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## Hey Dude Goes Back To Drawing Board, Relaunches With Mass Line For Post-Axe Males

SUZANNE BLECHER s.blecher@elsevier.com

**H**ey Dude Skin Care is relaunching its line to the mass channel with a new look, lower prices and greater emphasis on sex and simplicity after struggling to market \$28 bronzing brushes and \$46 moisturizers to 30-something “dudes.”

*Discussing the rationale behind Hey Dude's relaunch at lower price points, VP of Marketing and Sales Nick Berner stated: “Women will always buy hope in a jar; men will not.”*

The Miami Beach, Fla.-based company is leveraging lessons learned from its first crack at the men's skin-care market. *Hey Dude* first launched in November 2010, targeted to urban men with high skin-care standards who may have been resorting to women's products to meet their skin-care needs.

The line was picked up by a number of salons, but failed to take off as the firm had hoped.

Almost immediately after launch, “we knew it wasn't what we wanted to sell,” explained Nick Berner, vice president of marketing and sales, in a Jan. 4 interview.

Salon owners saw a “dude” as someone younger, not a 30-something seeking anti-aging solutions, and to capture younger consumers, the products needed to be more affordable, retailers suggested.

Hey Dude listened, remaking its brand into a lighter, more tongue-in-cheek line aimed at guys in their 20s “who are savvy and image-conscious, but who don't want to overspend on products with ingredients they don't really need.”

Hey Dude's revamped website spells out the brand's new phi-

losophy in no uncertain terms: “Real Dudes want cool, hip products tailored to their own needs, not repackaged ‘girlie’ products that are irrelevant to them, and even worse, cost a ton of dough to buy them.”

Berner added: “Women will always buy hope in a jar; men will not.”

To keep costs down, Hey Dude gave up the expensive hyaluronic acid and seaweed extracts originally used in its Moisturize product. Its replacement Dude Moisturizer contains vitamins C and E and sells for \$16.49, compared with the \$27 price for its predecessor.

The company's products, which now range in price from \$9.99 to \$17.99, “still do a very good job, close to department-store quality,” according to Berner.

The brand is stressing simplicity and time savings with such products as its Dude Wash 3-in-1 Body Wash, Shampoo & Shave Gel (\$9.99). Generally speaking, the new offerings “re-



Previous Hey Dude Product Set



Newly Dudified Product Set

ward a dude’s craving for a simple skin-care system rather than insult and confuse him with dozens of overpriced products he’s too busy to understand or have time to use,” according to a Dec. 27 release from the company.

### Hey Dude Wants Logo Power Of Mr. Clean

Hey Dude also has swapped out the premium-priced aluminum “bullet casing” in which its products were packaged formerly for a more guy-friendly plastic version, according to Berner. The products now come in larger packages - 5 oz. versus the first-generation 2-oz. and 4-oz. bottles - representing a value proposition. Plus, the new tubes are more portable and easier to use.

“Guys, including me, like flip caps,” Berner said, noting that with the old bottles, you “had to pump pretty hard” to get product out.

According to the exec, the cartoon “dude” on the brand’s new tube is designed to speak to the average 20-something Abercrombie-type guy, Hey Dude’s adjusted target demographic. The company is optimistic that the logo will have a powerful brand association, like Mr. Clean for the **Procter & Gamble Co.**-owned cleaning-product line.

“I may forget the name Hey Dude Skin Care, but I’ll remember that face,” remarked Berner.

The imagery also plays into the firm’s plan to expand into Asian markets where “they love American products,” the exec said. Hey Dude expects its products to resonate strongly with consumers overseas, perhaps even more so than in the United States.

In the U.S., the company is in talks with CVS, as well as other drugstore chains and mass retailers.

Other products in the restaged Hey Dude line include Scrub

(\$15.99), formulated with the brand’s Desert Dude Complex, “a unique combination of hydrating plant extracts that mimics the intense moisture-retaining effects of desert plants.” Rounding out the line are eucalyptus-infused Cleansing Shave Gel (\$14.99), menthol- and alcohol-free Aftershave Gel (\$16.99) and Self Tanner with SPF 15 (\$17.99).

The self-tanner is formulated to award a fresh, sun-kissed look that does not cross the line into “Jersey Shore” category, according to Berner, who noted: “Our stuff doesn’t make you orange.”

### Brand One-Ups Dial On Pheromones

From Hey Dude’s perspective, “there’s a vacant spot in the market for the post-Axe generation,” Berner said.

The niche includes males who have outgrown **Unilever PLC**’s popular brand of body sprays but who aren’t quite ready for prestige skin-care offerings sold in department stores.

And what does this demographic want from a skin-care regimen?

“I’m speaking frankly here, it’s ultimately about sex,” Berner said. The challenge the company was faced with, according to the exec, was “how do we, without being crass about it, include a sexy or sexual element in our products without downgrading the brand.”

Ultimately, the company turned to pheromones.

Hey Dude counts the **Dial Corp.**, a division of **Henkel AG**, among its competitors. Dial makes use of pheromones in its *Dial for Men Magnetic* body washes. According to the brand’s website, the line’s Clean Rinsing wash “leaves you smelling sooo good, women can’t help but notice,” while the Moisture Rich version “leaves skin so sweet smelling and silky-smooth, she won’t be able to stop touching you, everywhere.”

The pheromone in Dial's product - androstadienone - was borrowed from another Henkel subsidiary, Schwarzkopf, which incorporates the ingredient in its *got2b magnetik* hair gel aimed at men seeking women (“*Henkel Courts Young Men Chasing Women With Dial For Men Magnetic*” – “*The Rose Sheet*,” Jul. 13, 2009).

Hey Dude says its Dude Wash enjoys a potential competitive advantage because the product contains two pheromones as opposed to the one offered by Dial, allowing consumers to “double your ‘Dude Factor’ with the ladies.”

Dude Wash is currently the focus of Hey Dude's pitch to potential retail partners, according to Berner.

The full line is currently available at HeyDudeSkincare.com and is being promoted via Facebook, Twitter and Foursquare. The company also plans to market and sample Hey Dude products at college campuses. 

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