

# LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

## DMAN

The De Lorenzo DMAN grooming range provides shampoo, wash, care, shave and style options for the modern man who is interested in looking good. There is a growing consciousness among men concerning their appearance, an awareness to improve self-confidence and the desire to feel more attractive.

De Lorenzo's newest DMAN addition is Busy Street. A scalp spray that contains live probiotics that add a protective layer of good bacteria to lower the risk of 'problems' associated with unwanted organisms which can aggravate scalp conditions such as dryness, inflammation, dandruff and psoriasis. The skin including the scalp, is host to millions of bacteria, some 'good' and some 'bad'. Keeping these living organisms in balance is crucial to keeping your scalp healthy and improves the scalp's ability to withstand pollution and sun exposure.

DMAN is a collection ideal for tackling the daily grooming routine.



### MEN'S SHOPPING BEHAVIOUR AND BUYING HABITS

Research has shown that generally, men are not browsers they tend to focus on their needs of the moment, are attracted to contrasting colours and have an affinity for numbers. Men like to hear benefits that are functional and relevant to them and decide which products to purchase through a process of elimination. That is why it is important to be crystal clear when relaying a product message.



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### DMAN RANGE



#### DMAN Shampoo

A deep cleanser with peppermint that can be used daily to remove oil and styling build-up from hair. To complement the DMAN shampoo, choose an appropriate De Lorenzo conditioner for the hair type.



#### DMAN Body Wash

An invigorating, premium body cleanser with eucalyptus oil that washes away dirt and debris from the skin without removing essential moisture elements required for healthy skin.



#### DMAN Shaving Cream

A deluxe cream that allows the razor to glide for a close shave, leaving the skin smooth and hydrated. Contains eucalyptus, menthol and lemon tea tree oils for that ultimate barbershop experience.



#### DMAN Pomade

A water based pomade that moulds, controls and is ideal for side parts, quiffs or slicking back the hair. Provides added shine without the grease, with light to medium hold.



#### DMAN Thickening Gel Spray

Transforms from gel to liquid to provide long lasting hold. Easy to apply for fuller hair and a matt finish.



#### DMAN Busy Street Probiotic Scalp Spray

A fortifying spray designed to keep your scalp healthy. Probiotics strengthen the scalp's natural barrier and aid overall health of hair, scalp and follicle function whilst aiding in reducing redness, itching and dryness. Suitable for all hair types including bald heads.



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### KEY NATURAL INGREDIENTS



#### Squalane

A renewable ingredient derived from olives and used in high end, luxurious products for its soft skin touch with no greasy after feel.



#### Olive Leaf Extract

Olive Leaf is an exceptional multifunctional organic extract that is highly potent and active. Provides antioxidant, anti-aging and anti-bacterial properties. It is useful as a treatment for inflamed skin as it slows the loss of water through skin layers.



#### Eucalyptus Oil

Native to the rugged Australian climate, Eucalyptus Oil offers anti-irritant, antiseptic and healing benefits.



#### Lemon Tea Tree Oil

A bioactive essential oil with a relaxing aroma that provides anti-microbial properties to purify skin.



#### Peppermint Oil

Provides cooling and calming effects to the scalp and antiseptic properties for blemish control.



#### Bacillus Ferment

A probiotic that balances the bacteria on the scalp and provides a barrier to prevent unwanted microbes and organisms.



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### INGREDIENTS

**Shampoo:** Water (Aqua), Sodium Laureth Sulfate, Ethoxydiglycol, Vp/Dmapa Acrylates Copolymer, Cocamide Mea, Disodium Cocoamphoacetate, Cocamidopropyl Betaine, Peg-150 Distearate, Caprylyl Glycol (And) Phenoxyethanol, Glycerin, Sodium Thiosulfate, Sodium Heptonate, Sodium Polymetaphosphate, Tetrasodium Pyrophosphate, Fragrance, Peg-40 Hydrogenated Castor Oil, Sodium Chloride, Wheat Amino Acids, Hydroxypropyl Hydrolyzed Soy Protein, Benzophenone-4, Citric Acid, Menthol, Mentha Piperita (Peppermint) Oil, Guar Hydroxypropyltrimonium Chloride, Tasmannia Lanceolata (Mountain Pepper) Leaf Extract, Leptospermum Petersonii (Lemon Tea Tree Oil), Fd&C Yellow No.5 (Ci 19140), Fd&C Blue No.1 (Ci 42090).

**Body Wash:** Water (Aqua), Ammonium Laureth Sulfate, Cocamidopropyl Betaine, Disodium Cocoamphoacetate, Cocamide Mea, Sodium Methyl Cocoyl Taurate, Glycerin, Europaea Arvensis (Horsetail) Leaf Extract, Calcium Pantothenate, Wheat Amino Acids, Lauryldimonium Hydroxypropyl Hydrolyzed Soy Protein, Aloe Barbadensis Leaf Extract, Allantoin, Polyquaternium-44, Peg-7 Glyceryl Cocoate, Fragrance, Sodium Benzoate, Citric Acid, Sodium Citrate, Eucalyptus Globulus Leaf Oil, Zingiber Officinale (Ginger) Root Extract, Tasmannia Lanceolata Leaf Extract, Leptospermum Petersonii (Lemon Tea Tree Oil), Olea Europaea (Olive) Leaf Extract, Edta.

**Shaving Cream:** Water (Aqua), Stearic Acid, Squalane, Ammonium Laureth Sulfate, Glycerin, Glycol Stearate, Hydroxyethyl Cellulose, Sodium Lauroyl Sarcosinate, Triethanolamine, Dimethiconol Stearate, Potassium Hydroxide, Dmdm Hydantoin, Fragrance, Peg-90M, Eucalyptus Globulus Leaf Oil, Menthol, Mentha Piperita (Peppermint) Oil, Olive Leaf Extract, Leptospermum Petersonii (Lemon Tea Tree Oil), Disodium Edta.

**Pomade:** Water (Aqua), Ceteareth-20, Ceteareth-12, Glycerin, Peg-7 Glyceryl Cocoate, Peg-40 Hydrogenated Castor Oil, Dmdm Hydantoin, Fragrance, Mentha Piperita (Peppermint) Oil.

**Thickening Gel Spray:** Water (Aqua), Amp-Acrylates/Allyl Methacrylate Copolymer, Alcohol, Lithium Magnesium Sodium Silicate, Glycerin, Caprylhydroxamic Acid (And) Caprylyl Glycol, Fragrance, Benzophenone-4, Ocimum Basilicum (Organic Basil) Leaf Extract.

**Busy Street Probiotic Spray:** Water (Aqua), Alcohol, Bacillus Ferment, Phenoxyethanol and Caprylyl Glycol, Fragrance, Mentha Piperita (Peppermint) Oil.



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