

J. Paul Skin Care Line Launches in San Antonio at Satel's, Your Men's Store

[Houston, Texas] (December 7, 2010) J. Paul Skin Care for Men is pleased to announce its initial launch into San Antonio's Satel's Your Men's Store. J. Paul CEO, Paul Looney, said he is excited about the opportunity to partner with one of San Antonio's oldest and premier men's stores. "For half a century Satel's has been San Antonio's 'go to' retailer providing men with some of the finest collections of clothing and accessories. With its esteemed reputation and long history of providing exceptional clothing lines to its customers, Satel's provides J. Paul immediate access to a large section of its target market in San Antonio and the surrounding area."

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.

At the current location in downtown San Antonio, Toffe and Jimmy Satel carry on the 60 year family tradition that began in 1950 when their parents, Toffe and Selma Satel decided the town was ready for a fine menswear store. Then and now, Satel's has always carried the finest names in fashion with an eye on the latest trends. Their sense of style and reputation for service has earned them the distinction as San Antonio's Men's Store. Elated to be the initial retailer of J Paul product, owner Jimmy Satel says "Everyone in the store loves it and we are excited to make it available to our customers." From the beginning sales have been excellent and continue to attract new users daily.

For more information about Satel's Your Men's Store, go to www.satels.com. For more information on J. Paul products, contact the Cannon Affair at (713) 259-9952 or email at kcannon@thecannonaffair.com