

An Advanced Men's Skin Care Line...Houston Style

[Houston, Texas] (May 25, 2010)---- J. Paul Industries of Houston, Texas is proud to announce the launching of J. Paul Skin Care, a new high-end line of advanced skin care products designed exclusively for men. Under development for 18 months, all J. Paul products have been carefully researched and created to combat the specific skin care needs and time constraints of the modern man.

J. Paul has devoted itself to developing revolutionary products and educating men of the things they should be doing to better protect their skin. J. Paul has designed its products to be multi-functional and can address several skin care needs at once. There are no difficult steps to follow and no 10-step processes and complex rituals in using our products. Simply, the company has focused on developing products with a mixture of the finest ingredients available and providing men with superior products that tackle common skin problems.

In addressing these problems, J. Paul sought to build its initial line of five skin care products around the most common and mundane activity that starts nearly every man's day: shaving. While most men shave on a daily basis, it is by far the most overlooked grooming ritual that contributes to the overall condition and appearance of one's face. Most shaving creams available today don't work very well, leaving the beard only partially shaven, uneven and fully irritated with painful rashes, nicks and bumps.

For these reasons, J. Paul is pleased to introduce its flagship product, Glide. Glide Shave Cream was developed for men who have very tough coarse beards and who develop frequent razor burn and dryness. Whether your beard is light, medium, or heavy, our innovative formulation gives you the closest shave possible, while reducing razor burn and ingrown hairs. Glide's finely tuned ingredients, including natural oils like jojoba and aloe vera, form a natural barrier between your skin and razor, allowing your blade to slice through hair with little friction and extend the use of your razor three times longer.

For years, company co-founder and CEO, Paul Looney, struggled with his daily shaving routine leaving his thick beard with razor burn and dryness. "There has to be a better way," Looney said. When developing J. Paul shave cream, he knew it had to address many problems associated with shaving...and it had to be the best. "We went into the developing and manufacturing process with the idea that Glide Shave Cream had to be the best shaving cream available on the market and superior to all of the leading brands. The only way to do that was to ensure that our shave cream product truly addressed the ever so-common problems of razor burn, skin irritation and dryness and it had to work on the toughest beards," Looney said.

Glide was developed to work alone, or in conjunction with Scrub pre-shave and Ice aftershave to simplify the daily shaving ritual and alleviate the common issues of skin irritation. Scrub is enriched with natural ingredients that help cleanse and remove dirt and dead skin prior to shaving. Scrub also incorporates silicone dioxide spheres to exfoliate the skin and utilizes a waxy form of jojoba oil beads to cushion the depth of exfoliation. J. Paul's alcohol-free Ice aftershave utilizes a bio-available form of vitamin C, moisturizers and a soothing menthol to reduce irritation.

To improve the skin's ability to fight damaging free radicals that accelerate the aging process, J. Paul developed a body wash aptly named, Wash, that is filled with super-clean anti-oxidants and an invigorating eucalyptus fragrance. Wash will leave your skin moisturized and softened.

J. Paul's fifth product, Guard, is a hand, face and body lotion and SPF 20 sunscreen in one. It is designed to keep men's skin from drying out in the heat and is water resistant. Guard is greaseless and will not wash off when you perspire. It even works to reduce wrinkles and fine lines.

As J. Paul continues its growth toward national recognition, the company believes the city of Houston offers a great test-market for its skin care products and provides great resources for making J. Paul a market leader. Company co-founder and J. Paul President, Paul Strong, said, "Houston is fast becoming the New York of the south and it truly is a cosmopolitan city. Last year, the city added 141,000 new residents, many of which were from foreign countries. This is at a rate comparable to that of New York City and 50 percent higher than that of Boston or Chicago. It stands to reason that J. Paul will take advantage of Houston's rich diversity and culture as it test-markets it's new line of products and as it looks to hire a capable workforce."

As for economic resources, Houston offers manufacturing capabilities that are unique to the skin care and fashion industries - many of which the public is not aware – and various sources of investment capital. To that end, Strong stated, "Coupled with the city's lower taxes, cheaper real estate and access to affordable credit and operating capital, Houston is a natural fit for growing a skin care company such as J. Paul. Today, you no longer need to go to New York to launch a skin care business. Houston has all of the necessary ingredients to become successful."

J. Paul looks forward to developing long-term relationships with local and national retailers. J. Paul products are currently being sold online at www.jpaulonline.com and will soon launch in various retail locations. For more information on J. Paul products, contact the Cannon Affair at (713) 259-9952 or email at kcannon@thecannonaffair.com.