

J. Paul Skin Care is MR Magazine's Marketplace Pick for 2011

[Dallas, Texas] (February 1, 2011) Fashion extraordinaire and MR Magazine's editor Karen Allberg Grossman has picked J. Paul Skin Care as one product line to keep an eye on for 2011. Addressing the audience at the annual Men's Show at Dallas' World Trade Center, Allberg Grossman said luxury market for men's skin care items in 2011 should perform nicely as these products performed well throughout 2010. "With the luxury market for high-end skin care items performing reasonably well in 2010, J. Paul Skin Care is poised to have a break-out year after having successfully launched into 25 stores in it's first 6 months of business," said Allberg Grossman. In addition, Allberg Grossman added "J. Paul's strategy of designing its products to be multi-functional for a number of skin care uses is smart. Most men do not and will not spend the time using a number of products for shaving and addressing other skin issues. J. Paul's products do just that."

J. Paul, which officially launched in May of 2010, is targeting the men's high-end skin care market with five initial product offerings: pre-shave, shave cream, aftershave, body lotion and body wash. The company has designed its products to be multi-functional and can address several skin care needs at once. J. Paul has built its line of products around its flagship product, Glide Shave Cream. The product was developed for men of all ethnic backgrounds who have very tough coarse beards and who develop frequent razor burn and dryness.

To read more about this year's Dallas Men's Show and Ms. Grossman's comments, please go to: marketplace.com.