



## **BEE BALD™ MAN CARE PRODUCTS COMES OUT FIGHTING WITH THE LAUNCH OF A SKIN CARE COLLECTION FOR MEN WITHOUT HAIR**

Teaming up with UFC Fighters to Turn BLACK FRIDAY INTO BALD FRIDAY with Special Introductory Promotion for New Line of Products Created for Bald Men and Head Shavers

The “Bald is Beautiful” trend is gaining even more muscle this season as **BEE BALD™ MAN CARE PRODUCTS** joins forces with Knock Out Representation, (KOreps) and a number of Ultimate Fighting Championship, (UFC) fighters for the nationwide launch of its innovative collection of products. Fueled with the latest ingredients and technology, these products deliver superior skin care for men without hair. They offer everything needed to cleanse, moisturize, soothe, refresh, eliminate shine and protect the sensitive skin on the head! To kick off the holiday season, **BEE BALD™** will offer Black Friday discounts and giveaways. Watch for special savings announcements on the website, Facebook and Twitter!

What could be better than the KOreps fighters teaming up with **BEE BALD™**, the premier skin care line for men without hair? It's a knockout combination and the fighters are excited to align with **BEE BALD™** for their national product launch. Many of the UFC fighters and their fans sport shaved heads. Numerous daily workouts, and getting punched in the face take a toll on the fighters' skin. The **BEE BALD™** products keep their skin healthy and fresh.

Inside the cage UFC fighter Tom Lawlor debuted the brand logo on his shorts in his recent fight. Joe Lauzon is set to showcase the brand logo on his shorts in December, while Anthony Njokuani will do the same in early 2013. KOreps will work closely with **BEE BALD™** outside the cage as well with ongoing social media announcements, events and contests! Watch for Krzysztof Soszynski (KSOS) to make a special guest appearance on behalf of **BEE BALD™** on the entertainment news show EXTRA, this week.

The launch of **BEE BALD™ MAN CARE PRODUCTS** comes just at the right time. While the bald trend is growing, men who have been embracing it have been left to using basic shaving products and skin care products that do not meet their specific needs. **BEE BALD™** addresses this by incorporating the latest in skin care technology including enzymes, antioxidants, vitamins and botanicals with healing and antiseptic ingredients like Honey and Bee Pollen Extract. This easy to use system delivers superior skin care to the scalp.

**BEE BALD™ CLEAN** gently exfoliates and thoroughly cleanses. Impurities are washed away, leaving the entire head and face feeling totally clean, refreshed and revived. Jojoba beads gently exfoliate while Vitamin B replenishes moisture and Allantoin protects, calms and soothes. AHA's deep clean the pores for debris, reducing pore size for an overall healthier look, and antioxidants Goji Berry and Vitamin E fight free radicals. Licorice Root, Honey and Bee Pollen Extract are healing and antiseptic while protecting against pollution, UV rays and other inflammatory factors. (Suggested Retail Price \$19 for 4 oz.)

**BEE BALD™ SMOOTH** tones and hydrates the entire head and face while eliminating and preventing shine. It also smoothes away fine lines and wrinkles, while moisturizing and preventing dry patches. With Shea Butter for superior moisture and Ginger Root for free radical control it is also filled with antioxidants, healing and antiseptic ingredients including Licorice Root, Honey, Bee Pollen Extract, Goji Berry and Vitamin E. Titanium Dioxide provides added protection against the sun. (Suggested Retail Price \$21 for 1.7 oz.)

**BEE BALD™ HEAL** calms, soothes and improves the physical appearance of nicks, bruises, irritations and blemishes caused by shaving. The healing and antiseptic properties of Honey and Bee Pollen provide immediate relief and help heal irritated skin while Oat, Arnica, Goji Berry, Vitamin E and Licorice Root soothe, hydrate and help restore a healthy balance to the entire head and face. (Suggested Retail Price \$17 for 1 oz.)

**BEE BALD™ REFRESH** wipes are the ideal solution to refresh your scalp and face anytime and anywhere. Individual, washcloth like wipes are infused with vitamins, antioxidants and antiseptic ingredients. They help relieve dryness, wipe away shine, restore balance and leave the head and face clean, fresh and smooth. (Suggested retail price \$18 for a multi-pack of 30 and \$18 for a carton of 30 individually wrapped wipes.)

**BEE BALD™ MAN CARE PRODUCTS** are available for purchase online at [www.beebald.com](http://www.beebald.com). You can also follow **BEE BALD™** on Twitter (<https://twitter.com/beebald>) and Facebook ([www.facebook.com/beebaldproducts](http://www.facebook.com/beebaldproducts))!

### **ABOUT BEE BALD™**

**BEE BALD™** is a revolutionary new line of serious skin care for men without hair. **BEE BALD™ MAN CARE PRODUCTS** were developed using the most advanced technology and ingredients available. See [www.beebald.com](http://www.beebald.com) for product information and to purchase products. For press inquiries contact Roz May, [roz@rozmaypr.com](mailto:roz@rozmaypr.com)

