

For Immediate Release

Contact: Katie Vivalo
Truefitt & Hill
312.714.1111/katie.vivalo@truefitt.com

**NEW SKIN FOR THE NEW YEAR
TRUEFITT & HILL LAUNCHES SKIN CONTROL PRODUCT LINE**

Chicago, IL (January, 2006) – Barber Shop to British Royalty since 1805, luxury grooming company Truefitt & Hill releases the final products in their three-tiered launch: Skin Control. Four products make up the Skin Control line: Daily Facial Cleanser, Advanced Facial Moisturizer, Invigorating Bath & Shower Scrub and Moisturizing Hand & Body Soap. These products join Truefitt's newly launched Ultimate Comfort Shaving and Hair Management lines in re-branded packaging. The line compliments Truefitt's extensive luxury shaving product offering.

"Men often don't realize that the comfort of their shave is tied to how well they take care of their skin. Our Skin Control products are designed with the latest technology to clean, moisturize and repair the skin. Soft, healthy skin not only looks better, but withstands the process of shaving even better," said Truefitt's Executive Barber, Perry Gastis.

Skin Control: Daily Facial Cleanser (3.5 oz, \$24)

This creamy cleanser has jojoba beads to gently exfoliate and polish while advanced cleansers remove oil and pollutants. Grape, lavender and sunflower essential oils moisturize and condition the skin leaving it clean, moisturized and prepared for shaving.

Skin Control: Advanced Facial Moisturizer (3.5 oz, \$45)

This light moisturizer has Co-enzyme Q-10 and Carnosine to repair cells and help eliminate the appearance of aging. Helioguard 365™ helps protect skin from damaging UVA rays. Three active moisturizing agents leave skin soft without clogging pores.

Skin Control: Invigorating Bath & Shower Scrub (12.5 oz, \$24)

Jojoba beads provide exfoliation and replenish the skin's moisture with naturally occurring vitamin E. The scrub also has aloe and algae to soothe and heal skin and a chelating agent to prevent mineral build up on skin. Invigorating Bath & Shower Scrub has a refreshing rosemary mint scent.

Skin Control: Moisturizing Hand & Body Soap (5oz, \$14)

This triple-milled soap has a distinctive but subtle, spicy masculine scent and is formulated with extra glycerin for conditioning and moisturizing the skin. Natural oatmeal provides gentle exfoliation. The soap has ingredients to help soften bath water and prevent soap residue from adhering to the sink or bath.

In every age, for all generations, **Truefitt & Hill** is an invaluable asset to the well-groomed man. From their personal Barber Shop services to finely-crafted products, they provide the guidance, confidence, knowledge, tools and inspiration men need to put their best face forward. The **Truefitt & Hill** collection of fine grooming products can be purchased at upscale specialty shops, through the company website www.truefittandhill.com or by calling 1-800-236-8089.