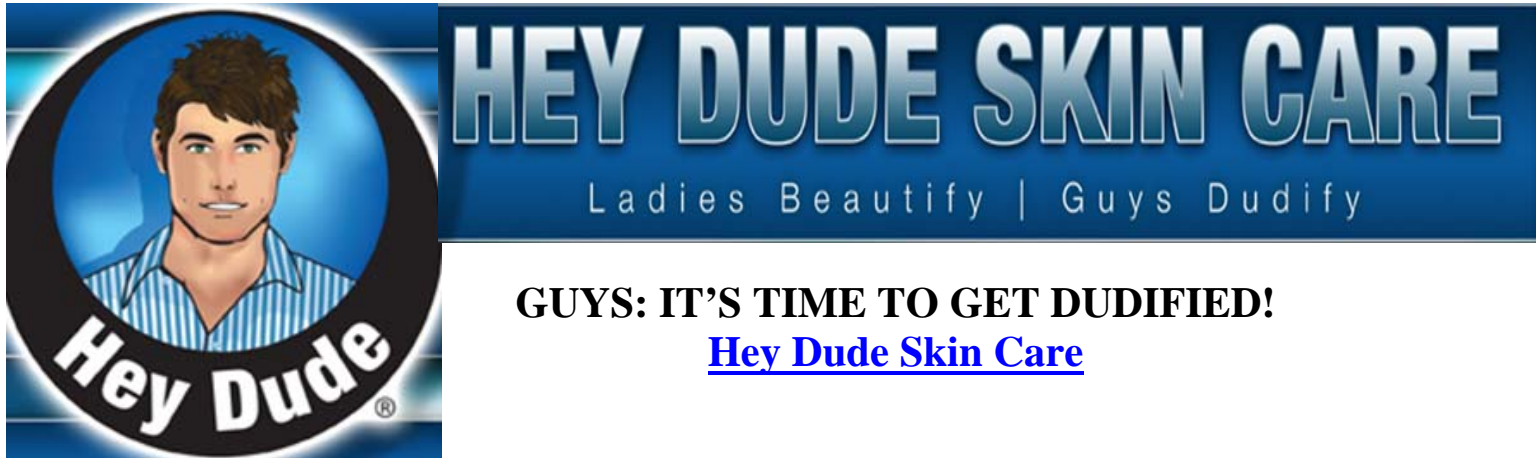


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**GUYS: IT'S TIME TO GET DUDIFIED!**

**[Hey Dude Skin Care](#)**

*MEN'S SKINCARE COMPANY DELIVERS THE GOODS WITH  
NEW PRODUCTS AND PACKAGING*



**Previous Product Set**



**Newly Dudified Product Set**

**Miami Beach, Florida USA December 12, 2011.** [Hey Dude Skin Care](#) announces that it has introduced a new series of men's skincare and grooming products that serves the needs of today's modern Dude. By replacing its past series of branded products with a simple, step-by-step system of products comprising a system it calls **Dudification**, Hey Dude Skin Care addresses all of the major grooming needs of guys – exfoliation, shaving, post-shave treatment, moisturizing, and sun protection.

According to Susan Berner, CEO and long time aesthetician at Hey Dude Skin Care, "In today's marketplace, there is a serious lack of skincare products that serves that segment

of men who are savvy and image conscious, but who don't want to overspend on products with ingredients they don't really need." Instead of settling for recognized cheaper mass brands or overpaying for products at a department store, Dudes have the chance to buy new high performance Hey Dude Skin Care products that are affordably priced from \$9.99 to \$17.99.

"By choosing to Dudify himself with these well-priced, premium quality products," continued Berner, "today's Dude arms himself with the obvious choice in men's skin care and grooming – Hey Dude Skin Care. We're helping Dudes solve a persistent problem by supplying the right tools at the right price to help them address their appearance. The modern Dude knows that in order to compete for a good job, a pretty girl, or anything else where appearance matters, that he needs better products he can consistently count on to keep him looking young, vibrant, and ready for success. In using the Hey Dude Skin Care series, he's prepared for these challenges."

Instead of producing just another re-packaged "me too" men's product line, Hey Dude Skin Care has rolled out a line of products that reward a Dude's craving for a simple skincare system, rather than insult and confuse him with dozens of overpriced products he's too busy to understand or have time to use. Hey Dude has combined functions like blending a deep facial cleanser with a superior shave gel in its **Dude Cleansing Shave Gel**. Its **Dude Wash 3-in-1** goes even further by combining body wash, shampoo and shave gel with not one, but TWO pheromones proven to attract the ladies. Not only will a Dude get himself super clean, but super sexy at the same time! Isn't that what simplicity and efficiency is all about?

The following are full descriptions of the products introduced by Hey Dude Skin Care and available for sale online at <http://heydudeskincare.com>. The company is in active discussions with a number of brick and mortar retailers who will make these products available in stores nationwide. In addition, the company is actively promoting its products to its target audience of Dudes through social media outlets including **Facebook, Twitter, and Foursquare**. The company is one of the first to plan live Twitter feeds on its home page as a means of showing real time interaction with its customers.

