

Billboard Artist Jarez Launches So Smooth Fresh Deodorant and Saxy Mint Lip Balm Brand

Former manager of Grammy winner Coolio introduces So Smooth Fresh, a premium aluminum-free personal care brand featuring Cool Breeze deodorant and Saxy Mint Lip Balm, expanding into the fast-growing grooming market.



Las Vegas, Nevada Feb 18, 2026 (Issuewire.com) - Billboard-Charting Artist and Entrepreneur Jarez Launches So Smooth Fresh Premium Personal Care Brand with Cool Breeze Deodorant and Saxy Mint Lip Balm

Billboard-charting smooth jazz artist, entrepreneur, and longtime manager of the late Grammy Award-winning artist Coolio, Jarez, has officially launched **So Smooth Fresh by Jarez**, a premium personal care brand introducing a new standard in aluminum-free deodorant and modern grooming essentials. The brand debuts with its flagship product, **Cool Breeze Natural Deodorant**, alongside its newly released **Saxy Mint Lip Balm**, marking the beginning of a growing lifestyle and personal care product line.

So Smooth Fresh was created to deliver clean, effective, and performance-focused personal care products designed for individuals who demand confidence, freshness, and quality in their daily routine. The Cool Breeze deodorant features a magnesium-based formula that helps neutralize odor while remaining gentle on skin. Its refreshing scent profile combines crisp aquatic freshness with cooling mint and clean green notes, offering a smooth and long-lasting experience without aluminum, parabens, or harsh ingredients.

The brand's second product, Saxy Mint Lip Balm, delivers smooth hydration with a refreshing mint sensation designed to keep lips moisturized, comfortable, and fresh throughout the day. Together, these products represent the foundation of So Smooth Fresh's expanding personal care portfolio.

"I created So Smooth Fresh to reflect confidence, smoothness, and excellence — the same principles that have guided my music and entrepreneurial journey," said Jarez, founder of So Smooth Fresh. "This brand represents more than personal care — it represents a lifestyle of confidence, innovation, and elevated everyday living."

Jarez brings decades of industry leadership and brand-building experience to the venture. As a Billboard-charting recording artist and entrepreneur, he has built a global reputation through music, business, and creative innovation. He is also widely recognized for his longtime role managing the career and legacy of the late Grammy Award-winning artist Coolio, contributing to major projects, brand development, and long-term intellectual property initiatives.

With So Smooth Fresh, Jarez expands his entrepreneurial portfolio into the fast-growing personal care market, combining clean formulations, premium branding, and modern consumer demand for aluminum-free and performance-focused products.

So Smooth Fresh products are vegan, cruelty-free, and developed to meet modern personal care standards. The brand is positioned for expansion into additional deodorant scents, lip care products, and lifestyle grooming essentials throughout 2026 and beyond.

The Cool Breeze Natural Deodorant and Saxy Mint Lip Balm are now available online, with retail and wholesale expansion underway.

For more information, visit:
<https://sosmoothfresh.com>

About So Smooth Fresh by Jarez

So Smooth Fresh by Jarez is a premium personal care brand founded by Billboard-charting smooth jazz artist and entrepreneur Jarez. The brand focuses on delivering clean, aluminum-free, performance-driven personal care products designed to help individuals feel fresh, confident, and empowered. Combining modern formulations with premium lifestyle branding, So Smooth Fresh represents a new generation of personal care innovation rooted in confidence, creativity, and quality.

About Jarez

Jarez is a Billboard-charting smooth jazz recording artist, entrepreneur, and founder of J Star Entertainment LLC. In addition to his successful music career, he is known for his leadership in brand development, entertainment, and intellectual property ventures. Jarez also served as the longtime manager of the late Grammy Award-winning artist Coolio, helping oversee major career milestones and legacy initiatives. His work continues to span music, business, and lifestyle innovation.

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