

Carpe Extends Sweat Management to the Face With New Product

Antiperspirant Startup Seizes Opportunity To Launch Sweat-Minimizing Facial Lotion



Durham, Jun 27, 2019 ([IssueWire.com](http://www.IssueWire.com)) - Carpe, a North Carolina based antiperspirant brand, announced a new product today: a moisturizing facial lotion designed to absorb excess face sweat while minimizing pores, lines, and wrinkles. The lotion is designed to be used by men and women to keep skin matte and makeup looking fresh.

Carpe's face formula contains moisturizing jojoba esters and silica microspheres that control sweat and reduce the appearance of imperfections. The quick-absorbing gel lotion also delivers vitamins and protective antioxidants through a combination of colloidal oatmeal, aloe vera, and niacinamide.

"Face sweat is an issue for both men and women — but it's especially annoying if you use makeup. We wanted to create a product that would not only absorb and minimize the appearance of face sweat when used alone but also help to sweat-proof makeup products and promote long-term skin health," said Bethany Poteat, marketing director for Carpe. "We heard from a lot of customers who needed a facial product, and we listened. We understand that sweat isn't just an underarm thing - it's a body thing."

Carpe launched with a focus on hand and foot sweat in 2015. Then it was a dorm room business co-founded by students David Spratte and Kasper Kubica. Carpe has since raised \$6 million in funding around one goal: to become the go-to whole-body sweat relief platform. The company's products are currently available in CVS stores nationwide, as well as on [Amazon](https://www.amazon.com) and [MyCarpe.com](https://www.MyCarpe.com).

The facial product, which launches today, is currently available on [MyCarpe.com](https://www.MyCarpe.com). Each tube contains 40 milliliters of lotion, about enough for 2 months of use, and is being sold for \$19.95.

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