By creating an online "voice" and personality with its animated Dude mascot, the company further distinguishes itself from its competitors by having a relevant "conversation" with its customers. Hey Dude Skin Care is highly tuned to the feedback of its customer base, and in hearing their concerns, is well positioned to address their needs with the best, most affordable tools they can purchase.

For a fuller definition of **Dudification** as it was developed by Hey Dude Skin Care, visit the company Website or the Urban Dictionary at <http://www.urbandictionary.com/define.php?term=dudification>.



## **DUDE SCRUB**

### **Fresh Citrus Pre-Shave Skin Exfoliator – Step 1 in Dudification**

**Online Retail Price \$15.99**

**Works on all Skin Types**

**5.3 oz (157 ml) Flip Cap Tube**

### **Function**

Exfoliation isn't some weird thing plants do! Every Dude knows that to avoid making his face a warzone for a razor, he needs to create a smooth surface where he scrubs away dead skin cells. As a Dude's skin cells renew, old surface cells can harden and lose moisture, creating a dull appearance that can cause clogging and congestion. Dude Scrub softens up a Dude's stubble from any rough partying the night before, all while preparing to make a sharp razor a friend instead of enemy. With this high performance, fresh citrus-scented exfoliant, you get the benefits of their **Desert Dude Complex**, a unique combination of hydrating plant extracts that mimics the intense moisture-retaining effects of desert plants.

### **Benefits**

- Visibly reduces pore size, reducing risk of ingrown hairs.
- Unblocks oil-clogged pores with natural volcanic pumice, minimizing breakouts.
- Minimizes friction and irritation from your razor, lets you shave without crying "Ouch!"
- Speeds cell renewal, leading to a healthier complexion.
- Invigorated skin feels smoother, brighter, and healthier, making her shout "Dude!"
- Soap, paraben, and sulfate-free, removing harshness that can irritate your manly face.
- Antioxidants like white tea extracts nourish and soothe your skin.
- Allows for better penetration of subsequent products.



## **DUDE CLEANSING SHAVE GEL**

**Low Foaming, Eucalyptus-Infused Formula – Step 2 in Dudification**

**Online Retail Price \$14.99**

**Works on all Skin Types**

**5.3 oz (157 ml) Flip Cap Tube**

### **Function**

What Dude doesn't want to save time? Dudify your morning shave routine by combining steps to both cleanse and shave your mug! Make your razor a friend instead of enemy by using this low foaming, ultra-slippery gel that both cleans and lifts your stubble for a super-close and precise shave, free of nasty redness and irritation that can lead to more serious skin conditions like razor bumps or ingrown hairs. With this high performance, eucalyptus-infused formula, you get the benefits of the **Desert Dude Complex**, a unique combination of hydrating plant extracts that mimics the intense moisture-retaining effects of desert plants. Prepare for the cleanest, closest shave a Dude can get!

### **Benefits**

- Eucalyptus-infused formula cleans face while retaining critical moisture during shaving.
- Minimizes inflammation of razor burn caused by incorrect shaving, including dry shaving, shaving too quickly, too closely, using a blunt razor, or shaving over already irritated areas.
- Unblocks clogged pores to balance and manage oil in your skin, minimizing breakouts and nasty conditions like ingrown hairs and razor bumps.
- Rinses completely, so there's no irritating residue left behind.
- Invigorated skin feels smoother, brighter, and healthier, making her shout "Dude!"
- Soap-, paraben and sulfate-free, removing harshness that can irritate your manly mug.



## **DUDE AFTERSHAVE GEL**

**Menthol and Alcohol-Free Irritation Eliminator – Step 3 in Dudification**

**Online Retail Price \$16.99**

**Works on all Skin Types**

**5.3 oz (157 ml) Flip Cap Tube**

## Function

What better way for a Dude to top off his great shave than with a clean, oil- and menthol-free cooling gel to minimize skin irritation? Infused with powerful antioxidants and moisturizers, **Dude Aftershave Gel** boasts our **Desert Dude Complex**, a unique combination of hydrating plant extracts that mimics the intense moisture-retaining effects of desert plants. Working together, these premium ingredients help to prevent razor bumps, ingrown hairs and oily breakouts. Use **Dude Aftershave Gel** anytime you want a hit of fresh scented moisture!

## Benefits

- Alcohol and menthol-free formula cools and soothes any razor burn that might result from a Dude's shave routine.
- Counteracts any poor shaving routine, like dry shaving or use of a blunt razor, to calm any visible redness and irritation, minimizing inflammation that can age skin quickly.
- Controls oily skin and infuses hydration to dry skin.
- Helps to prevent formation of razor bumps and ingrown hairs due to razor burn inflammation.
- Works against breakouts if they ever do occur.
- Leaves no unpleasant residue to distract from your Dude-ness!



