

Beau Brummell Reveals Major Brand Overhaul

Updates Include Six New Products, Lower Prices, Packaging Re-design, Signature Scent



New York City, Mar 9, 2020 ([Issuewire.com](https://www.issuewire.com)) - Today, Beau Brummell for Men, a D2C men's grooming and personal care brand, announced the launch of their completely overhauled re-branding. The new-look line features a total of fourteen naturally formulated products in sleek black packaging. Present throughout the line is a masculine signature scent, and expertly crafted non-irritating formulations made with a commitment to ingredient quality.

"We spent over a year elevating our formulas, developing six new products, upgrading our packaging design, and streamlining our sourcing", says Daniel Evar, President at Beau Brummell. "Our current product line has everything from skin care, to hair care, shaving, and anti-aging. All featuring effective formulas at affordable prices".

Among the most glaring changes are lower prices, positioned strategically to be more competitive in the industry. Beau Brummell's renewed commitment to ingredient quality, what they call the Pure Edge promise, features formulations that are free of (among other things):

- Sulfates/SLS
- Parabens
- Synthetic fragrance/Parfum

"In a world where health and transparency are increasingly important, we felt it was imperative to be unwavering about what ingredients we put into our products. When guys stick to a grooming routine using products that don't contain irritating ingredients, they look better and feel more confident", added Daniel.

For more on the project, have a look at Beau Brummell's recent article [about their recent changes](#).

About Beau Brummell for Men: Beau Brummell debuted in 2015 with just 3 products. The company focuses on creating products that are more effective on men's skin and hair. With fourteen individual products, as well as a selection of grooming sets, they've got everything men need to look and feel clean, confident, and ready.

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