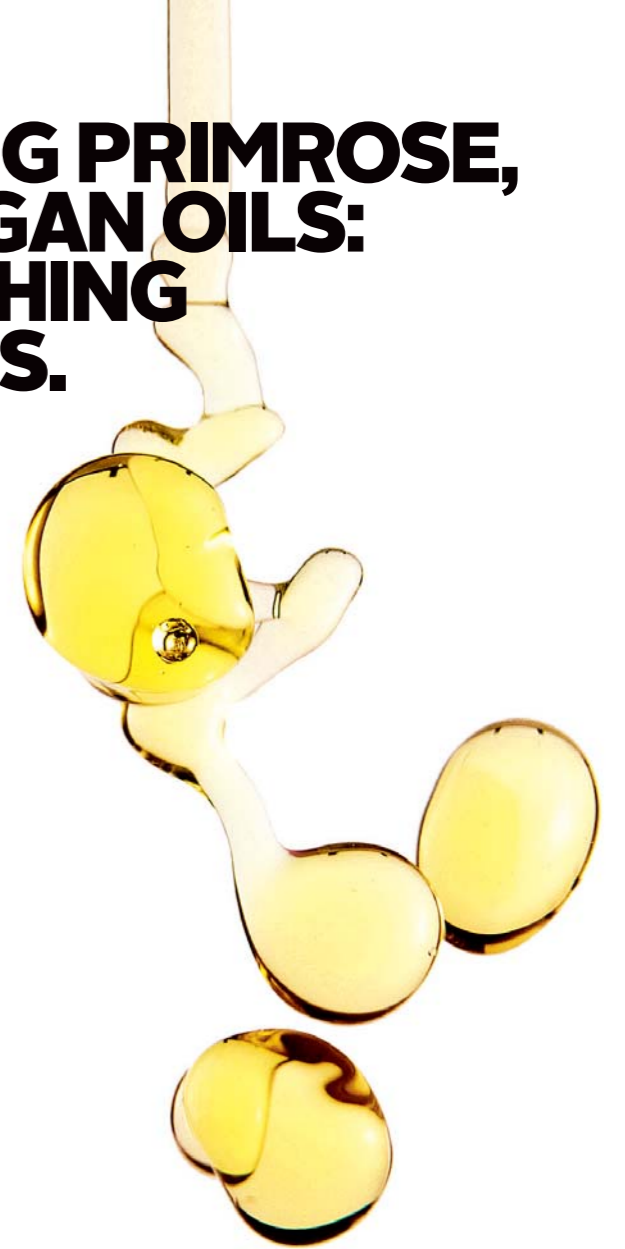
The Macadamia nut oil is rich in palmitoleic acid (similar to sebum naturally produced by skin), minerals, carbohydrates, calcium, phosphorus, protein and vitamins A, B1 and B2. It nourishes the skin, helps to rebalance and protects from razor burn.

Argan

Used for centuries by Berber women, this oil is rich in vitamin E and antioxidants, is known for its nourishing, regenerating and restructuring. It prevents the natural aging of the skin and regenerates tired skins.

Sweet Almond

Rich in minerals and oleic acid (nourishing, moisturizing), sweet almond oil moisturizes and repairs the skin deeply. In Mediterranean countries, where the tree originates, it is used to treat chapped hands and dry skin or damaged by the sun.



OILY SKIN CARE. ORGANIC MACADAMIA NUT AND SAGE BIO: TOUGH ON OILY SKIN.



Oily Skin care.

Oily skin needs a breather!

At WWM we've understood that much. Short of sending you outside to get a faceful of fresh air, we've captured nature's own answer instead and put it in a bottle with Macadamia nut and Purifying sage.

How does it work?

For a daily breath of fresh air, apply after shaving or cleansing. Will instantly leave your skin matified and feeling fresher.



Macadamia nut

Contrary to conventional wisdom, which have long been led to believe that if you had oily skin it was not necessary to moisturize it, know that oily skin needs moisture as much as dry skin. Native to the tropical forests of Hawaii and Australia, macadamia nuts contain up to 80% oil rich in palmitoleic acid (similar to sebum naturally produced by skin), minerals, carbohydrates, calcium, phosphorus, protein and vitamins A, B1 and B2. Rich but not greasy, oil macadamia balance oily skin and calms razor burn. Well nourished and soothed the skin does not shine.

Purifying sage

Sage grows mainly in relatively warm regions (such as the Mediterranean). Its name comes from the Latin *salvare*, "save" because it has many medicinal properties. In the Middle Ages it was considered as a remedy against all diseases. Recognized by the Chinese, they used to trade their most precious tea leaves for sage leaves. Louis XIV had even made this his royal tea and used it for any occasion. Its antidiaphoretic (against sweating), antiseptic (antiviral and antibacterial) and antiphlogistic (against sores) skills makes it ideal for oily skin, which is most prone to shine, with comedones (blackheads) and irritations (razor burn).



REGULAR SKIN CARE. ORGANIC SWEET ALMOND AND SESAME: TO MAINTAIN THE SKIN'S BALANCE.



Regular skin care.

A man has the right to feel good about his skin !

At WWM we champion the stability and balance of your skin. To preserve your skin's delicate ecosystem we have sought the services of Sweet Almond and Sesame. Masters of maintaining your skin's natural equilibrium, they'll protect from razor burn, nourish and see to it that everything remains in order.

How does it work?

For great looking skin, apply after shaving or cleansing. Your skin will immediately feel fresh and supple.

The term "Regular-Skin" applies to skin types from normal to combination.



Sweet almond

Rich in minerals and oleic acid (nourishing, moisturizing), sweet almond oil moisturizes and repairs the skin deeply. In Mediterranean countries, where the tree originates, it is used to treat chapped hands and dry skin or damaged by the sun.

Sesame

This herbaceous tropical oilseed is one of the oldest cultivated (from 2500 years BC in Mesopotamia, Syria and Palestine). Its seeds produce a vegetable oil rich in protein, fiber, vitamins (including vitamin E) and minerals that makes it effective against irritation and dryness. Its essential fatty acids restructure and tones the skin tissue. Sesamol and lecithin, both natural antioxidants have the ability to prevent aging by fighting against free radicals.





Any questions ?

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www.freemyskin.com **World Wild Men's Blog**