

# DEFY

I know what you're thinking, but you can't be more wrong—skincare is not a "women's-only" club, and you need to quit being such a weak sauce as if it were some evil ritual out to destroy men.

You know what's out to destroy men, though? The increase of pollution, bad lifestyle habits, and stress. All of these are harsh side effects of progress and industrialisation. And beyond health disorders such as pulmonary diseases and cancer, urban pollution also directly affects the surface of the skin.

Nobody wants to look like they're too old and weak to keep winning in life, and to prevent that, you need to man up and start taking better care of your skin.

Lucky for you, DEFY recommends a simple routine tailored to suit men of all ages, which doesn't take more than five minutes. A routine a busy and simple man like you can apply twice daily – without sacrificing your masculinity.

## GET THIS! MEN

Have up to 25 per cent thicker skin than women. Men's skin is also typically rougher than women's (well, no argument there).

Perspire twice as much than women and have more lactic acid in their perspiration. And that super cool beard doesn't help reduce that either. In fact, that envious beard contributes to more perspiration (while collecting bits of your lunch too).

Have larger pores and more oil glands, making them more prone to acne and various bacterial infections.

Age slower than women (don't tell women this). But because of their general disregard for skin care, signs of ageing appear more easily on men.

**DEFY IS SKIN CARE FOR EVERY GUY ON THIS PLANET, WHETHER OR NOT HE KNOWS HOW TO CLEAN UP LIKE A MAN.**

**HERE'S WHY THIS BRAND WAS CREATED:**

- 1) We know that regular skin care products (usually designed for women) are really not tough enough to deal with the stuff that ends up on a man's skin. Not to forget, they smell too pretty for a man.
- 2) Men want something simple because they couldn't be too bothered to spend time taking care of their skin, what with all the latest gadgets there are. Right?
- 3) So, here's DEFY, formulated especially for men's skin. Developed by top skincare manufacturers in France, with the guidance of some of the leading dermatology experts today, DEFY has multifunctional benefits packed into two mega-handly bottles that make skin care so easy, you'd be foolish not to fit it into your daily routine.

- Any moron can use them, it's that easy
- The stuff immediately and effectively works
- Don't worry, they're allergen-free



# DEFY HARMFUL ELEMENTS

DEFY DIRT FIGHTER is a no-nonsense cleanser that eliminates all that disgusting gunk from your face. Powered by NVIRO-P (some cool science stuff), it shields your face from harsh environmental factors making you feel like a real man. It employs micronised structured water for better delivery of its cool ingredients to your skin. Guess what? This can also be used instead of your lame shaving cream.

## What do you get when you buy ONE bottle of DEFY Dirt Fighter?

1. Cleanser
2. Mild-Exfoliant
3. Shaving Foam

## KEY BENEFITS

- Cleans your skin
- Reduces minor skin blemishes
- Smoothens skin and evens out skin tone
- Hydrates skin
- Helps manage acne and oily skin
- Reduces redness from shaving

## WHAT IS NVIRO-P?

NVIRO-P is a combination of active ingredients that protects your skin from environmental damage. It is derived from all natural ingredients with multi-protection properties that helps prevent free radical damage, delaying the onset of premature ageing and reducing skin imperfections.

## WHAT MAKES DEFY DIRT FIGHTER FIGHT SO DIRTY

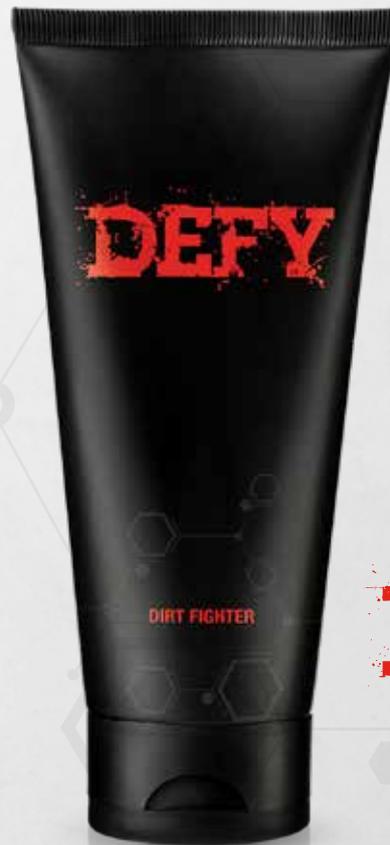
Alteromonas ferment filtrate – This ultra-fast bugger readily protects and cleanses skin as soon as it detects exposure to pollution.

Collagen – It may be soft and gooey, but it's a real champ that defends your skin from dryness and stress.

Portulaca oleracea extract – This botanical extract is nature's answer to inflammation and irritants.

Bilberry, Sugar Cane, Sugar Maple, Orange & Lemon extracts – You may think this all sounds too fruity, but these botanical tough boys contain natural AHAs to give that surefire punch for your skin's cell renewal.

Bitter orange oil – So bitter it beats the bacteria off your face, leaving your skin feeling super clean and super toned.



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# DEFY OLD AGE.

DEFY YOUTH TONIC is a non-emasculating serum for any man that wants to look like a man. Powered TRI-GENICS, it fights against the demons of fine lines and wrinkles while keeping your masculinity intact. It employs micronised structured water for better delivery of its cool ingredients to your skin.

## What do you get when you buy ONE bottle of DEFY Youth Tonic?

1. Wrinkle Reducing Serum
2. Anti-Ageing Serum
3. Moisturiser
4. Aftershave

## KEY BENEFITS

- Reduces lines on your face
- Makes your skin smoother
- Moisturises your skin
- Gives you a slight face lift

## WHAT IS TRI-GENICS

TRI-GENICS is a unique blend of three powerful peptides which delays pre-mature ageing and increases elasticity. Each peptide in this formula helps reduce wrinkles and restores your skin's youthful attributes.

## WHAT MAKES DEFY YOUTH TONIC SO BIONIC?

Argireline is a unique anti-wrinkle peptide which combines six natural amino acids reducing wrinkles by 17% in only 25 days. It works similarly as botox but through a safer and more intelligent way.

X50 Myoccept, a complex containing 2 peptides, is a cosmetic delivery system that employs the most cutting edge technology, by targeting our skin neutrons to erase wrinkles and reduces muscle contraction.

Silanetriol & Hyaluronic Acid are active ingredients that hydrate the skin, stimulate collagen and skin cell production, and increase skin cell survival, ensuring your skin stays firm and full of life.

Plus an extra boost from three other active ingredients – collagen, portulaca oleracea extract, and a serious blend of bilberry, sugar cane, sugar maple, orange & lemon extracts. These botanical tough boys contain natural AHAs to give that surefire punch for your skin's cell renewal, even as they kick the living lights out of inflammation, irritants and environmental stress.

## FREQUENTLY ASKED QUESTIONS

### A. What skin types can use DEFY products?

Q. All of them! DEFY does not shy away from any skin type.

### A. Can we wash our face more than twice a day?

Q. You bet you can! But don't get too cocky and use it more than 3 times a day, unless you want your skin to lose its natural oil and moisture.

### A. I have acne-prone skin. Can I still use DEFY Dirt Fighter?

Q. Damn right, because DEFY Dirt Fighter contains AFF, which removes all that disgusting acne-inducing gunk from your face. The multifruit acids in DEFY Dirt Fighter also help blast off dead cells and purify the skin.

### A. Is it all right to use only one of the products?

Q. Yes, don't sweat about it! This is especially true if your skin is prone to acne. If you have any other skin type, though, why bother stopping at one? Cleansing and hydrating skin are equally important, so go all out and purchase both products!



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