

Anthony

2010 Sales Kit

Anthony 
Logistics For Men®

action 
Anthony For Men™



AnthonySPORT 
For Men®

Groomed For Success

ANTHONY SOSNICK, GROOMING GURU



Truman was a haberdasher before his career, Tom Clancy was an insurance salesman and Anthony Sosnick...he was a real-estate developer. Some people take a while to find their niche, but come in with a bang.

Anthony Sosnick, creator of the premier men's skincare brand Anthony Logistics For Men, spent nearly twelve years at Redico, a national real estate development firm. As partner and vice-president, Sosnick was a key player in expanding sports and entertainment venues and commercial real estate throughout the United States.

Armed with his savvy business sense, invaluable work experience and a fiery entrepreneurial spirit, Sosnick decided to venture into the personal care arena. As a grooming-conscious consumer, he had searched endlessly for a full collection of men's grooming products in a market geared towards women. Dismayed by the lack of choices, he set out to personally deliver head-to-toe grooming products for the modern man.

After two years of extensive marketing, product research, hundreds of surveys, world-wide focus group studies and an extensive sampling program, **Anthony Logistics** was born. With a meticulous approach towards perfection, Sosnick developed the line based on direct feedback on the specific concerns and needs of men...right down to their preference for oversized tubes and fragrance free-blends.

The core line, consisting of over 40 products is broken down into four basic areas: Face, Shave, Hair and Body. Each product is carefully designed with natural ingredients and essential oils that are specifically beneficial to men's skin. The Anthony Logistics For Men collection also includes luxury shave accessories and several promotional kits.

OTHER BRANDS INCLUDE:

ACTION that answers a new challenge: to create personal care products specifically designed for the most sophisticated male

customer; for those men of every age and attitude who can appreciate new advances in technology from direct, straightforward, ultra-premium products with no fuss solutions.

Anthony Sport For Men includes products that are quick and easy to use and cover the active man's needs. Anthony Sport For Men is formulated with unique nourishing blends of plant extracts and a clean, fresh citrus scent.

A new brand **Shaveworks** is targeted to both women and men. Our expertise swings over to the woman's side of the sink. The first product, The Cool Fix, is an all in one gel lotion that fights ingrown hairs, razor burn irritation, redness and everyday common hair removal woes. Especially great for use after any body waxing.

Leaving no stone unturned, Sosnick has also designed a web-site, **www.anthony.com**, with the logistical quality reminiscent of the Anthony Logistics For Men collection. Both men and women can log on to purchase any of the products from the variety of personal care brands we offer.

Beyond meeting the grooming needs of men, Sosnick's passion lies in creating awareness of the importance of personal care for men as a whole. Thus, he is fervently dedicated to aiding Prostate Cancer research, a disease which afflicts 1 in 6 men. A portion of the proceeds from the sales of all Anthony For Men products is donated to non-profit organizations dedicated to eradicating the disease and the signature blue Fight Against Prostate Cancer ribbon adorns all packaging to display the company's support. In addition, a portion of the proceeds from all Shaveworks products is donated to the Leukemia and Lymphoma Society.

Anthony Sosnick is a true leader in today's grooming industry. He has not only created the largest men's product line for today's man, but also sets the standard for grooming perfection. The rise in men's care is undoubtedly more than just a trend, and Sosnick is determined to continue delivering the best of the best.

Anthony

Logistics For Men®



Anthony Logistics For Men offers personal care products specially formulated for men plus razors and kits. The line was developed after extensive market research and was conceived as a full line of men's personal care products. Quick and easy to use, an essential for most men, the products offer Face, Shave, Hair and Body solutions.

As men continue to look for ways to fight the signs of aging, grooming products are becoming increasingly essential. **Anthony Logistics For Men** has taken into consideration the special needs of men's skin and has scientifically developed products using nature based and multifunctional ingredients. This highly functional grooming line

addresses a variety of personal care issues facing men today. Nourishing and protecting the skin in a safe, simple and efficient manner has become relevant to the active lifestyles men are living today.



The creative team at Anthony For Men are proud to introduce a new and innovative brand “Shaveworks™”.

The initial launch consisted of one hero product, **The Cool Fix™**. This product is specifically designed to reduce Ingrown Hairs, Razor Bumps, Razor Burn and Redness. Although it is targeted to women, it can easily be used by both sexes as we refer to it as “Gender Neutral.”

The formula consists of a soothing, cooling blue gel which is applied directly to the affected area. There is no burning or stinging, and the use of cotton as an applicator is not necessary. This gel lotion formula allows for a precise and easy application unlike a liquid.

Employing an effective combination of active ingredients (*Glycolic Acid, Salicylic Acid and Phytic Acid*) this product will exfoliate away dead skin cells, kill bacteria under the skin and simultaneously dissolve the dead skin so any hairs trapped underneath the skin can be freed and thus shaven or waxed off. In combination these ingredients help eliminate ingrown hairs and prevents them from re-occurring.

A high level of a potent moisturizer known as **Mediacalm Complex** which contains *Boerhavia Root Extract* helps to instantly soothe the skin and reduces redness on contact.

AnthonySPORT For Men®



Over the last decade, the experts at **Anthony For Men** have learned a lot about teaching men better grooming habits. We have found that many men do not know a great deal about skincare and have little time or interest in fussing. They want straightforward

products that are easy to understand, work fast and cover the active man's shaving, skin care, hair and body needs.

Anthony Sport For Men offers easy to use products based on natural ingredients that

complement a man's busy lifestyle. It's all about running with the man; not slowing him down. Women too, are important customers since they can be responsible for bringing skincare into the household and for encouraging men to use the products.

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