



For Immediate Release
Contact: Jennifer Porchey
J. Paul Skin Care
281-785-1078

J. Paul Skin Care Launches 5 New Retailers, Adds St. Louis

[Houston, Texas] (March 12, 2012) J. Paul Men's Skin Care has announced it is adding five new retailers that will carry its award winning shaving cream and skin care products. Chief Executive Officer, Paul Looney, said the addition of the new stores, including the upscale Saville Row of St. Louis, demonstrates that the men's skin care market place is ripe for new and innovative products and will only continue to grow. Looney said, "J. Paul has tapped into a market that has enormous growth potential. With the addition of five new retailers over the past month, our company is clearly being accepted by consumers who are demanding products that address real skin care problems...and the products must work. Our products are targeted at consumers that have tough beards and sensitive skin." J. Paul has added Brass Horn of Decatur, Illinois, Hanny's of Rochester, Minnesota, Kincaide's Fine Clothing of Ridgeland, Mississippi and David's for Men of Brecksville, Ohio.

Looney added, "In 2011, the men's skin care market grew by over 10 percent in dollar sales. Similarly, J. Paul is seeing that same kind of growth in that J. Paul's first year full year of business operations, the company launched in 40 stores. In just one month in 2011 we have already surpassed the 10 percent industry growth trend by 2 percent. Those are fantastic numbers."

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: [http://www.mrketplace.com/12350/dallas-seminar-new-year-new-challenges-n%0Aew-opportunities/.](http://www.mrketplace.com/12350/dallas-seminar-new-year-new-challenges-n%0Aew-opportunities/)

For more information about J. Paul Skin Care for Men, go to www.jpaulonline.com. For more information about this release, please contact Jennifer Porchey at 281-785-1078 or jennifer@jpaulonline.com.