

PRESS RELEASE + MISSION STATEMENT

For immediate Release-Communiqué: 01.08.2013

±KEN “THE ESSENCE OF WELL-BEING”

Japanese meaning: “embodiment of well-being’ /healthy / strong.”

BC/ONE ‘meaning; “Before / Chemicals / Organic-Natural-Eco-conscious’

KENMEN LAUNCHES;

ECO/ALCHEMIE® LUXURY SKIN CARE & SPA THERAPIES FOR MEN

Luxurious, efficient organic skin care and spa protocols deliver practical applications and immediate results for men who have set defined standards and expectations with regards to their appearance and physical well-being.

ECO/ALCHEMIE® Artisanal SPA collections provide premium quality curated ingredients specific to each skin type and designed to function in synergy with KENMEN’S holistic wellness and sport recovery therapies.

KENMEN is committed to a "Wholistic" mind-body approach with regards to the effects of; Anti-Aging, Injury, Stress and Skin Fitness. The therapeutic modalities compliment the transdermal benefits of each element and extract derived from; Botanical Root & Herbal compounds, plant based Vitamins, earthy Minerals and Bio-marine extracts, infused with healing medicinal Essentials and Antioxidants.

Ethos;

Mankind - Earth-kind- Animal-kind skin care products with effective therapeutic results

Spa Focus;

-Sport-conditioning and male- appointed skin care services -providing spa-partners with comprehensive educational services, superlative protocols and tailored therapies addressing various issues prevalent in men such as; cardiovascular ailments, muscular / joint pain and most importantly inflammation.

-Convey the benefits of life-enhancing solutions which will contribute to improving stamina and performance.

Mission;

Skin care Regimens focused on; Prevention, Rejuvenation, Energy, Relaxation and Balance of “Mind, Body & Spirit”

**The ancient quintessential principle of alchemy was to discover or create the elixir of youth or “the Fifth Element” as it was referred to, by fusing earth’s natural minerals with chemistry.*

ECO/ALCHEMIE® FACIAL + SHAVING CARE PROTOCOLS

Essential Confidence Boosters promote and help restore a youthful and healthy skin tone and texture, while refining and purifying the pores to protect and strengthen cellular tissues.

KENMEN facial & shaving therapies incorporate detoxifying and innovative skin-specific treatments to help control and alleviate skin anomalies prevalent in men such as; rosacea, eczema, dermatitis, dehydration or acne, as well as thickening of the skin and inflammation.

Mission;

Purify Tone, Refine skin texture to a healthy state and appearance - Restore Confidence

ECO/ALCHEMIE® SPIRITUS CORPUS BODY THERAPIES from the roots of Ancient Herbal medicinal practices combined with modern Alchemy and fused with Occidental and Oriental Holistic techniques designed to; eliminate toxins, re-energize and alleviate pain. KENMEN signature body therapies specifically address; poor circulation, muscle and joint pain & most importantly inflammation of skin tissues which may lead to cardiovascular issues and inhibited lymphatic flow.

Mission;

Enhance physical wellness and create a balance between “Mind and Body”

AFRICANA WELLNESS COLLECTIONS®

KENMEN’S partnership with the ONEXONE Foundation and their desire to connect with the environment inspired these unique **luxurious Fair Trade collections of Bath, Body & Skin Care "African Rituals"**.

Each skin specific “cold-crafted biodegradable vegan product” contains moisturizing and skin-soothing blends of; hand-crafted West African Shea butter, Plantain skin exfoliants, Bamboo extracts, organic Miombo wild Honey, Moroccan Atlas Mountain Rhassoul clay and Argan oil all infused with rich exotic herbal essentials and spices.

This curated selection of natural ingredients forms the foundation of; Aroma therapeutic Wellness Elixirs, Serums and Body balms, Cold-Crafted Shea butter Soaps, Salt + Herbal steam Infusions, Massage oils, Hydrotherapy bath Melts, Hydrosols, Exfoliants, body Wraps + Masks, Muscle-relief and Foot remedies as well as Herbal massage Poultices and “SPA 101” skin solutions for Teen-aged initiation routines.

Mission;

Detoxify and replenish skin tissues with vital antioxidants and nutrients

CITIZENKEN® Lifestyle brands offer the comforts of **SPA @ HOME** in practical luxurious grooming travel kits & bath accessories designed to suit man’s fast- paced life and daily regimens and provide him with much sought after leisure time.

-100 % Pure Soya Eco-Massage candles housed in Recycled Beer and Wine Bottles and Bamboo shoots

-French Master Perfumers Eco-glass Diffusers of; Essential blends with Bamboo reeds.

Mission;

Luxurious indulgence through practical solutions, relaxation and Leisure

MISSION STATEMENT;

Our aim is to be inclusive not competitive. We strive to connect with our partners and associates by sharing information and knowledge essential to our sustainability.

Completely respectful of the environment our natural products sourced from certified organic producers and Fair Trade markets are formulated with care and integrity and with special consideration to our **social responsibilities and carbon footprint;**

Biodegradable packaging + Product

Recycled + Recyclable packaging

Solar powered industry partners

Vegetable + Soy ink printing

Cold-pressed distillation of Essentials to reduce carbon footprint

Support of sustainable raw material suppliers

Partnerships with Ecocertified Laboratories

Partnerships with Fair Trade / Equitable market suppliers

Partnership with the ONEXONE Foundation, whose mission is to better the lives of children, support education, eradicate hunger and alleviate disease in impoverished communities’ worldwide

Our product formulations do not contain: parabens / propylene glycols + Pegs / petrochemicals / silicones / pesticides / synthetic fertilizers / phthalates / synthetic waxes or paraffin / fragrances or perfumes / or any compounds deemed to be carcinogenic.

GLOBAL PARTNERS + VENTURE PHILANTHROPY

Indigenous communities around the globe, offer a wealth of unique organic resources which enable us to create our products, for which we are forever grateful and keenly aware that the fruits of their labor are rooted in the betterment of their lives and those of their children. If in some small part we are able to contribute to their goals, this will be the measure of our success.