

WHO MAGAZINE FEB 2008

EXCLUSIVE LAUNCH OFFER
From Beauty Mate™

20% OFF EVERYTHING

PLUS A BONUS GIFT WITH EVERY PACK

To celebrate the launch of Beauty Mate, an Australian made range of 'Good on You' men's grooming products, WHO readers will receive 20% off everything, plus a free product with any Valentine's Day gift pack.

Beauty Mate provides a straightforward, no-fuss approach to looking good.

Available exclusively online at www.beautymate.com.au

Enter WHO in the promotions code box at checkout to redeem this special offer.

Express Postage for all orders within Australia is \$10. To guarantee delivery in time for Valentine's Day, gift pack orders must be received by Friday 8 February. Offer valid until 29 February 2008.




IN STYLE MAG - MARCH 08



5 Beauty Mate

New Australian made Beauty Mate offers a fresh, straightforward approach to men's grooming. Natural plant derived foaming agents replace harsh detergents, whilst fresh masculine fragrances combine with aloe vera, tea tree oil, ginseng and other natural antioxidants to allow guys to smell and feel great. The Shampoo stimulates the scalp, whilst the Conditioner strengthens, moisturises, and adds fullness and body. For styling, fibro 'Shape' provides perfect sculpting control, with 'Form' providing a more versatile, flexible hold to longer hair. The range also includes a moisturiser with sunscreen, face wash and shave gel. Contact: Beauty Mate,

ALPHA MAGAZINE- APRIL 08

To be a smooth operator whatever the season, you'll need the right tools for the job

MOISTURISER WITH SUNSCREEN
Use a sunscreen with moisturiser as part of your slip-slop-slap routine to take doubly good care of your skin.

Beauty Mate Moisturiser with Sunscreen, 100ml, \$29.95
L'Oréal Paris Hydra Energetic Moisturising Lotion, 50ml, \$14.25
QV Man Moisturiser with Sunscreen, 75g, \$15.99



MEDIA RELEASE

1 February 2008

Beauty Mate™ offers a new approach to men's grooming

An Australian made range of *Good on You* men's grooming products have been launched today, providing a fresh, new approach to looking good.

Beauty Mate was created by an Australian guy looking for a stylish, yet straightforward range of products that cater for an active lifestyle and the Australian conditions that don't do men's hair or skin any favours.

According to Beauty Mate Founder and Director, Peter Maloney, "Beauty Mate is a quality Australian product that men can trust, without the hype. We believe that it's not *that* hard to be good and have created a range of hair and face products that do the job, without the fuss."

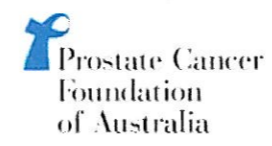
Beauty Mate's *Good On You* ingredients contain natural plant derived foaming agents in the place of SLES and SLS detergents, whilst the fresh, masculine fragrances together with aloe vera, tea tree oil, ginseng and other natural antioxidants will leave you smelling and feeling great.

The Beauty Mate range currently includes a shampoo, conditioner, hair 'shape' and 'form', moisturiser with sunscreen, face wash and shave gel. Part proceeds raised from the sale of the hair care products will be donated to the Prostate Cancer Foundation of Australia (PCFA).

Backed by a *Good on You* money back guarantee, why not give them a go. Available online at www.beautymate.com.au

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For further information, or to request product samples for editorial review, please contact Lara Shannon on 0415 076 015 or lara@beautymate.com.au



At Beauty Mate, we're committed to promoting men's health and support the Prostate Cancer Foundation of Australia (PCFA). Part proceeds raised from the sale of the Beauty Mate hair care range will be donated to the PCFA, supporting research and awareness. www.prostate.org.au

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STYLE FILES

KNOW IT ALL

VIRGIN BLUE MAG - APRIL 08

BEAUTY, MATE!

Aussie bloke Peter Maloney didn't think it was too much to ask for "quality Australian products men can trust, and hair and face products that do the job, without the fuss". When Maloney couldn't find them on the shelves, he decided to create his own.

The result was Beauty Mate, a range of men's grooming products tailored for harsh Australian environs and incorporating natural foaming agents, aloe vera, ginseng and other skin-friendly ingredients. The range currently includes hair and facial products, with more no-fuss stuff coming soon. Visit www.beautymate.com.au.



GOOD WEEKEND - MARCH 08



Weekend Bonus
By calling 1900 969 4877, one GOOD WEEKEND reader will win men's hair and skin care from Beauty Mate worth \$500. Australian-made and owned, Beauty Mate offers a stylish, no-fuss range of grooming products that cater to an active Australian lifestyle. For more information, go to www.beautymate.com.au.



VALUE FOR MONEY
3 REDKEN for Men Chill Blast (daily fortifying anti-dandruff tonic) \$26.95 1300 650 1704 Beauty Mate Shape \$24.95 www.beautymate.com.au Peter Roth Thomas

MEN

FITNESS FIRST - MAY 2008

You need to be kind to your skin if you want it to be kind to you over the coming years! Suss out these beauty buys for the boys, and you'll create and retain skin that your partner won't be able to stop touching!