

## **Olderpreneur launches luxury organic mens grooming products**

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**Manchester, United Kingdom Apr 2, 2024 ([IssueWire.com](https://www.IssueWire.com)) - A budding olderpreneur is hoping to take over the men's grooming industry with the launch of his holistic beauty products aimed at stylish gents who want to embody modern masculinity.**

Sean Rintoul, 54, set up [Greengent Co](#) at the beginning of the year with the goal of becoming the number one supplier for the sophisticated man who wants to embody a harmonious blend of authenticity, refinement, and individuality

Sean, who has no previous experience in the male beauty industry, says it became his passion as he got older to take care of his appearance with organic and natural skin and hair care products.

He said, "I want our customers to understand the power of grooming and fashion to shape perceptions and make a statement, and they embrace these tools as a means of expressing their true selves to the world. I think there is a gap in the market for the older man and I am here to provide those products so men can age gracefully too.

Since Greengent Co's launch in January, the current bestseller is the Hyaluronic Acid Face Cream for Men and the 2-in-1 Hair & Body Wash which is available online and ships worldwide.

Sean said, "Five years ago I did not think grooming for men would be so popular. However, over the past year or two, I have seen the need and want for organic and natural men's grooming products increase with more men taking pride in how they look and feel. I have noticed myself, as I get older, that I am spending more time on personal using face and hair care products, grooming, and taking pride in how I look and feel."

"First and foremost, my ideal customer values authenticity. They are not swayed by passing trends or societal pressures but instead seek to cultivate a style that authentically reflects their personality, values, and aspirations. They understand that true style transcends fashion fads, opting instead for timeless elegance and refinement.

"My ideal customer is also someone who appreciates the finer details. They understand the importance of meticulous grooming and impeccable presentation, recognising that these elements contribute to their overall sense of confidence and self-assurance. Whether it's a perfectly tailored suit, a carefully curated skincare routine, or an artfully styled haircut, they understand that every aspect of their appearance speaks volumes about who they are.

Furthermore, my ideal customer is open-minded and adventurous, willing to experiment with different styles and aesthetics to discover what resonates most with them. They are not afraid to push boundaries or challenge convention, viewing fashion as a form of creative expression and self-discovery.

In terms of values, people who use GreengentCo's products prioritise quality and craftsmanship. They are willing to invest in pieces that are made to last, eschewing fast fashion in favour of sustainable and ethically produced garments. They understand that true luxury lies not in logos or labels but in the attention to detail and artistry that goes into each piece.

Finally, my ideal customer is someone who values self-improvement and personal growth. They understand that grooming and fashion are not static concepts but rather ongoing journeys of refinement and evolution. Whether it's learning new grooming techniques, staying abreast of emerging fashion trends, or honing their personal style, they approach their journey with a sense of curiosity and

dedication.

In essence, they are someone who embodies a harmonious blend of authenticity, sophistication, and individuality. They understand the power of grooming and fashion to shape perceptions and make a statement, and they embrace these tools as a means of expressing their true selves to the world.”

Sean hopes that the launch of Greengent Co will educate older men to take more care of their appearance and give them the confidence to transform and improve their image.

He said, “Men also want smoother skin, healthier hair, and a more polished appearance and I can educate them that incorporating these grooming products into their routine doesn't have to be complicated or time-consuming. The products are designed for ease of use and efficiency, allowing them to achieve desired results with minimal effort.

As the male grooming industry continues to grow to over £600million in the UK, Greengent Co is looking to build a community where men can share their grooming experiences, ask questions, and receive encouragement from like-minded individuals.

For more details visit [www.greengentco.co.uk](http://www.greengentco.co.uk)

To interview Sean Rintoul, and for more images please contact AmandamossPR

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