

Makeup Designed For Men's Skin Launches

War Paint is due to re-launch its new range of makeup designed specifically for men



Watford, Oct 31, 2018 ([Issuewire.com](http://www.issuewire.com)) - Start-up brand [War Paint](http://www.warpaint.com) is due to re-launch its new range of makeup designed specifically for men. The brand offers a range of 4 core products; Foundation, Concealer, Bronzer, and Tinted Moisturiser, their products are available in 5 shades ranging from Fair to Dark.

With the growth in makeup for men in recent years and the increasing demand for cosmetic and

skincare products. War Paint despite being less than a year old, have spiked great interest with UK department stores, expecting to launch in-store January.

Unlike most “men’s makeup” brands War Paint prides itself on being formulated for men as well as being made in the UK, Vegan, and Cruelty-Free. War Paint’s Founder says:

“Many people believe all skin is the same, however, men and women's skin are very much different. Men's skin is naturally tougher, produces more sebum (natural oils) which means men's skin is more naturally moisturized, however regular shaving causes dryness. The increased natural oils in men's skin make their skin more prone to blackheads and spots.

All of War Paint's products are individually designed for men's skin including ingredients such as;

Vitamin-E, this is a natural protection from UV rays as men's skin is naturally more prone to damage from UV rays which increases signs of aging skin.

Tea Tree Leaf Oil, this is excellent for acne prone skin and has antiseptic and anti-inflammatory properties, both of which can help fight acne and improve the condition.

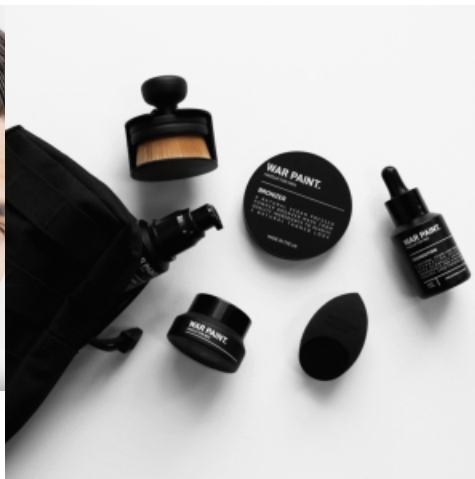
Lanolin Alcohol is a fatty alcohol that can greatly benefit dry skin caused by shaving because it helps defend against moisture loss and maintain a supple feel on the skin.

BHA which works on the skin's surface and inside the pores to reduce blackheads and prevent spots.”

War Paint’s goal is to make their website a place men can go to learn more about makeup how to wear it and how to apply it to achieve different looks. They have tutorials on all their products and how men can wear makeup here: <https://warpaintmensmakeup.com/pages/tutorials>

They have now made themselves available worldwide as Founder *Daniel Gray* states “*I believe makeup should be accessible to everyone*”.

War Paint is now available to order Worldwide at: warpaintmensmakeup.com



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See on IssueWire : <https://www.issuewire.com/makeup-designed-for-mens-skin-launches-1615845815156133>