

J.Paul Skin Care for Men Partners with Mark Shale of Chicago

[Houston, Texas] (April 12, 2011) J.Paul Skin Care for Men is proud to announce the addition of Mark Shale of Chicago to its list of retailers. This partnership will increase J.Paul's market reach in Chicago exponentially. The entire men's product line is currently available at all three Mark Shale locations.

Mark Shale buyer, Phil Borntrager, is excited about introducing the J.Paul Skin Care line to his customers. "Personal service and client relationships are of utmost importance at Mark Shale. Part of serving our customer is providing new and cutting-edge products, like J.Paul's Shave Cream." Mark Shale has been providing the Chicago area with finest men's and women's clothing and accessories for over 80 years. In addition to having a store on Chicago's prestigious North Michigan Avenue, the other Mark Shale locations are in the Northbrook and Oak Brook areas.

Paul Looney, J.Paul CEO, was ecstatic to finalize the relationship with Mark Shale. "Being the 3rd largest city in the United States, Chicago is a pivotal market for our company. Having a presence in Mark Shale stores will help us reach our target market: the high-end consumer."

J.Paul Skin Care for Men has enjoyed consistent growth in sales since its inception in May 2010. The grooming line consists of pre-shave, shave cream, aftershave and face lotion products. J.Paul's flagship product, Glide Shave Cream, was developed to address the shaving problems associated with coarse beards. Glide Shave Cream will help men of all ethnic backgrounds with shaving irritants such as razor burn and dryness of skin.

For more information about Mark Shale, visit www.markshale.com