



With the launch of **SK-II Men Facial Treatment Essence (FTE)**, P&G enters the prestige male skincare category and becomes the only prestige skincare brand priced similarly to boutique skincare products for women. SK-II Men FTE helps revitalize skin, making it look clearer and more vibrant in just 14 days.

SK-II Men Facial Treatment Essence addresses multiple skin concerns specific to men, and has a lighter texture developed especially for men's skin:

- The unique ingredient behind SK-II products was discovered at a sake brewery in Japan, where scientists noticed that the hands of elderly workers—which came into constant contact with the sake fermentation process—were extraordinarily soft and youthful-looking. After years of research, scientists isolated a naturally derived liquid from the yeast fermentation process.
- SK-II Men FTE contains 50 essential skin nutrients that help promote the renewal of skin's outer layer.
- With regular use, FTE helps restore skin's natural moisture and elasticity, and improves appearance by making skin look more radiant and even toned.
- The light lotion is quickly absorbed into skin, leaving skin looking clean and smooth.
- A hint of cooling sensation enhances the experience.
- In addition to SK-II Men FTE, the product line launch includes SK-II Men Moisturizing Cleanser and SK-II Men Age Revitalizing Moisturizer.

latest innovations

About the SK-II MEN Technology:

SK-II Men products are tailored to the special needs of men's skin and build on advanced technologies from P&G's skincare products for women.

- SK-II Men Facial Treatment Essence is a clear lotion that contains more than 90% Pitera™ – a blend of vitamins, amino acids, minerals and organic acids derived from a unique yeast fermentation process that works together to promote skin's natural surface rejuvenation process, helping to enhance the renewal of the skin's outer layer.
- Similar in composition to the skin's natural moisture-keeping factor, this yeast ferment filtrate has been proven in laboratory tests to increase the metabolism of skin cells, thereby restoring the skin renewal cycle.
- Key clinical testing was performed by the Korean clinical test agency authorized by Korean Government, which provided independent, third-party verification of SK-II Men's superior skin care claims.

Availability:

Launched in Korea in October 2011, SK-II Men Facial Treatment Essence, SK-II Men Moisturizing Cleanser and SK-II Men Age Revitalizing Moisturizer products are now available at retailers in Hong Kong and Taiwan. Additional SK-II Men products are in development to provide men with a complete skincare regimen.

Contacts

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