### **DUDE MOISTURIZER**

**All Day Moisture with Vitamins C & E – Step 4 in Dudification**

**Online Retail Price \$16.49**

**Works on all Skin Types, especially Dry Skin**

**5.3 oz (157 ml) Flip Cap Tube**

### **Function**

Dudes NEVER let their faces get leathery! Protect your manly mug with this super lightweight, non-greasy lotion you can apply any time of day, especially after shaving and before sleep. With its masculine lemon and sandalwood scented face lotion, you benefit from our **Desert Dude Complex**, a unique combination of hydrating plant extracts that mimics the intense moisture-retaining effects of desert plants. Ladies love leather in their handbags, not in the look of their men's skin!

## Benefits

- Effectively drives moisture deep into your mug for hours at a time with Vitamin E.
- Counteracts some of the more "damaging" aspects of being a Dude, like the occasional "extra drinking" opportunities you might experience; alcohol intake is well known to contribute to dry skin, so you need the right tools to fight it!
- Softens and smoothes your face after a shave or a rough night out being a Dude.
- Absorbs so quickly and easily that ladies won't even know you moisturized!
- Non-greasy formula ensures your pores stay clean and healthy.
- Soap-, paraben-, and sulfate-free, removing harshness that can irritate your manly face.
- Fresh scent lingers to keep you "interesting" to new prospective friends!



### DUDE WASH

**3-in-1 Dual Pheromone-Infused Body Wash, Shampoo & Shave Gel**

**Online Retail Price: \$9.99**

**Works on all Skin Types**

**5.0 oz (150 ml) Flip Cap Tube**

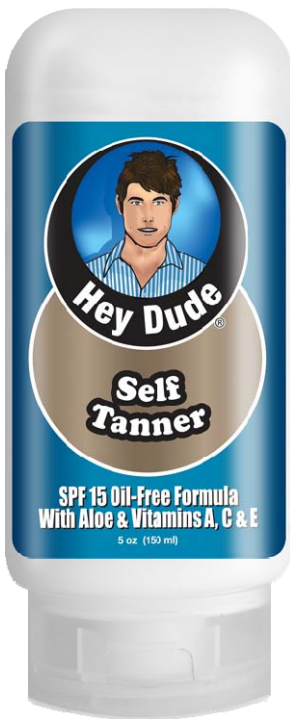
### Function

Why would any Dude want three different shower products when he can use just one? By combining a rich shave gel with a deep cleansing masculine body wash and shampoo, **Dude Wash** turns shower time into not only efficiency time, but **Dudification** time! We infused not one, but **TWO proven pheromones** that can help you make "friends" a lot faster, day or night. **Double the pheromones, Double the action!** Need we say more? Wash up and get Dudified!

## Benefits

- Two active pheromones on your skin double your "Dude Factor" with the ladies – Hello?
- Custom formula drives in and retains moisture to minimize dry skin patches.
- You exit the shower feeling clean, not full of gritty residue.
- Shampoo leaves hair feeling and smelling super clean.
- High quality shave gel allows for precision shaving while showering.
- Great masculine scent just makes it tougher to resist for your new "friends."

- Softens and smoothes your skin after a rough night out being a Dude.



**DUDE SELF TANNER**  
**SPF 15 Oil-Free Formula with Aloe and Vitamins A, C & E**  
**Online Retail Price \$17.99**  
**Works on all Skin Types**  
**5.0 oz (150 ml) Tottle**

### **Function**

All dudes want to have that healthy, tanned look! With this fast absorbing SPF 15 Self Tanner and Sunscreen, your skin produces natural melanin, giving you a safe, sunless tan. With DHA for an even tan instead of dyes and stains that cause splotching, this oil-free formula contains Vitamins A, C, and E, along with soothing Aloe Vera. By blocking both UVA and UVB rays, you fight premature aging and stay looking like the cool, tanned Dude you want to be!

### **Benefits**

- Works in conjunction with the sun to heighten your tan even more.
- Provides an all natural looking tan while preventing sunburn.
- Avoids that greasy feeling, while absorbing quickly and evenly.

### **About Hey Dude Skin Care**

Based in the Dude bastion known as South Beach, Hey Dude Skin Care was originally founded in 2008 as a manufacturer of a variety of men's skincare products focused on anti-aging concerns. As it became evident that a significant segment of men were left lacking in high quality, affordable and simple skincare products, the company shifted its focus to fill this need by delivering an outstanding system of tools designed for the modern Dude. By using premium ingredients like antioxidants and Vitamins A, C and E in its core products, Hey Dude Skin Care ensures that its customers gain the benefits of long term maintenance of their skin.

The company continues to grow and plans to introduce a number of new products in the next year, including haircare, fragrances, and other grooming products. It can be found at <http://HeyDudeSkinCare.com>, called at 800.428.4114, or e-mailed at [info@heydudeskincare.com](mailto:info@heydudeskincare.com). The company maintains active Facebook (<http://www.facebook.com/HeyDudeSkinCare>) and Twitter (<http://twitter.com/heydudeskincare>) feeds and exchanges regularly with customers there.